2018 MEDIA PLANNER

We're more than a magazine—We’re AFCEA.
Letter from the Editor

More than a Magazine, We’re AFCEA.

The world today is immersed in challenges that few fully understand, yet understanding is critical to finding solutions—especially in the complex world of global security. I believe the media has a unique role to play in helping people learn and develop the knowledge and perspective they need for better understanding, and I make sure that this philosophy is reflected in all the products produced by SIGNAL Media.

Delivering the most valuable information to our audience is our priority, but we also take great pride in helping government and industry communicate with and educate their customers more effectively. Together we can build greater understanding.

I invite you to connect with SIGNAL and its engaged, focused and qualified audience through the targeted products and services we offer. Join us as we enhance knowledge and build better understanding for our warfighters and all of our military, government and industry partners.

SIGNAL Media, the official media of AFCEA International, welcomes you.

Robert K. Ackerman
Senior Director, SIGNAL Media
Editor in Chief, SIGNAL Magazine
MORE THAN A MAGAZINE
Why Advertise With SIGNAL?...

Our Readers!

SIGNAL READERS ARE...

EDUCATED & INFORMED
SIGNAL readers are engaged, visionary professionals who want to keep abreast of important developments in their fields.

53% Hold advanced degrees

85% Hold a bachelor’s degree

LOYAL & ACTIVE
SIGNAL readers are active, read SIGNAL Magazine on a regular basis and look to SIGNAL for relevant, accurate and clearly presented information.

89% “Informative”

82% “A good source of electronic communication information”

77% “Relevant to my work”

72% “Unique content I do not read elsewhere”

50% Actively pass along the magazine to colleagues to read

Statistics from 2016 Readex Reader survey of all members and subscribers.

OF OUR ACTIVE DUTY MILITARY READERS:

41% Are officer rank (OF-1 through OF-6 or 0-1 through 0-6)

45% Are enlisted rank (OR-1 through OR-9 or E-1 through E-9)

OF OUR INDUSTRY READERS:

21% Are CEO/president/vice president

32% Are Retired from the military or government and performing similar duties in the private sector
PURCHASING BEHAVIOR

67% of SIGNAL readers are engaged in the buying process, and 54% 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 co-workers

Here are the types of products/services our readers are evaluating and purchasing:

INFORMATION SYSTEMS

57%

Plan to purchase information systems products/services

- Cloud-based services/infrastructure
- Network management and control
- Wireless products/services
- Software development tools
- Cases/fibers/conductors/electronic circuits
- Big data collection/analytics/services
- Antennas/antenna systems
- Teleconferencing services/systems
- Video equipment/VTC services

SECURITY

51%

Plan to purchase security products/services

- Cybersecurity
- Cloud services
- Cryptographic software/hardware
- Security assessment/management
- Risk assessment/management
- Mobile device security

RELATED PRODUCTS/SERVICES

46%

Plan to purchase related products/services

- Systems integration/architecture
- Training/education/certification
- Engineering and technical support
- Operations and maintenance
- Cases/cabinets
- Consoles/desks/chairs

Statistics from 2016 Readex Reader survey of all members and subscribers.
Your marketing plan defines your path to your goals and guides your decisions throughout the year. SIGNAL Media is your brand to trust with your advertising message. Our specialty is developing customized integrated marketing campaigns that meet the objectives of your organization, no matter its size.
Targeted Messaging

Creating a targeted message can lead to increased sales and better customer experience across all channels. You can choose one or more of our targeted messaging opportunities to achieve your goal. We offer discounts on bundling products.

Lead Generation

Lead generation is a win-win for both the buyer and seller. Using lead generation tactics in your marketing strategy can boost your ROI.

Thought Leadership

Thought leadership allows your organization to be an authority on relevant topics by delivering the answers to the biggest questions on the minds of your target audience. SIGNAL Media has created distinct opportunities for your organization to tailor its messaging to what readers want to know.
PRINT ADVERTISING: SIGNAL MAGAZINE

29,604 Circulation (BPAWW Audited)

SIGNAL Magazine, which reaches AFCEA’s more than 30,000 members monthly, is distributed at more than 17 annual AFCEA International events, in addition to the monthly events of more than 150 chapters worldwide.

<table>
<thead>
<tr>
<th>Advertising Rates (4 Color)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$16,930</td>
<td>$16,350</td>
<td>$15,840</td>
<td>$14,990</td>
</tr>
<tr>
<td>Full-page</td>
<td>8,920</td>
<td>8,610</td>
<td>8,340</td>
<td>7,890</td>
</tr>
<tr>
<td>2/3 page</td>
<td>7,340</td>
<td>7,120</td>
<td>6,890</td>
<td>6,590</td>
</tr>
<tr>
<td>1/2 page</td>
<td>6,220</td>
<td>6,060</td>
<td>5,860</td>
<td>5,620</td>
</tr>
<tr>
<td>1/3 page</td>
<td>4,875</td>
<td>4,760</td>
<td>4,640</td>
<td>4,450</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4,160</td>
<td>4,085</td>
<td>3,980</td>
<td>3,835</td>
</tr>
<tr>
<td>1/6 page</td>
<td>3,525</td>
<td>3,470</td>
<td>3,400</td>
<td>3,300</td>
</tr>
<tr>
<td>Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$10,520</td>
<td>$10,190</td>
<td>$9,825</td>
<td>$9,310</td>
</tr>
<tr>
<td>Covers 2 &amp; 3</td>
<td>9,830</td>
<td>9,500</td>
<td>9,180</td>
<td>8,710</td>
</tr>
</tbody>
</table>

Black & White advertising rates available upon request.

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.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$5,733 per ad</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,866 per ad</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,073 per ad</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,623 per ad</td>
</tr>
<tr>
<td>1/6 page</td>
<td>1,176 per ad</td>
</tr>
</tbody>
</table>

All rates are net. No agency discount.

CONSULTANT & MICRO BUSINESS ADVERTISING PACKAGE

Insertions can appear in any issue of choice. Only one submission accepted with each package purchase.

Consultants and Micro Businesses with 9 or fewer employees can increase visibility and gain recognition at a budget-appropriate rate. Advertisements can range from standard business card reproductions to 3-1/2” x 2” display advertisement.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 insertion</td>
<td>$800</td>
</tr>
<tr>
<td>2–5 insertions</td>
<td>$750 per insertion</td>
</tr>
<tr>
<td>6–12 insertions</td>
<td>$700 per insertion</td>
</tr>
</tbody>
</table>

NEW ADVERTISER INCENTIVES & EXHIBITOR ADVERTISING DISCOUNTS AVAILABLE! ASK YOUR ACCOUNT EXECUTIVE TODAY!

The CyberEdge is a special section of SIGNAL providing unique insights on cyber solutions, challenges and controversy. Sponsorship of the section is available and includes print, digital and lead generation elements.
<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Space Deadline</th>
<th>Materials Due</th>
<th>Value Added</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>COGNITIVE TECHNOLOGY</td>
<td>November 22</td>
<td>December 4</td>
<td>Logo banner in SIGNAL Connections</td>
<td>West 2018, Various Chapter Events</td>
</tr>
<tr>
<td>April</td>
<td>NATO CHALLENGES</td>
<td>February 23</td>
<td>March 2</td>
<td>Press Release to be posted on SIGNAL website</td>
<td>Various Chapter Events</td>
</tr>
<tr>
<td>July</td>
<td>HOMELAND SECURITY EMERGENCY COMMUNICATIONS</td>
<td>May 25</td>
<td>June 1</td>
<td>Product Profiles</td>
<td>Various Chapter Events</td>
</tr>
<tr>
<td>October</td>
<td>SCIENTIFIC FRONTIERS</td>
<td>August 24</td>
<td>September 7</td>
<td>Advertorial Space</td>
<td>TechNet Europe, TechNet Asia-Pacific, Various Chapter Events</td>
</tr>
<tr>
<td>February</td>
<td>SECURING CRITICAL INFRASTRUCTURE</td>
<td>December 22</td>
<td>January 5</td>
<td>Product Profiles</td>
<td>Various Chapter Events</td>
</tr>
<tr>
<td>March</td>
<td>C4</td>
<td>January 26</td>
<td>February 5</td>
<td>Product Profiles</td>
<td>Various Chapter Events</td>
</tr>
<tr>
<td>May</td>
<td>INFORMATION WARFARE</td>
<td>March 23</td>
<td>April 6</td>
<td>ProductLink Email</td>
<td>Various Chapter Events</td>
</tr>
<tr>
<td>June</td>
<td>CLOUD COMPUTING</td>
<td>April 27</td>
<td>May 4</td>
<td>White paper posting with 10 leads</td>
<td>Army Intelligence Industry Day 2018, Various Chapter Events</td>
</tr>
<tr>
<td>August</td>
<td>TACTICAL C3</td>
<td>June 22</td>
<td>July 6</td>
<td>Ad Perception Study</td>
<td>Various Chapter Events</td>
</tr>
<tr>
<td>September</td>
<td>SPACE CAPABILITIES</td>
<td>July 23</td>
<td>August 4</td>
<td>Medium Rectangle Banner Ad</td>
<td>Various Chapter Events</td>
</tr>
<tr>
<td>November</td>
<td>CONVERGENCE TECHNOLOGIES</td>
<td>September 24</td>
<td>October 5</td>
<td>Product Profiles</td>
<td>Alamo ACE, Various Chapter Events</td>
</tr>
<tr>
<td>December</td>
<td>ROBOTS</td>
<td>October 26</td>
<td>November 5</td>
<td>Press Release to be posted on SIGNAL website</td>
<td>Various Chapter Events</td>
</tr>
</tbody>
</table>
THE CYBER EDGE

Edged with disruption and grounded in cutting-edge news, The Cyber Edge is SIGNAL Magazine's home for the expanding world of cyber technologies. The Cyber Edge highlights threats and solutions built around interviews with key government/military and cyber leaders.

THE CYBER EDGE IN SIGNAL MAGAZINE

COST PER ISSUE: $7,900

• Corporate logo on the introduction page.
• Full-page advertisement within The Cyber Edge editorial.
• One white paper posted in the SIGNAL Online Resource Library lead generation program with 25 free leads.
• Digital PDF of The Cyber Edge issue section.
• Leads from The Cyber Edge downloads on the SIGNAL Media website.
• Published January, April, July and October.

THE CYBER EDGE ONLINE

COST (LEVEL 1) FOR 6 MONTH TERM: $30,000

• Sponsored Content: Your company’s content will appear on The Cyber Edge home page throughout the contract.
• Leaderboard (970x90) on the home page and on all internal pages rotating throughout the site.
• Large rectangle (300x250) ad on internal pages of The Cyber Edge.
• One white paper or other content in the SIGNAL Resource Library during the term of the contract. Receive leads that are generated from the paper during the program.
• Sponsored video on the home page
• Logo on cover of the quarterly print version with full page ad in the section.
• Top and bottom banner with sponsored content in the The Cyber Edge monthly newsletter.

COST (LEVEL 2) FOR 6 MONTH TERM: $21,000

• Sponsored Content: Your company’s content will appear on The Cyber Edge home page throughout the contract.
• Leaderboard (970x90) on the home page and on all internal pages rotating throughout the site.
• Large rectangle (300x250) ad on internal pages of The Cyber Edge.
• One white paper or other content in the SIGNAL Resource Library during the term of the contract. Receive leads that are generated from the paper during the program.

THE CYBER EDGE NEWSLETTER

COST PER MONTH: $3,000

• Sponsored Content within the body of the newsletter.
• Top and Bottom Banner leaderboard (540x64).
How the Hashtag Is Changing Warfare
Armies of social media bots battle for hearts and minds online.

BY ADAM B. JOHNS

In the wake of last year's U.S. presidential election, two international social scientists from the University of Cambridge published a study that was later consumed by the world's news media. The study, which found that bots were spreading false information online, raised questions about the future of social media.

Bots, short for “automated programs,” have become a ubiquitous part of our digital lives. They can be programmed to perform a wide range of tasks, from sending out messages to managing online accounts. In recent years, bots have been used to spread misinformation, manipulate social media platforms, and even influence political outcomes.

Bots can be programmed to detect and respond to specific events or triggers. For example, a bot might be programmed to send out messages whenever a certain keyword appears in a news story. This type of bot is called a “sentiment bot,” and it can be used to monitor public opinion or spread propaganda.

Bots can also be programmed to manipulate social media platforms. For example, a bot might be programmed to like or comment on posts to increase their visibility. This type of bot is called a “social media bot,” and it can be used to manipulate public opinion or spread propaganda.

Bots are not just a threat to political systems. They can also be used to spread misinformation or to influence public opinion in other ways. For example, a bot might be programmed to spread false information about a particular issue, or to manipulate public opinion in favor of a particular political candidate.

In conclusion, bots are a powerful tool that can be used to spread misinformation, manipulate social media platforms, and influence political outcomes. As the use of bots becomes more widespread, it is important that we understand how they work and how they can be used to manipulate public opinion.

Companies such as Facebook and Twitter have been working to detect and remove bots from their platforms. However, this is a difficult task, as bots can be programmed to appear as if they are human. In addition, some bots are designed to evade detection by human users.

For more information on this topic, please see the following links:

- Cambridge University Press: "The Rise of Bot Warfare"
- The Atlantic: "How Bots Are Changing the Internet"
- CNN: "Bots and the 2016 U.S. Election"

This article was written by Adam B. Johns, a social media expert at the University of Cambridge.
EMAIL MARKETING

SIGNAL Media produces a variety of e-newsletters that offer branding opportunities for your business. Reach members with the monthly SIGNAL Connections, the AFCEA Weekly Digest and SIGNAL Show Daily newsletters that cover all major AFCEA events. You can also take advantage of our custom email newsletters such as ProductLink which highlights your company products and services for the AFCEA audience.

SIGNAL CONNECTIONS

28,086 average delivered addresses

Sent on the 15th of each month, SIGNAL Connections delivers news on technology, C4 and intelligence and provides local, national and international coverage of AFCEA’s far-reaching activities.

SIGNAL Connections Advertising Rates per Month

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>728 x 90 pixels</td>
<td>$1,440</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$1,300</td>
</tr>
<tr>
<td>Logo</td>
<td>160 x 160 pixels</td>
<td>$830</td>
</tr>
<tr>
<td>Lower banner</td>
<td>728 x 90 pixels</td>
<td>$1,240</td>
</tr>
</tbody>
</table>

AFCEA WEEKLY DIGEST

Sent to all members every Friday; includes association news and information, event coverage and regional AFCEA calendars and news. Depending on the month, sponsors will receive 4 or 5 distributions.

AFCEA Weekly Digest Advertising Rates per Month

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &amp; Lower Banner Sponsorship</td>
<td>728 x 90 pixels</td>
<td>$3,000</td>
</tr>
<tr>
<td>Skyscraper Sponsorship</td>
<td>160 x 600 pixels</td>
<td>$2,000</td>
</tr>
<tr>
<td>Logo Sponsorship</td>
<td>160 x 160 pixels</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

SIGNAL SHOW DAILY

Comprehensive editorial coverage of major AFCEA events emailed to attendees each day.

SPONSORSHIP: $6,000

Our Show Daily emails are sent each day of the events highlighting the topics discussed and links attendees to the coverage page with more information on the event news. Sole Sponsor allows you to provide thought leadership and generate leads. Your messaging can change each day of the event. Sponsors can include a 180(px) x 120(px) image to accompany the text.

PRODUCTLINK NEWSLETTER

Emails are sent the same month as major AFCEA events and include the event attendee list as well as the AFCEA membership list.

COST: $1,500

- 170 x 170 px photo with corporate information on email sent each day of event
- 75-word description of product or services
- Link to your website
- Leads from users who clicked your product listing
ENGAGED AUDIENCES ACROSS ALL PLATFORMS

28,086
Average delivered emails for SIGNAL Connections

24,840
Average delivered emails for AFCEA Weekly Digest

18.6%
Average Open Rate for AFCEA weekly digest

1,215
Average monthly total click throughs for SIGNAL Connections

4,932
Average delivered emails for ProductLink

18.27%
Average open rate for ProductLink

3,359
Average delivered emails for SIGNAL Show Daily
ONLINE ADVERTISING

Our award-winning website packed with articles, videos and other multimedia features attracts an engaged, loyal community of readers, with 29,439 unique monthly visitors.

**SIGNAL ONLINE** ([www.afcea.org/signal](http://www.afcea.org/signal))

62,155 average monthly pageviews

**SIGNAL Online Advertising Rates per Month**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard banner (ROS)</td>
<td>970 × 90 pixels</td>
<td>$2,500*</td>
</tr>
<tr>
<td>Large Rectangle banner (ROS)</td>
<td>300 × 250 pixels</td>
<td>$1,500*</td>
</tr>
<tr>
<td>Medium Rectangle banner (ROS)</td>
<td>300 × 100 pixels</td>
<td>$1,200</td>
</tr>
<tr>
<td>Launch Pop-up banner</td>
<td>550 × 480 pixels</td>
<td>$2,000</td>
</tr>
<tr>
<td>Medium Pop-Up banner (ROS)</td>
<td>300 × 250 pixels</td>
<td>$800*</td>
</tr>
</tbody>
</table>

*This position could rotate among three advertisers.

**AFCEA WEBSITE** ([www.afcea.org](http://www.afcea.org))

177,676 average monthly pageviews

**AFCEA Website Advertising Rates per Month**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>970 × 90 pixels</td>
<td>$2,500*</td>
</tr>
<tr>
<td>Large Rectangle on internal pages</td>
<td>300 × 250 pixels</td>
<td>$2,250*</td>
</tr>
<tr>
<td>Medium Rectangle on internal pages</td>
<td>300 × 100 pixels</td>
<td>$1,800*</td>
</tr>
</tbody>
</table>

* This position could rotate among three advertisers.

**FILE SPECIFICATIONS**

Preferred file type of leaderboard and rectangle advertisements is jpeg or gif with a suggested file size of 200K; however, flash is accepted.

Pop-up banners may accommodate a video flash file link or host; otherwise, file should be submitted as jpeg or gif; suggested file size is 200K.

**SIGNAL MAGAZINE DIGITAL EDITION**

Every issue of SIGNAL features a digital edition available electronically and mobile friendly. 26% of SIGNAL readers access the web version. Your print advertisement is reproduced in this replica version free of charge, but you can complement your message with additional features.

**SIGNAL Digital Edition Advertising Rates**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Sponsorship</td>
<td>$800</td>
</tr>
<tr>
<td>Blow-In Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Web Content (iFrame) Blow-In</td>
<td>$500</td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Button Draw Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Belly Band Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Audio/Video Enhancement</td>
<td>$500</td>
</tr>
<tr>
<td>App Launch Image</td>
<td>$500</td>
</tr>
<tr>
<td>App Banner</td>
<td>$500</td>
</tr>
</tbody>
</table>
**SIGNAL WEBSITE**

- 62,155 Average page views/month
- 68% New visits

**AFCEA WEBSITE**

- 177,676 Average page views/month
- 67.5% New visits

**DIGITAL EDITION**

- 7,277 Average number of page views/month
MULTIMEDIA STORYTELLING
SIGNAL Media provides the opportunity for your company to tell your brand story in a variety of ways. Gain leads and exposure with these outside-the-box multimedia opportunities.

WEBINARS AND ONLINE EVENTS
Let our expert team help you deliver essential information to a captive audience. This is an interactive way to connect, build trust and close sales.

COST: UP TO $15,000

- A month-long series of customized email invitations sent to a targeted audience
- Logo on SIGNAL website links to registration
- Full-page, 4-color ad in SIGNAL Magazine
- SIGNAL Editor-in-Chief or a senior staff member serves as moderator
- Complete list of all registrants’ contact information for qualified sales leads
- One year for on-demand viewing and additional lead generation
- Branding as a SIGNAL Webinar Series or Online Event
- Advertisements on SIGNAL’s website and E-newsletters with links to registration
- Afterwards we post the webinar in the resource library for additional downloads

SPECIAL INTEREST EDITORIAL
Share your organization’s solution to a critical problem in an exclusive two-page editorial piece featured in SIGNAL Magazine as well as online for lead generation. Editorial will be included in the feature article section branded special interest editorial; will be listed in the index of advertisers; and will appear in all places content from the issue of publication appears.

COST: $15,000

SIGNAL Media will:
- Provide a professional magazine writer to interview your experts, conduct research for additional details as needed, write, design and edit the final custom editorial
- Provide sponsor 50 copies of the printed magazine that contains the article
- Provide sponsor PDF for posting as appropriate on its website

RESOURCE LIBRARY
Highlight thought leadership in your organization and gain qualified leads. Distribute your white papers, EBooks, case studies, event videos, webcasts, analytical content and more.

COST: $1,495

- 25 leads with the option to purchase additional leads at $50/lead.
- Monthly emails with the latest resources in the library
- Customized lead generation form
- Weekly Lead Reports
- Resource listing in the library with customized image or logo

VIDEO STORYTELLING
Take advantage of our video capabilities and interview an executive within your company, tell your brand story or highlight a product to enhance your brand message.

COST: $3,995

- 10 minute professional video with trimmed versions for promotion
- Promotion of video in the SIGNAL Media Resource Library
- Weekly Lead Reports
- Copy of the video for your promotional use
- Featured on social media accounts and newsletters to promote views
AFCEA BRANDLINK

The Association Advantage

AFCEA BrandLink is your toolbox to optimize the marketing, communications and networking power of AFCEA.

SIGNAL Media products are also offered through AFCEA BrandLink; a marketing portal that connects your brand to the AFCEA world in a unique and customized way. AFCEA’s global reach means we have the capability to deliver your message to a highly engaged audience in ways that are memorable, informative and focused—using all the resources AFCEA has and developing any new ones you need.

AFCEA BrandLink can optimize your own content and media or we can connect the writers, videographers, designers and event planners you need to tell your story at a very affordable rate. AFCEA products and services are available to meet the needs of every size company and all marketing budgets.

The AFCEA BrandLink Director is here to assist with individual media purchases or to develop a custom plan that works for you. Contact Jennifer Deuterman at 703-631-6181 or jdeuterman@afcea.org.

www.afcea.org/AFCEABrandLink

Join AFCEA and take advantage of member benefits and pricing.

www.afcea.org/membership
Event Marketing

OPPORTUNITIES

As a nonprofit association, AFCEA is uniquely positioned to provide effective and affordable events, designed for collaboration, communication and education, on topics critical to global defense and security.

Exhibit booths, sponsorships, engagement theatres, advertising and show dailies connect you to AFCEA’s high-level event audience, which averages 40% government and military.

SIGNAL Media is the official publication and media provider for AFCEA events. Exhibitors receive an advertising discount and advertisers expand their message through our bonus distribution at events.

We build thought leadership, content and lead generation programs into every event.

www.afcea.org/events
Print Advertising Specifications

2018 SIGNAL Magazine Specifications

ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread nonbleed*</td>
<td>15-1/2&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2-page spread bleed**</td>
<td>16-3/4&quot;</td>
<td>11-1/8&quot;</td>
</tr>
<tr>
<td>Full-page nonbleed</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Full-page bleed</td>
<td>8-1/2&quot;</td>
<td>11-1/8&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4-9/16&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4-9/16&quot;</td>
<td>7-1/2&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3-5/16&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2-3/16&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4-9/16&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3-5/16&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>2-3/16&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td>4-9/16&quot;</td>
<td>2-3/16&quot;</td>
</tr>
</tbody>
</table>

Printing Specifications

Trim Size: 8-1/4" x 10-7/8"
Minimal bleed size: 8-1/2" x 11-1/8"
Printing: Web offset
Binding: Perfect Bound

* Gutter minimum: 1/2"
** Set the crop marks to trim size. Leave 1/8" padding. Gutter minimum: 1/2"

DIGITAL FILES

INSTRUCTIONS & FILE SUBMISSION

Please access the SIGNAL ad portal for detailed file preparation and submission instructions. Users must first create an account to login: http://adportal.afcea.org

FILE FORMAT

The preferred file format is PDF X/1A:2001. Files should be created with the specification guidelines outlined in the PDF Creation Help section on the ad portal. Downloadable Distiller Job Options are available if using this program to convert files. Other acceptable files are EPS, TIFF and JPEG – submit as Native Files.

COLOR & TRANSPARENCY

Elements must be CMYK, Grayscale or Black Monotone. Pantone, RGB, index and Lab colors will be converted to CMYK. Spot colors will be converted. PMS and fifth colors not processed. File errors occur when ads are not created to size, use non-Adobe non-embedded fonts and use non-CMYK color. Files should not contain ICC profiles or OPI information. Transparencies should be flattened.

MAILING INSTRUCTIONS

Send all advertising contracts and insertion orders to:
SIGNAL Magazine, Advertising Headquarters
4400 Fair Lakes Court, Fairfax, VA 22033-3899, USA

Submit ad material to: http://adportal.afcea.org

NEW ADVERTISER INCENTIVES & EXHIBITOR ADVERTISING DISCOUNTS AVAILABLE!
ASK YOUR ACCOUNT EXECUTIVE TODAY!

Advertising Rates: Page 8  •  Editorial Calendar with space and material deadlines: Page 9
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.

PREMIUM & GUARANTEED POSITIONS
Page 1: +25%  Page 2: +15%  Page 5: +15%
Guaranteed positions other than premium positions will be charged at regular full-page rates plus 10%.

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 is 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.

COPY & CONTRACT REGULATIONS
1 Advertisers and advertising agencies assume liability for all content matter of advertisements printed 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 publication, name of advertiser, date of insertion, size and shape of advertisement, 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 publisher 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 the publisher'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 is subject to the publisher’s approval. The publisher reserves the right to reject advertising not in keeping with the publication’s brand image. The publisher reserves the right to insert the word “advertisement” on any copy that in the publisher’s opinion resembles editorial matter.
9 The publisher’s liability for any order will not exceed the charge for the advertisement in question.
10 Publisher 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 Two or more advertisers are not permitted to use the same insertion order to obtain a higher frequency.
12 If new material is not received by material due date, the most recent advertisement material will be repeated.
13 New advertisers who fail to submit advertisement material will be held financially liable based on the gross cost of the insertion as stated on the insertion order.
14 Requests for specific positions are given consideration but are not guaranteed unless the guaranteed position premium is added to the gross cost of the insertion.
15 All 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.
16 The index to advertisers 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.
17 Publisher 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 publisher.
18 Prepaid accounts are non-refundable.
**SIGNAL ACCOUNT EXECUTIVES**

**GREATER WASHINGTON AREA**
AFCEA International
Mark Horowitz
T 805-217-6026
E mhorowitz@afcea.org

**SOUTHEAST, MIDWEST & SOUTHWESTERN U.S.**
CCollins Associates
Christa Collins
T 352–563–5264
E christa@ccollinsassociates.com

**WESTERN U.S., NEW ENGLAND & NORTHEASTERN U.S.**
The R.W. Walker Company, Inc.
Michael Walker
T 213–896–9210
E mike@rwwcompany.com

Send ad material to
http://adportal.afcea.org

**SIGNAL Home Page**
http://afcea.org/signal

**Director of Advertising & BrandLink**
Jennifer Deuterman
T 703–631–9181
E jdeuterman@afcea.org

We’re more than a magazine—we’re AFCEA.