

# AFCEA CHAPTER EVENT TOOLKIT



*SIGNAL* Media helps support your chapter and its events.

*SIGNAL's* distribution reaches your target for members and event attendees. The more presence your event has, the more successful it will be.

# EVENT MARKETING CHECKLIST

Chapters can run free *SIGNAL* Media print and online advertisements or AFCEA Weekly Digest notices to promote a major chapter-related event or a fundraiser for chapter scholarship efforts.

*Note: Monthly meetings and other activities are not included in the complimentary advertising program, but if the monthly dates have been entered into the AFCEA International Calendar, chapter activities are automatically included in the AFCEA International Online Calendar and in the AFCEA Weekly Digest's upcoming events list.*

- **Print:** Chapters can place a 1/3-page ad in one issue of *SIGNAL* Magazine. These ads may run in up to three issues based on space availability. Chapters can create their own print advertisements, or they can email the information to the Chapter News editor at [webcopyedit@afcea.org](mailto:webcopyedit@afcea.org), and *SIGNAL*'s art director will design a print ad for the chapter.
- **Online:** Chapters can place one online ad on the AFCEA Website (300px x 100px - before Aug. 1; 300px x 250px after Aug. 1) for a period of up to one calendar month before the event. The ad may be in rotation with other chapter ads. If a chapter does not have online advertising material in the appropriate size, we can use our standard chapter online template. For online requests, contact [advertising@afcea.org](mailto:advertising@afcea.org).
- **AFCEA Weekly Digest Newsletter:** Chapters can submit event details to run in one issue of the AFCEA Weekly Digest one time for each event. Submit requests the production director at [webcopyedit@afcea.org](mailto:webcopyedit@afcea.org).
  - *If more space is desired, chapters can buy advertisements at a discounted rate. Contact [advertising@afcea.org](mailto:advertising@afcea.org) for paid chapter advertising.*
- **Chapter News write-ups in print and online.** Use this URL to review submission guidelines: <https://www.afcea.org/signal/chapternews/guidelines.cfm>
- **Bonus distribution of magazines.** *SIGNAL* Magazine is the No. 1 benefit of being an AFCEA member and can be used for recruiting. A membership costs less than a subscription! To request magazines, contact a member of the Chapter Services Team at [mcs@afcea.org](mailto:mcs@afcea.org).

## Important Information to Include in Your Event Marketing

*SIGNAL* is the official publication of AFCEA and should be a top-level Media Partner at your events.

Include the following information about *SIGNAL* in any program or event listing for sponsors:

***SIGNAL* Media provides in-depth, relevant and timely news and analysis in the cyber, defense, security, intelligence and related information technology disciplines. It serves its audience by gathering and distributing vital information based on journalist ethics.**

Be sure to include the *SIGNAL* logo and link to the *SIGNAL* website on all event marketing materials and list *SIGNAL* as the official publication of AFCEA

- Sign into the member portal at <https://afcea.users.membersuite.com/auth/portal-login> to access the logos
  - → Click the “Legacy Portal” → Browse to Chapter Officer Tools | Marketing Resources
  - Use this URL for *SIGNAL* Media: <https://www.afcea.org/content/>

Include the AFCEA member video to your event marketing materials:

<https://www.youtube.com/watch?v=OyKpmukIXGM>



AFCEA Membership - Why Join?

## Have a *SIGNAL* Presence at Your Event



When staff is available, *SIGNAL* editors can moderate your panels and/or cover your event when taking place in the local Washington, D.C., area. Contact Sandra Jontz, VP of Communications at [sjontz@afcea.org](mailto:sjontz@afcea.org) to coordinate coverage or request a moderator.

*SIGNAL* Media delivers news, analysis and important perspectives on today's most pressing topics in the cyber, technology, intelligence and national security domains, helping to define the present and future for military, government, industry and academia stakeholders at all echelons. With more than 75 years of experience and serving as the official media outlet of AFCEA International, *SIGNAL* Media is an award-winning print and digital publication providing industry-leading and relevant coverage to keep association members and government and industry stakeholders 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 news source for breaking news to in-depth features.

### *SIGNAL* MEDIA MATTERS

- Include *SIGNAL* in all marketing, email correspondence and on your website.
- Promote *SIGNAL* more prominently than third-party for-profit partnerships.