The Power of Advertising with AFCEA

For 75 years, the passion, ingenuity and collaborative efforts of AFCEA’s members across the globe have helped militaries, governments, corporations and academia develop and provide technology, programs and solutions toward global security. As the association’s official media outlet, SIGNAL Media delivers news, analysis and important perspectives on the most pressing topics, focusing on cyber, technology, intelligence and national security. SIGNAL Media is an award-winning print and digital publication providing daily go-to industry-leading and relevant coverage to keep decision makers in-the-know so they may continue to advance global security missions. SIGNAL Media readers are educated and engaged visionary professionals who want to keep abreast of important developments in their fields of expertise, and who turn to this highly regarded and well-circulated media source for breaking news to in-depth features.

Contact us to start the conversation today!

Lt. Gen. Susan Lawrence, USA (Ret.)
President and CEO
AFCEA International

Contact advertising@afcea.org for more information

DIRECTOR, MEDIA SALES, STRATEGY AND BRANDLINK
AFCEA International
Bodil Lund
703–631–6181
blund@afcea.org

WASHINGTON AREA (VA, MD, DC) AND SOUTHEASTERN U.S.
AFCEA International
Mark Horowitz
805–217–6026
mhorowitz@afcea.org

WESTERN & MID-WESTERN U.S., NEW ENGLAND AND NORTHEASTERN TERRITORIES
The R.W. Walker Company, Inc.
Michael Walker
925–648–3101
mike@rwwcompany.com

EUROPE
AFCEA International
Veronica Cirillo
+39 3924458294
vcirillo@afcea.org

Contact us to start the conversation today!
Drive engagement and thought leadership with SIGNAL’s multimedia suite

Highlight your executives, thought leaders and content through our multimedia opportunities. Our team will work with you to develop a targeted message that will reach a relevant audience interested in your products and services. SIGNAL’s editorial and creative staff is available to assist with guidance on content and topics and put together a branding package for marketing your program.

Your SIGNAL Multimedia Team:

Bodil Lund  
Director, Media Sales, Strategy and BrandLink

Claudia Perez  
Coordinator, Marketing, Advertising & Publications

Contact advertising@afcea.org for more information
Multimedia Opportunities

WEBINARS/ONLINE PANEL DISCUSSIONS

The SIGNAL Webinar Series is a vital component of AFCEA’s mission to meet the critical information needs of government, military and industry decision makers active in the fields of C5ISR, cybersecurity, intelligence, research and development, electronics and homeland security.

COST: $15,750

- One-hour live or pre-recorded broadcast focused on a relevant topic of your choice
- Options for presentation include: Slides/Virtual Discussion/Screen share
- Advertisement in SIGNAL Magazine
- A month-long series of customized email invitations sent to a targeted audience
- Promotion on SIGNAL’s website, social media and newsletters
- A senior SIGNAL staff member will moderate
- Complete list of all registrants’ contact information for qualified sales leads
- One year for on-demand viewing and additional lead generation

WEBINAR CHANNEL

Only available for Webinar packages of 4 or more.

- Branded registration page with auditorium that will house all webinars
- Webinar promotions on SIGNAL’s website, social media and newsletters with links to registration page
- Complete list of all registrants’ contact information for qualified sales leads
- Live for one year with an option to renew with additional webinar contract or stand alone
- Minimum 100 leads with pre- and post-webinar marketing

VIRTUAL EXECUTIVE INTERVIEW

A SIGNAL senior editor will interview an executive(s) or technology expert(s) within your company to highlight thought leadership, bringing visibility to your brand story.

COST: $6,500

- 20-minute recorded video interview
- Copy of the video for your promotional use
- Featured on social media accounts to promote views
- Online article tied to the interview on the SIGNAL website and in the AFCEA Weekly Digest

Contact advertising@afcea.org for more information
Why Advertise With **SIGNAL**?  
**Our Audience!**

Of Our Active Duty Military Audience:

- **50%** Are officer rank
- **33%** Are enlisted rank

Of Our Industry Audience:

- **34%** Are retired from the military or government and performing similar duties in the private sector
- **20%** Are CEO/president/vice president

Followers:

- **LinkedIn**: Followers: **14,943**  
  Average Impressions: 288,000 | Clicks: 9,200
- **Facebook**: Followers: **7,099**  
  Average Impressions: 173,000 | Clicks: 1,400
- **Twitter**: Followers: **9,540**  
  Average Engagements: 3,200 per post | Clicks: 31,130
- **Instagram**: Followers: **1,249**

*Average Impressions & Clicks Based on One Year

Contact advertising@afcea.org for more information
Purchasing Behavior

Nearly **two-thirds** of the **SIGNAL** Audience is engaged in the buying process, and more than half took one of the following buying actions as a result of an advertisement they saw in **SIGNAL**:

- Purchased/ordered/recommended a product
- Visited an advertiser's website
- Passed along or discussed advertisement with coworkers

/LYLHYL[OL`WLZVMWYVK]JZZLYJPJLZV\YH\KPLULPZLPZH\[PUNHUKW\YJOHZPUN!

**INFORMATION SYSTEMS**

- Cloud-based services/infrastructure 32%
- Software development tools 24%
- Network management and control 21%
- Teleconferencing services/systems 21%
- Big data collection/analytics/services 20%
- Wireless products/services 20%
- Architecture/network design services/integration services 20%
- Virtualization 20%
- Artificial intelligence 20%

**SECURITY**

- Cybersecurity 35%
- Cloud services security 28%
- Cryptographic software/hardware 24%
- Security assessment/management 22%
- Network management 21%

**RELATED PRODUCTS/SERVICES**

- Training/education/certification 32%
- Systems integration/architecture 20%

Additional products and resources readers are looking to purchase are:

- Mobile networking
- Cables/fibers/connectors/electronic circuits
- Risk assessment/management
- Engineering and integration
- Mobile device security

- InfoSec/IA software suites
- Disaster recovery
- Engineering and technical support
- Operations and maintenance
- Recruiting/placement services
- Cases/cabinets
- Consoles/desks/chairs

Contact advertising@afceai.org for more information
Print Advertising: SIGNAL Magazine

28,062 Circulation

SIGNAL Magazine, which reaches AFCEA’s members and subscribers monthly, is distributed at annual AFCEA International events, in addition to the monthly events of AFCEA’s 140 chapters worldwide.

Advertising Rates (4 Color)

<table>
<thead>
<tr>
<th>Issue</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$17,800</td>
<td>$17,150</td>
<td>$16,650</td>
<td>$15,750</td>
</tr>
<tr>
<td>Full-page</td>
<td>$9,350</td>
<td>$9,000</td>
<td>$8,750</td>
<td>$8,250</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$7,700</td>
<td>$7,450</td>
<td>$7,200</td>
<td>$6,900</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$6,500</td>
<td>$6,350</td>
<td>$6,150</td>
<td>$5,900</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$5,100</td>
<td>$5,000</td>
<td>$4,850</td>
<td>$4,650</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$4,350</td>
<td>$4,250</td>
<td>$4,150</td>
<td>$4,000</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$3,700</td>
<td>$3,650</td>
<td>$3,550</td>
<td>$3,450</td>
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</tbody>
</table>

Cover

<table>
<thead>
<tr>
<th>Issue</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$11,050</td>
<td>$10,700</td>
<td>$10,300</td>
<td>$9,750</td>
</tr>
<tr>
<td>Covers 2 &amp; 3</td>
<td>$10,300</td>
<td>$10,000</td>
<td>$9,650</td>
<td>$9,150</td>
</tr>
</tbody>
</table>

SMALL BUSINESS PACKAGE

This three-insertion package is available only to companies with 50 or fewer employees: three advertisements, one price, reach the entire SIGNAL Magazine readership. Your account executive can assist you with selecting the appropriate issues to deliver your message.

All rates are net. No agency discount.

SPECIAL INTEREST EDITORIAL

COST: $15,750

Contact advertising@afcea.org for more information
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyber Education and Training, CERTS</td>
<td>Navy/Marine Corps Technologies</td>
<td>Artificial Intelligence/ Machine Learning</td>
</tr>
<tr>
<td>Contact <a href="mailto:advertising@afcea.org">advertising@afcea.org</a> for more information</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISA/IndoPac</td>
<td>The Internet of Behaviors</td>
<td>Mobile/Wireless Technologies</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud Technologies</td>
<td>Army Technologies</td>
<td>Intelligence Air Force Technologies</td>
</tr>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space</td>
<td>Indo-Pacific Theater</td>
<td>Zero-Trust Architecture</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact advertising@afcea.org for more information
The Cyber Edge

**THE CYBER EDGE IN SIGNAL MAGAZINE SPONSORSHIP**

**COST PER ISSUE: $8,900**

- Corporate logo on the introduction page
- Full-page advertisement within The Cyber Edge editorial in print and the digital issue
- One white paper posted in the SIGNAL Resource Library for lead generation
- Leads from The Cyber Edge downloads in the SIGNAL Resource Library
- The Cyber Edge print section is published January, April, July and October

**THE CYBER EDGE WEBSITE SPONSORSHIP**

**COST PER MONTH: $5,250**

- Sponsored Thought Leadership Content: Your company's content will appear on The Cyber Edge home page for one month
- Leaderboard 970 x 90 pixels
- Large rectangle 300 x 250 pixels
- One cyber-related white paper in the SIGNAL Resource Library
- Sponsored video on the home page
- Stock image 600 x 450 pixels, 72 dpi

* Limited to 3 sponsors per month

**THE CYBER EDGE NEWSLETTER**

**COST PER MONTH: $4,200**

- Sponsored Thought Leadership (75 words) within the body of the newsletter with link
- Stock image 300 x 150 pixels
- Top and Bottom Banner leaderboard 560 x 60 pixels

* Limited to one sponsor per month

**THE CYBER EDGE ONLINE**

Small Rectangle Banner (ROS) 300 x 100 pixels $250
Medium Rectangle Banner (ROS) 300 x 250 pixels $500

**THE CYBER EDGE PRODUCTS CAN BE BUNDLED FOR SIGNIFICANT SAVINGS**

Contact advertising@afcea.org for more information
Email Marketing

**SIGNAL CONNECTIONS**

SIGNAL produces a variety of newsletters that offer branding, product highlight and thought leadership opportunities. Reach members and subscribers directly in their inbox with our weekly and monthly newsletters.

**SIGNAL Connections**

- **Connections**, sent mid-month to all magazine subscribers, highlights editorial content from the most current issue of SIGNAL, online news stories, as well as AFCEA event coverage, chapter news and activities.

**SIGNAL Connections Advertising Rates per Month**

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Pixels</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &amp; Lower Banner</td>
<td>560 x 60 pixels</td>
<td>$3,150</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 × 600 pixels</td>
<td>$2,100</td>
</tr>
<tr>
<td>Square Banner</td>
<td>160 × 160 pixels</td>
<td>$1,550</td>
</tr>
<tr>
<td>Sponsored Thought Leadership</td>
<td>50 words</td>
<td>$4,700</td>
</tr>
</tbody>
</table>

**AFCEA WEEKLY DIGEST**

The AFCEA Weekly Digest newsletter is sent to all AFCEA members every Friday. It includes information about upcoming events as well as special offers, scholarship and award opportunities, and resources of particular interest to the AFCEA community.

**AFCEA Weekly Digest Advertising Rates per Month**

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Pixels</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &amp; Lower Banner</td>
<td>560 x 60 pixels</td>
<td>$5,250</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 × 600 pixels</td>
<td>$4,200</td>
</tr>
<tr>
<td>Square Banner</td>
<td>160 × 160 pixels</td>
<td>$3,150</td>
</tr>
<tr>
<td>Sponsored Thought Leadership</td>
<td>75 words</td>
<td>$6,300</td>
</tr>
</tbody>
</table>

**SIGNAL SHOW DAILY**

Event recap sent to all registered attendees of AFCEA conferences after each day of the event. Sponsors get logo and banner recognition, and can include a different piece of their own content each day of the distribution. The Show Daily is a powerful way to expand your event visibility, promote your booth presence and share your expertise.

**SOLE SPONSORSHIP: $6,300**

- 180 x 120 pixels logo placement with thought leadership paragraph (120 words) on email sent the morning after each day of event as well as on the event coverage website.
- A listing on the sponsorships page of the event website
- 970 x 90 pixels banner/logo on the show coverage page
- 300 x 250 pixels banner on the event archive page

Contact advertising@afcea.org for more information
Online Opportunities

The SIGNAL and AFCEA website carry out AFCEA's mission to connect people, ideas and solutions globally.

SIGNAL ONLINE (www.afcea.org/signal)

The SIGNAL website features breaking news and exclusive articles as well as magazine content. It is the entry point for access to all SIGNAL Media products. New channels include Cyber, Defense Operations, Acquisition & Contracting, Homeland Security, Intelligence and Technology.

### SIGNAL Online Advertising Rates per Month

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Rectangle banner (ROS)</td>
<td>300 × 100</td>
<td>$1,250</td>
</tr>
<tr>
<td>Medium Rectangle banner (ROS)</td>
<td>300 × 250</td>
<td>$1,550</td>
</tr>
<tr>
<td>Medium Pop-Up banner (ROS)</td>
<td>300 × 250</td>
<td>$850</td>
</tr>
<tr>
<td>Launch Pop-Up (homepage only)</td>
<td>550 × 480</td>
<td>$2,100</td>
</tr>
<tr>
<td>Billboard (ROS)</td>
<td>970 × 90</td>
<td>$3,000</td>
</tr>
<tr>
<td>Leaderboard (ROS)</td>
<td>970 × 90</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

*This position could rotate among three advertisers.

AFCEA WEBSITE (www.afcea.org)

The AFCEA website provides information technology, intelligence and global security professionals access to the wealth of knowledge the association offers. From international events to membership and chapter initiatives, visitors have details about AFCEA at their fingertips.

### AFCEA Website Advertising Rates per Month

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Rectangle banner on internal pages</td>
<td>300 × 100</td>
<td>$1,900</td>
</tr>
<tr>
<td>Medium Rectangle banner (ROS)</td>
<td>300 × 250</td>
<td>$2,350</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 × 90</td>
<td>$2,500</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>970 × 90</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

*This position could rotate among three advertisers.

PREMIUM OPTIONS

Availability of premium options is limited, so early space reservation is highly recommended.

Ad appears on three sites: AFCEA, SIGNAL, and The Cyber Edge.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle three ads in a row</td>
<td>300 × 250</td>
<td>$4,600</td>
</tr>
</tbody>
</table>

Ad bar take over. Three ads in a row.

| SIGNAL or AFCEA: | AFCEA Site: |
| Medium Rectangle three ads in a row | Small Rectangle three ads in a row |
| 300 × 250 pixels | 300 × 100 pixels |
| $3,100          | $2,500       |

RESOURCE LIBRARY

Highlight thought leadership in your organization. Highlight thought leadership in your organization.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>White papers, EBooks, case studies, event videos, blog posts,</td>
<td>$1,500</td>
</tr>
<tr>
<td>analytical content and more.</td>
<td></td>
</tr>
</tbody>
</table>

SPONSORED CONTENT

Thought leadership content regarding industry, policy, and technology. Request SIGNAL or The Cyber Edge website.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>400 to 600 words of content, not promotional</td>
<td>$1,800</td>
</tr>
<tr>
<td>Includes image 600 x 300 pixels</td>
<td></td>
</tr>
</tbody>
</table>

Contact advertising@afcea.org for more information.
Print Advertising Specifications

2022 SIGNAL Magazine Specifications

ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHNLZWLH</td>
<td>π</td>
<td>π</td>
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<td>-SSWNL</td>
<td>π</td>
<td>π</td>
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<tr>
<td>WHNL</td>
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<tr>
<td>WHNLPSHUK</td>
<td>π</td>
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<tr>
<td>WHNL[LY][HS</td>
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<td>π</td>
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<td>WHNLOVPAV[HS</td>
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<tr>
<td>WHNLOVPAV[HS</td>
<td>π</td>
<td>π</td>
</tr>
</tbody>
</table>

*Full page live area 7.875" 10.375"

DIGITAL FILES

SUBMISSION INSTRUCTIONS:
7SLHIZ[VU][HJ][HK][LY[PZPUN’HM]LTVYN

FILE FORMAT

7:0-Q[HUK7-4][SSSL]PU,7:HUK0[SFSLTIZ]ILJULYLK[WH][ZHUHTLILKLKPTHLNZT]IZL*4@2
VYYNHZ][HSL[SS-1HUK7-4][SFSLTIZ][LPOPNOYLYZS][PUVW]

COLOR & TRANSPARENCY

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9])PUL_HUK3H1[VSVYZPSSIL][LY][LK(V*4@2
ZUV[LY[LOULHKZHYLUV][LY][LKH][ZPAI]LULUV[KVIL
\ULTLKILKMV][ZHU2LUV*4@2]VSVY-PSLZOV][SK
UV][VU[HPU*+WY][SLZVY670PUMYTH[PVUYH[WHYLU]PLZ
ZO]SKIL4[H][LULK

AD DEADLINES

<table>
<thead>
<tr>
<th>2022 Calendar Year</th>
<th>Print Ads</th>
<th>Online Banners</th>
</tr>
</thead>
<tbody>
<tr>
<td>January Issue</td>
<td>4LJLTLILY</td>
<td>4LJLTLILY</td>
</tr>
<tr>
<td>February Issue</td>
<td>1HUY’</td>
<td>1HUY’</td>
</tr>
<tr>
<td>March Issue</td>
<td>-LYH’</td>
<td>-LYH’</td>
</tr>
<tr>
<td>April Issue</td>
<td>4HJ0</td>
<td>4HJ0</td>
</tr>
<tr>
<td>May Issue</td>
<td>(WYP)</td>
<td>(WYP)</td>
</tr>
<tr>
<td>June Issue</td>
<td>4H’</td>
<td>4H’</td>
</tr>
<tr>
<td>July Issue</td>
<td>1UL</td>
<td>1UL</td>
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<tr>
<td>August Issue</td>
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<td>1S’</td>
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<tr>
<td>5V[LYILY0ZL]</td>
<td>6[LYL]</td>
<td>6[LYL]</td>
</tr>
<tr>
<td>1LJLTLILY0ZL</td>
<td>5VJLTLILY</td>
<td>5VJLTLILY</td>
</tr>
</tbody>
</table>

Contact advertising@afcea.org for more information
FINANCIAL POLICIES

CANCELLATIONS

All cancellations must be in writing and received by space deadline. No cancellations can be accepted after space deadline for all SIGNAL Media platforms. Contracts for covers are noncancelable for period contracted.

EXTRAS

Free: Booth Pubsets for trade shows provided upon request. No additional charge for bleed. Inserts, labels, stickers: Supplied inserts accepted.

UNPAID BALANCE

No advertiser with any unpaid balance will be eligible to reserve new advertising of any type. All past invoices must be paid in full before new advertising contracts will be executed.

AGENCY COMMISSION

15% of gross to recognized agencies on space, color and position provided account is paid within 30 days of invoice date.

DUAL RESPONSIBILITY

Billing directed to the advertising agency at the net rate approved on condition that the advertiser accepts dual responsibility for payment if its agency does not remit within 90 days. Should the advertiser prefer direct billing, this billing will be at the net rate on space placed and serviced by an agency, and the advertiser is responsible for remitting 15% earned commission to its agency.

TERMS & CONDITIONS

1. Advertisers and advertising agencies assume liability for all content matter of advertisements in SIGNAL Media products and also assume responsibility for any claims arising therefrom made against the publisher.

2. Insertion orders shall clearly state the following for each insertion: name of SIGNAL Media product, name of advertiser, date of insertion, advertisement details, gross rate of advertisement per insertion and billing address.

3. Failure to make the insertion order correspond in price with the rate schedule is regarded as a clerical error, and SIGNAL Media will issue billing at the correct rate based on current rate schedule.

4. No conditions, printed or otherwise, appearing on the insertion order, billing instruction or copy instruction that conflict with SIGNAL Media's stated policies will be binding.

5. A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap.

6. Failure to meet frequency within a contract year will result in shortrate billing.

7. Cancellation of insertion orders forfeits the right to position protection.

8. All advertisement material and sponsored content are subject to the publisher's approval. The publisher reserves the right to reject advertising and content not in keeping with SIGNAL Media's brand image.

9. SIGNAL Media's liability for any order will not exceed the charge for the advertisement in question.

10. SIGNAL Media is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any government or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

11. Deliverables must be received by their due date, unless approved by SIGNAL Media.

12. Requests for specific positions in print are given consideration but are not guaranteed.

13. All print cancellations must be in writing and received by space deadline. No cancellations can be accepted after space deadline. Contracts for covers are noncancelable for period contracted.

14. The index to advertisers in SIGNAL Magazine is printed as a complimentary service to our advertisers. While care is taken to ensure the accuracy of the listings, publisher does not assume responsibility for omissions or errors.

15. SIGNAL Media reserves the right to hold advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to the SIGNAL Media.

16. Prepaid accounts are non-refundable.

Contact advertising@afcea.org for more information