2022 MEDIA PLANNER

We're more than a magazine—We're AFCEA.
MORE THAN A MAGAZINE

2022 MEDIA PLANNER

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FOLLOW US

Facebook /SIGNAL.Magazine
LinkedIn/company/afcea-international
flickr /signal-magazine
Twitter /signalmag
YouTube /afcea
Instagram /afcea

Contact advertising@afcea.org for more information
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!

DIRECTOR, MEDIA SALES, STRATEGY AND BRANDLINK
AFCEA International
Madeleine Stern
703-631-6181
mstern@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

ADVERTISING, MARKETING AND PUBLICATIONS MANAGER
AFCEA International
Bodil Lund
703-631-6192
blund@afcea.org

Contact advertising@afcea.org for more information
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:

Madeleine Stern  
Director, Media Sales, Strategy and BrandLink

Bodil Lund  
Advertising, Marketing and Publications 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 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 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 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: $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

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 SIGNAL Magazine offers unique content. Professionals read SIGNAL Magazine on a regular basis, refer to the content as a good source of thought leadership not found elsewhere and consider it relevant to their work.

- 90% “Informative”
- 87% “Is current with new technology and approaches”
- 86% “Easy to read”
- 80% “Good source for cyber news”
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

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.

<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>$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>
</tr>
<tr>
<td>Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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**

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
- 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>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>Building a phalanx of skilled cyber defenders and warriors takes a long-term commitment to training and retention.</td>
<td>The two services tasked with securing more than 2/3 of the Earth's surface are undergoing major modernization.</td>
<td>AI and ML are the evolving building blocks of next-generation information technologies.</td>
</tr>
<tr>
<td>Space: 12/01</td>
<td>Materials: 12/07</td>
<td>Space: 01/04</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISA</td>
<td>The Internet of Behaviors</td>
<td>Mobile/Wireless Technologies</td>
</tr>
<tr>
<td>The Defense Information Systems Agency (DISA) is at the heart of U.S. military communications and information systems. Includes the DISA contracting guide.</td>
<td>A rapidly growing discipline involves modeling human behavior based on data collected by the Internet of Things (IoT).</td>
<td>While government, industry and the military are hard at work exploiting 5G, researchers and engineers are developing 6G.</td>
</tr>
<tr>
<td>Space: 03/01</td>
<td>Materials: 03/08</td>
<td>Space: 04/05</td>
</tr>
</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>Everything is moving to the cloud, and this has opened the door to a host of new capabilities and enabling technologies for them.</td>
<td>After focusing on fighting terrorism for two decades, the Army is restructuring to return to its original mission of ground superiority.</td>
<td>Two separate but vital topics addressing the dynamic picture of intel collection &amp; processing and the USAF’s efforts to maintain air supremacy using leap-ahead technologies.</td>
</tr>
<tr>
<td>Space: 06/01</td>
<td>Materials: 06/07</td>
<td>Space: 07/06</td>
</tr>
</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>The new U.S. Space Force must address defending space assets against enemy threats AND improving its support to warfighters.</td>
<td>All eyes are on China as it eyes the Indo-Pacific region as part of a multi-decade plan for global domination.</td>
<td>The next trend in cybersecurity may be zero-trust architecture, but extending it throughout the virtual world opens up a new set of challenges.</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 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 NEWSLETTER

COST PER MONTH: $4,200

• 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 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 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 PRODUCTS CAN BE BUNDLED FOR SIGNIFICANT SAVINGS

Contact advertising@afcea.org for more information
Email Marketing

SIGNAL Media 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

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>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>$3,150</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$2,100</td>
</tr>
<tr>
<td>Square Banner</td>
<td>160 x 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>Type</th>
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<th>Rate</th>
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</thead>
<tbody>
<tr>
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<td>560 x 60 pixels</td>
<td>$5,250</td>
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<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$4,200</td>
</tr>
<tr>
<td>Square Banner</td>
<td>160 x 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. Please provide different copy for each day
- A listing on the sponsorships page of the event website
- Horizontal 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. News 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>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard banner (ROS)</td>
<td>970 × 90 pixels</td>
<td>$2,600*</td>
</tr>
<tr>
<td>Large Rectangle banner (ROS)</td>
<td>300 × 250 pixels</td>
<td>$1,550*</td>
</tr>
<tr>
<td>Medium Rectangle banner (ROS)</td>
<td>300 × 100 pixels</td>
<td>$1,250</td>
</tr>
<tr>
<td>Launch Pop-up banner</td>
<td>550 × 480 pixels</td>
<td>$2,100</td>
</tr>
<tr>
<td>Medium Pop-Up banner (ROS)</td>
<td>300 × 250 pixels</td>
<td>$850*</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>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottom Leaderboard</td>
<td>970 × 90 pixels</td>
<td>$2,600*</td>
</tr>
<tr>
<td>Large Rectangle banner on internal pages</td>
<td>300 × 250 pixels</td>
<td>$2,350*</td>
</tr>
<tr>
<td>Medium Rectangle banner on internal pages</td>
<td>300 × 100 pixels</td>
<td>$1,900*</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: $1,800**

- 400 to 600 words of thought leadership content
- Includes image 600w x 300h pixels
- Request SIGNAL or The Cyber Edge website

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>2-page spread*</td>
<td>16-1/2&quot;</td>
<td>10-7/8&quot;</td>
</tr>
<tr>
<td>Full-page*</td>
<td>8-1/4&quot;</td>
<td>10-7/8&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>

*Full page live area 7-3/4" 10-3/8"

Printing Specifications

- **Trim Size:** 8-1/4" x 10-7/8"
- **Minimal bleed size (full-page):** 8-1/2" x 11-1/8"
- **Minimal bleed size (2-page spread):** 16-3/4" x 11-1/8"
- **Printing:** Web offset
- **Binding:** Saddle Stitch

Set the crop marks to trim size.
Leave 1/8" padding.

DIGITAL FILES

SUBMISSION INSTRUCTIONS:

Please contact advertising@afcea.org.

FILE FORMAT

The preferred file format is high resolution PDF. Adobe Distiller Job Options are available upon request if using this program to convert files. Other acceptable files are EPS, TIFF, AI and PSD. All text in EPS and AI files must be converted to paths and embedded images must be CMYK or grayscale. All TIFF and PSD files must be high resolution (300 dpi) CMYK or grayscale files.

COLOR & TRANSPARENCY

The color mode must be CMYK or Grayscale. Pantone, RGB, index and Lab colors will be converted to CMYK. Spot colors will be converted. PMS and fifth colors not processed. Image resolution should be 300 dpi. 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.

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>December 7, 2021</td>
<td>December 21, 2021</td>
</tr>
<tr>
<td>February Issue</td>
<td>January 11, 2022</td>
<td>January 27, 2022</td>
</tr>
<tr>
<td>March Issue</td>
<td>February 8, 2022</td>
<td>February 24, 2022</td>
</tr>
<tr>
<td>April Issue</td>
<td>March 8, 2022</td>
<td>March 28, 2022</td>
</tr>
<tr>
<td>May Issue</td>
<td>April 12, 2022</td>
<td>April 26, 2022</td>
</tr>
<tr>
<td>June Issue</td>
<td>May 10, 2022</td>
<td>May 26, 2021</td>
</tr>
<tr>
<td>July Issue</td>
<td>June 7, 2022</td>
<td>June 28, 2022</td>
</tr>
<tr>
<td>August Issue</td>
<td>July 12, 2022</td>
<td>July 26, 2022</td>
</tr>
<tr>
<td>September Issue</td>
<td>August 9, 2022</td>
<td>August 25, 2022</td>
</tr>
<tr>
<td>October Issue</td>
<td>September 13, 2022</td>
<td>September 27, 2022</td>
</tr>
<tr>
<td>November Issue</td>
<td>October 11, 2022</td>
<td>October 27, 2022</td>
</tr>
<tr>
<td>December Issue</td>
<td>November 8, 2022</td>
<td>November 22, 2022</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 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 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