2021

MEDIA PLANNER

2021

We're more than a magazine—We're AFCEA.
Optimize Marketing with SIGNAL Media and AFCEA BrandLink

Your marketing plan provides clarity and structure, enables you to manage resources effectively and guides your decisions throughout the year. Whether you are thinking big picture engagement with AFCEA or are interested in specific media products with SIGNAL Media, we have a team dedicated to working with you to create a custom integrated marketing plan that fits your budget and your goals.

SIGNAL Media provides you with a variety of products that focus on thought leadership, lead generation and targeted messaging. SIGNAL products and topics are driven by our audience’s aspiration to stay current on business trends, technical advances, government and military programs, contract awards, and research and development. We do this in an educational and instructive format.

The AFCEA BrandLink program works with you to optimize all your engagement with AFCEA. We connect your brand through engagement, event participation and SIGNAL media products, giving you a completely customizable package. AFCEA’s unique global reach means we have the capability to deliver your message to a highly engaged audience in ways that are memorable, informative and focused.

Contact us to start the conversation today!

Contact advertising@afcea.org for more information

DIRECTOR OF ADVERTISING & BRANDLINK
AFCEA International
Jennifer Deuterman
703–631–9181
jdeuterman@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

MARKETING, ADVERTISING AND COMMUNICATIONS COORDINATOR
AFCEA International
Bodil Lund
703–631–6192
blund@afcea.org
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:

Jennifer Deuterman
Producer

Kaitlyn Cotter
Asset and Marketing Manager

Bodil Lund
Advertising Manager

Julianne Simpson
Content Manager

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 C4ISR, cyber security, intelligence, research and development, electronics, & homeland security.

COST: $15,000

- 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 E-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.

Host all of your upcoming and on demand webinars in one place. Gated behind a single registration this opportunity provides you with a one-stop shop for your content.

- Branded registration page with auditorium that will house all webinars
- Webinar promotions on SIGNAL’s website, social media and E-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: $7,500

- 20-minute recorded video interview
- Promotion of video in the SIGNAL Media Resource Library for lead generation
- Weekly Lead Reports
- Copy of the video for your promotional use
- Featured on social media accounts and newsletters to promote views
- Online article tied to the interview on the SIGNAL website and in the SIGNAL Connections e-newsletter

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

**Our Audience!**

**Of Our Active Duty Military Audience:**

50%

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

33%

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

**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

Contact advertising@afcea.org for more information

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**The *SIGNAL* Audience Is...**

**EDUCATED & INFORMED**

The *SIGNAL* Audience are engaged, visionary professionals who want to keep abreast of important developments in their fields.

91%
Hold a bachelor's degree

60%
Hold advanced degrees

**LOYAL & ACTIVE**

Our audience is highly engaged and believes that *SIGNAL* Magazine offers unique content, reads *SIGNAL* Magazine on a regular basis and refers to *SIGNAL* as a good source of thought leadership not found elsewhere and that is relevant to their work.

90%
“Informative”

87%
“Is current with new technology and approaches”

86%
“Easy to read”

80%
“Good source for cyber news”

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 co-workers

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

**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

Statistics from SIGNAL’s 2020 Readex Reader survey of members and subscribers.

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

28,062 Circulation (BPAWW Audited)

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

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: $15,000

This distinctive editorial program provides companies with high-quality feature articles written on the topic of their choosing by SIGNAL’s professional writing group. A highly visible way to demonstrate corporate expertise in defining and solving problems to an audience that is receptive to new ideas, unique solutions and advancing technology. What’s included:

• A two-page article, published in a targeted monthly issue of SIGNAL
• A professional magazine writer to interview your experts, research and write the article
• Custom design and rounds of editing
• Additional exposure in our resource library for lead generation
• 50 magazine copies of the issue in which it appears
• Your company listed in the index of advertisers
• Promoted in Resource Library for lead generation

Contact advertising@afcea.org for more information
<table>
<thead>
<tr>
<th>Month</th>
<th>Section</th>
<th>Title</th>
<th>Subtitle</th>
<th>Date</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Army Systems</td>
<td>The ground force is</td>
<td>expanding its reach.</td>
<td>12/01</td>
<td>12/11</td>
</tr>
<tr>
<td>April</td>
<td>Tactical Communications</td>
<td>Warfighters need to</td>
<td>know now.</td>
<td>03/02</td>
<td>03/12</td>
</tr>
<tr>
<td>July</td>
<td>Space Force</td>
<td>The ultimate high ground</td>
<td>is up for grabs.</td>
<td>06/02</td>
<td>06/11</td>
</tr>
<tr>
<td>October</td>
<td>Government Labs</td>
<td>Sowing the seed corn for</td>
<td>the crop of new technology.</td>
<td>09/01</td>
<td>09/10</td>
</tr>
<tr>
<td>February</td>
<td>Navy Systems Indo-Pacific</td>
<td>The sea services adapt</td>
<td>for new missions.</td>
<td>01/05</td>
<td>01/15</td>
</tr>
<tr>
<td>March</td>
<td>Mobile/Wireless</td>
<td>Connectivity is changing</td>
<td>everywhere.</td>
<td>02/02</td>
<td>02/12</td>
</tr>
<tr>
<td>May</td>
<td>Multidomain Operations</td>
<td>Land, sea, air and space</td>
<td>forces rethink ways to operate seamlessly.</td>
<td>04/06</td>
<td>04/16</td>
</tr>
<tr>
<td>June</td>
<td>DISA</td>
<td>Managing the flow of</td>
<td>defense information.</td>
<td>05/04</td>
<td>05/14</td>
</tr>
<tr>
<td>August</td>
<td>Army Systems</td>
<td>Wrestling with multidomain</td>
<td>operations.</td>
<td>07/06</td>
<td>07/16</td>
</tr>
<tr>
<td>September</td>
<td>Industry Solutions</td>
<td>Providing the insight to</td>
<td>prevail.</td>
<td>08/03</td>
<td>08/13</td>
</tr>
<tr>
<td>November</td>
<td>Indo-Pacific</td>
<td>Making friends amid</td>
<td>growing hostility.</td>
<td>10/05</td>
<td>10/15</td>
</tr>
<tr>
<td>December</td>
<td>Zero Trust</td>
<td>Security can’t be left</td>
<td>to chance any more.</td>
<td>11/02</td>
<td>11/12</td>
</tr>
</tbody>
</table>

Contact advertising@afcea.org for more information
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 IN SIGNAL MAGAZINE

COST PER ISSUE: $8,500

- 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: $5,000

- Sponsored Thought Leadership Content: Your company’s content will appear on The Cyber Edge home page for one month
- Leaderboard 970w x 90h pixels
- Large rectangle 300w x 250h pixels
- One cyber related white paper in the SIGNAL Resource Library
- Sponsored video on the home page
- Stock image no words 600w x 300h pixels

* Limited to 3 sponsors per month

THE CYBER EDGE NEWSLETTER

COST PER MONTH: $4,000

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

* Limited to one sponsor per month

THE CYBER EDGE PRODUCTS CAN BE BUNDLED FOR SIGNIFICANT SAVINGS

Contact advertising@afcea.org for more information
Email Marketing

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

**SIGNAL CONNECTIONS**

*SIGNAL* 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>Ad Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &amp; Lower Banner</td>
<td>560 x 60 pixels</td>
<td>$3,000</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$2,000</td>
</tr>
<tr>
<td>Square Banner</td>
<td>160 x 160 pixels</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sponsored Thought Leadership</td>
<td>50 words</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

**AFCEA WEEKLY DIGEST**

The AFCEA Weekly Digest e-newsletter 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>
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<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$4,000</td>
</tr>
<tr>
<td>Square Banner</td>
<td>160 x 160 pixels</td>
<td>$3,000</td>
</tr>
<tr>
<td>Sponsored Thought Leadership</td>
<td>75 words</td>
<td>$6,000</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: $6,000**

- 180 x 120 pixels logo placement with thought leadership paragraph (120 words) on email sent each day of event as well as on the event coverage website. Please provide different copy for each day
- A listing on the sponsorships page of the event website
- 970 x 90 pixels banner 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. News channels include Cyber, Defense Operations, Acquisition & Contracting, Homeland Security, Intelligence and Technology.

SIGNAL Online Advertising Rates per Month

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size</th>
<th>Rate</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)

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

* This position could rotate among three advertisers.

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: $1,500

- 25 leads
- Featured in monthly newsletter promoting Resource Library content
- Weekly lead reports
- Resource listing in the library with customized image or logo for one year

SPONSORED CONTENT

COST: $1,700

- 400 to 600 words of thought leadership content
- Includes image 600w x 300h pixels

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

2021 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

SUBMISSION INSTRUCTIONS:
Submit all advertising material to [http://adportal.afcea.org](http://adportal.afcea.org)
If you have any questions regarding submission, please contact Jennifer Deuterman, Director of Advertising.
Tel: 703-631-6181 • Email: jdeuterman@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
4114 Legato Road, Suite 1000, Fairfax, VA 22033, USA
Submit ad material to: [http://adportal.afcea.org](http://adportal.afcea.org)
Tel: 703-631-6181
Email: jdeuterman@afcea.org

NEW ADVERTISER INCENTIVES & EXHIBITOR ADVERTISING DISCOUNTS AVAILABLE!

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.

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.

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

COPY & CONTRACT REGULATIONS
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