



SIGNAL Online

Webinars

Podcasts

SIGNAL Kids

SIGNAL Magazine

SIGNAL Connections

AFCEA.org  
The Cyber Edge

Executive Videos

AFCEA Weekly Digest  
SIGNAL Media Resource Library

Events



# ***SIGNAL***

## **2024 MEDIA PLANNER**

# SIGNAL

AFCEA INTERNATIONAL MEDIA

## 2024 MEDIA PLANNER

### CONTENTS

- 3 The Power of Advertising
- 4 Multimedia Team
- 5 Multimedia Opportunities
- 6 Small Business Opportunities
- 7 Audience Profiles
- 8 Purchasing Behavior
- 9 Print Advertising
- 10 Editorial Calendar
- 11 The Cyber Edge
- 12 Email Marketing
- 13 Online Opportunities
- 14 Resource Library
- 15 Website Ad Sizes
- 16 BrandLink
- 17 SIGNAL Kids
- 18 Exhibitor Packages
- 18 Podcast Sponsorship
- 19 Print Advertising Specs
- 20 Financial Policies
- 20 Terms & Conditions
- 21 Advertising/Media Submissions

### FOLLOW US

#### Facebook

/SIGNAL.Magazine

#### LinkedIn/company/

afcea-international

#### flickr/signal-magazine



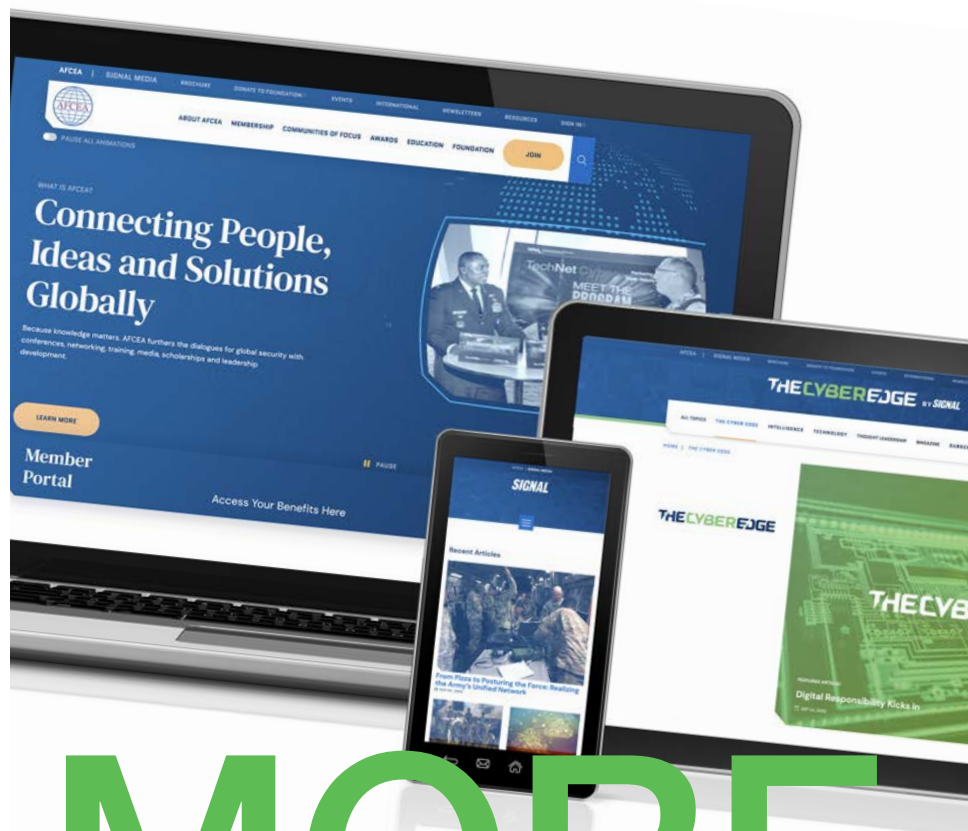
X/signalmag

#### YouTube /afcea



Instagram /afcea

Contact [advertising@afcea.org](mailto:advertising@afcea.org)  
for more information



# MORE THAN A MAGAZINE





# The Power of Advertising with AFCEA

For more than 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.



*Susan S. Lawrence*

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

## Contact us to start the conversation today!



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ADVERTISING  
STRATEGIES**

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# 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:



**Rachel Lilly**  
Director,  
Advertising Strategies

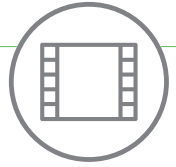


**Claudia Perez**  
Coordinator, Marketing,  
Advertising & Publications

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information

# Multimedia Opportunities

5



## Your target audience is listening!

“Among others, a webinar produced with *SIGNAL* Media got the attention of a major systems integrator, and which led to PESA’s largest federal government contract in five years. A tremendous return on marketing investment.”

—Dennis Defensor, VP of Sales and Marketing, PESA Inc.

### WEBINARS **COST: \$15,750**

The 60-minute live or pre-recorded broadcast, moderated by a *SIGNAL* staff member, is focused on a relevant topic of your choice.

- Select your own presentation:  
slides/virtual discussion/screen share
- Advertisement in *SIGNAL* Magazine
- A series of customized email invitations sent to a targeted audience



- Promotion on the *SIGNAL* website, social media and newsletters
- Complete list of opt-in registrants for lead generation
- One year for on-demand viewing and 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 an auditorium that will house all webinars
- Webinar promotions on the *SIGNAL* website, social media and newsletters with links to the registration page
- Complete list of opt-in registrants for lead generation
- Live for one year with an option to renew
- Minimum 100 leads with pre- and post-webinar marketing

### AFCEA SOLUTIONS WEBINAR SPONSORSHIP **COST: \$8,000**

Bring the expertise and research from prestigious AFCEA committee members directly to an online audience.



The *SIGNAL* Webinar Series and AFCEA committees’ work are vital to AFCEA’s mission success. Each on its own fills critical needs of government, military and industry decision makers in cyber, defense, security, intelligence and information technology. The combination creates a powerhouse for knowledge distribution—helping AFCEA provide a forum for discussion and disseminate educational material for government current and future IT needs.

- Registration data from all opt-in registrants\*
- One polling question per sponsor to audience
- Company logo and listed as sponsor on marketing banner ads in *SIGNAL* Media
- Mention and thank you from moderator

\**SIGNAL* Media cannot guarantee a specific number of participants per webinar.

### VIRTUAL EXECUTIVE VIDEO **COST: \$6,500**

A *SIGNAL* Media journalist interviews an executive(s) or technology expert(s) within your company to highlight thought leadership and bring visibility to your brand story.

- 20-minute recorded video interview
- Copy of video for promotional use
- Highlighted on AFCEA social media accounts to promote views
- Summary article on *SIGNAL* website and in the AFCEA Weekly Digest, a newsletter sent to more than 20K readers
- Uploaded to *SIGNAL* Media Resource Library (opt-in lead generation included).

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information



# Small Business Opportunities

**AFCEA recognizes and supports small businesses.  
Explore offerings of our Small Business Packages.**

Special price offering to small business corporate members with 50 or fewer employees.  
Refer to *SIGNAL* Media Editorial Calendar for print deadlines.

## Special Price Offering to Small Business

### SMALL BUSINESS PRINT PRICING

Rates	Cost
Full-page	5,600 per ad
1/2 page	3,900 per ad
1/3 page	3,050 per ad
1/4 page	2,600 per ad
1/6 page	2,200 per ad



### SPECIAL INTEREST EDITORIAL—SMALL BUSINESS

This distinctive editorial program gives companies high-quality feature articles written on a topic 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 innovative ideas, unique solutions and advancing technology.

#### **COST: \$5,000**

- A one-page article, published in a targeted monthly issue
- A professional magazine writer to interview your experts, research and write the article
- Custom design and rounds of editing
- 25 magazine copies of the *SIGNAL* issue in which it appears
- Your business listed in the index of advertisers
- Promoted in Resource Library for lead generation

### SMALL BUSINESS SPOTLIGHT

Is your business new to the industry, or would you like to spotlight your new product, progress or concept? A package of two consecutive months of a print ad in *SIGNAL* Magazine will feature your business logo (first month) and your business logo and spotlight (second month).

#### **COST: \$2,000**

- First month: A 1/4 page ad featuring your company logo under our "Small Business Spotlight" header
- Second month: A 1/2 page ad featuring your company logo and 75-word write-up under our "Small Business Spotlight" header
- Mention of "Small Business Spotlight" in one Weekly Digest Newsletter

*\*Availability and print deadline restrictions may apply. SIGNAL Magazine cannot guarantee specific months.*



## 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: **23,863**

Total post impressions: **464,597**

**Facebook:** Followers: **7,154**

Total post impressions: **29,758**

**X:** Followers: **10,226**

Total post impressions: **24,080**

**Instagram:** Followers: **1,872**

Total post impressions: **12,350**

*\*Numbers are from Feb. 12, 2023 – Feb. 12, 2024*

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information

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

### EDUCATED & INFORMED

The **SIGNAL** Audience is 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 coworkers

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                            | • InfoSec/IA software suites        |
| • Cables/fibers/connectors/electronic circuits | • Disaster recovery                 |
| • Risk assessment/management                   | • Engineering and technical support |
| • Engineering and integration                  | • Operations and maintenance        |
| • Mobile device security                       | • Recruiting/placement services     |
|  | • Cases/cabinets                    |
|  | • Consoles/desks/chairs             |

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

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information



# Print Advertising

## SIGNAL Magazine

**32,067\*** 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 138 chapters worldwide.



### Advertising Rates (4 Color)

	1x	3x	6x	12x
Spread	\$17,800	\$17,150	\$16,650	\$15,750
Full-page	9,350	9,000	8,750	8,250
2/3 page	7,700	7,450	7,200	6,900
1/2 page	6,500	6,350	6,150	5,900
1/3 page	5,100	5,000	4,850	4,650
1/4 page	4,350	4,250	4,150	4,000
1/6 page	3,700	3,650	3,550	3,450

### Cover

	1x	3x	6x	12x
Cover 4	\$11,050	\$10,700	\$10,300	\$9,750
Covers 2 & 3	10,300	10,000	9,650	9,150

## 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 written by a professional magazine writer who interviews your experts and researches the topic
- Customize design and rounds of editing
- 50 copies of the print issue
- Your company listed in the index of advertisers
- Promoted in Resource Library for lead generation

\* Circulation is the annual average of print and digital issues for fiscal year 2023.

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information

# 2024 SIGNAL MAGAZINE EDITORIAL CALENDAR & EVENTS

Magazine advertising materials due the first of each month, one month prior to issue publication.

## JANUARY

**THE CYBEREDGE** SPECIAL SECTION

### Supply Chain Cybersecurity

Securing the supply chain requires government, industry and academia to work together across the computing environment to mitigate cybersecurity threats against products and services essential to national security and defense, the economy and public safety.

## FEBRUARY



### Maritime Modernization

C5ISR systems modernization enhances maritime operational effectiveness

## MARCH

### Health IT

The health care sector is vulnerable to cyber-attacks, terrorism, infectious disease outbreaks natural disasters and more—with no promise of security. Explore IT solutions advancing and securing this critical infrastructure.

## APRIL

**THE CYBEREDGE** SPECIAL SECTION

### Decision-Ready Data

The more valuable the data, the more tempting it is for theft and manipulation. But government, industry and academia endeavor to deliver solutions that ensure mission-critical data can be trusted.

## MAY

### Strategic Minerals

Every defense technology requires minerals—some provided by foreign suppliers and some using resources and logistics of U.S. adversaries. If access becomes restricted, so does the ability to produce and field new capabilities. Then what?

## JUNE

**TechNetCyber**

TechNet Cyber • June 25-27

**TECHNET** TechNet International 2024  
INTERNATIONAL

### Whole of Government Cyber

Success in the cyber domain increasingly requires whole-of-government solutions to counter the growing threat.

### International Cyber Cooperation

Allied and partner nations share innovations, intelligence, resources and systems to enhance cyber defense for all.

## JULY

**THE CYBEREDGE** SPECIAL SECTION

### WRITING AWARD WINNERS

### Threat-Based R&D

Threat-based R&D offers a more proactive approach to developing the technologies to secure and defend the nation amidst cyber challenges and global uncertainties.

## AUGUST

**TechNetAugusta**

TechNet Augusta • August 19-23

**INTELLIGENCE & NATIONAL SECURITY SUMMIT** Intelligence & National Security Summit August 27-28

### Intelligence Community Innovation

In an era of mass data and rapid change, the IC seeks continuous innovation to stay ahead of adversaries.

### Army Cyber

Cyber, electronic warfare, information operations and signal mission areas are increasingly intertwined, requiring warfighters to be trained, equipped and ready to defend multiple domains.

## SEPTEMBER

**TechNet Europe**

TechNet Europe September 18-19

### Smart Cities and Bases

The civil government, military, industry, and academia push the limits of emerging technologies, including next-generation mobile, Internet of Things and blockchain to develop smart cities and military bases.

## OCTOBER

**THE CYBEREDGE** SPECIAL SECTION

**TechNet indo-pacific**

TechNet Indo-Pacific • October 22-24

### The Forgotten Indo-Pacific

The world's largest democracy, most oil reserves and several U.S. allies share the Indian Ocean, where future conflicts could arise, and aggressive competition is a daily occurrence.

## NOVEMBER

### Homeland Security

Public & private sectors must work together on solutions for every aspect of homeland security.

## DECEMBER

**TECHNET TRANSATLANTIC**

TechNet Transatlantic December 4-5

### Biotechnology

Biotechnology could transform capability development and enhance mission success.

### Autonomous Systems

Autonomous robots and software contribute to national security and enhance operational effectiveness.



# 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 ONLINE

Small Rectangle Banner (ROS)	300 x 100 pixels	\$1,250
Medium Rectangle Banner (ROS)	300 x 250 pixels	\$1,500

## 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 300 x 150 pixels
- Top and Bottom Banner leaderboard 560 x 60 pixels

\* Limited to one sponsor per month

## THE CYBER EDGE VIDEO SPONSORSHIP

### COST PER MONTH: \$2,500

- Your company's video appears on The Cyber Edge homepage for one month (Please include video title and caption.)
- Video is uploaded to *SIGNAL* Resource library for lead generation
- Included in the Resource Library newsletter

\* Limited to one sponsor per month

THE CYBER EDGE PRODUCTS CAN BE BUNDLED FOR SIGNIFICANT SAVINGS

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information



## SIGNAL MAGAZINE



## NEWSLETTER



## ONLINE





## 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, sent mid-month to +20K magazine subscribers highlights editorial content from the most current issue of *SIGNAL*, online news stories and AFCEA event coverage, chapter news and activities

### *SIGNAL* Connections Advertising Rates per Month

Top & Lower Banner	560 x 60 pixels	\$3,150
Skyscraper	160 x 600 pixels	\$2,100
Square Banner	160 x 160 pixels	\$1,550
Sponsored Thought Leadership	50 words	\$4,700



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

Top & Lower Banner	560 x 60 pixels	\$5,250
Skyscraper	160 x 600 pixels	\$4,200
Square Banner	160 x 160 pixels	\$3,150
Sponsored Thought Leadership	75 words	\$6,300



**WEST • TechNet Cyber • TechNet International • Intel Summit  
TechNet Augusta • TechNet Indo-Pacific • TechNet Transatlantic**

The Show Daily offers a powerful way to expand your event visibility, promote your booth presence and share your expertise during AFCEA International events. An event recap emailed to all registered attendees after each day of the event will showcase your company logo and a different short write-up each day of the distribution.

### **SOLE SPONSORSHIP: \$6,500**

- 180 x 120 pixels logo placement with thought leadership piece (120 words)  
Daily recap email sent to event attendees  
Daily thought leadership piece featured on official event coverage website
- Your company logo featured on the sponsorship page of the official event website
- 300 x 250 pixels banner posted on the event coverage page.  
High-resolution horizontal image for which *SIGNAL* has the rights to reproduce online

**Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information**

# Online Opportunities

13



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

## **SIGNAL** [afcea.org/signal-media](https://afcea.org/signal-media)

The *SIGNAL* website is a go-to source for impactful and informative news and exclusive articles. It is the entry point for access to all *SIGNAL* Media products. Ads are run of site (ROS) unless otherwise noted.

### **SIGNAL Online Advertising Rates per Month**

Small Rectangle banner (ROS)	300 x 100 pixels	\$1,250
Medium Rectangle banner (ROS)	300 x 250 pixels	\$1,550*
Launch Pop-up banner (homepage only)	550 x 480 pixels	\$2,100
Leaderboard (ROS)	728 x 90 pixels	\$2,500
Billboard (ROS)	970 x 250 pixels	\$3,000

*\*This position could rotate among three advertisers.*

## **SPONSORED CONTENT**

Concise content telling your company's story and the expertise it brings to solving global and national security issues.

### **COST: \$1,800**

- 400 to 600 words of thought leadership content, not promotional in nature
- Includes image 600x300 pixels jpg logo
- Illustrative photo or graphic, 2,000 x 1,500 pixels, no words



**afcea.org**

Winner of the 2023 APEX Award in Publication Excellence for most-improved website, the AFCEA website is a premier gateway for access to content and events for professionals operating in the cyber, defense, security, intelligence and related information technology disciplines and the wealth of knowledge the association offers. From international events to membership benefits and chapter initiatives, visitors have details about AFCEA at their fingertips. Ads are run of site (ROS), with the exception of calendar pages.

### **AFCEA Website Advertising Rates per Month**

Medium Rectangle banner (ROS)	300 x 250 pixels	\$2,350*
Leaderboard (ROS)	728 x 90 pixels	\$2,500

*\* This position could rotate among three advertisers.*

## **PREMIUM OPTIONS**

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

### **Ad appears ROS on three sites: AFCEA, SIGNAL and The Cyber Edge**

Medium Rectangle (ROS)	300 x 250 pixels	\$4,600
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### **Ad bar take over. Three ads in a row (ROS)**

<b>SIGNAL or AFCEA:</b> Medium Rectangle three ads in a row	300 x 250 pixels	\$3,100
<b>AFCEA Site:</b> Small Rectangle three ads in a row	300 x 100 pixels	\$2,500

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information

## SIGNAL MEDIA RESOURCE LIBRARY

*SIGNAL* Media's trusted Resource Library helps you highlight your company's thought leadership content—gaining qualified leads and turning leaders and stakeholders into customers. Promote your content to a combined nearly 70K newsletter subscribers of leaders and purchase influencers.

### RESOURCE LIBRARY GOLD

*SIGNAL* Media's team of professional writers will develop the content of your choice—white papers, e-books or case studies. Hosted in *SIGNAL* Media's Resource Library and available for download for lead-gen.

- Automated weekly lead reports
- 50 qualified leads
- Promoted in three newsletters: *SIGNAL Connections* (monthly) Resource Library (monthly) and in one AFCEA Weekly Digest issue.



#### Whitepapers

Generate better leads with expertly written white papers that spark the interest of your audience.

2 pages (approx. 1,000 words)	\$5,500
4 pages (approx. 2,000 words)	\$8,000
6 pages (approx. 3,000 words)	\$10,000
8 pages (approx. 4,000 words)	\$12,000

#### Case Studies

We'll help you investigate the problem and present the solution and most effective solution.

2 pages (approx. 1,000 words)	\$5,500
4 pages (approx. 2,000 words)	\$8,000

#### E-Book

Our professional writing team collaborates with your SMEs to build a branded, multi-chapter e-book on a topic of your choosing.

Contact *SIGNAL* Media at [advertising@afcea.org](mailto:advertising@afcea.org) for a quote. Pricing varies by project.

### RESOURCE LIBRARY SILVER

You have done the challenging work of producing compelling, branded thought leadership material. Let *SIGNAL* Media help you distribute it to government and industry stakeholders and keep them in-the-know. Submit your own white paper, e-book, case study, event video, webcast or blog to *SIGNAL* Media's trusted Resource Library.

#### COST: \$1,500

- Automated weekly lead reports
- 25 qualified leads
- Promoted in three newsletters: *SIGNAL Connections* (monthly) Resource Library (monthly) and in one AFCEA Weekly Digest issue.

#### RESOURCE LIBRARY ADD-ON \$500

Maximize the exposure of your thought leadership content with a digital ad on *SIGNAL* website.

- 500x480 Pop-up banner on *SIGNAL* website for one month

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information



# Website & Newsletter Ad Sizes

15

**Website Ad Sizes:**

- 970 x 250 pixels
- 728 x 90 pixels
- 550 x 480 pixels
- 300 x 250 pixels
- 300 x 100 pixels

**Newsletter Ad Sizes:**

- 550 x 60 pixels
- 160 x 160 pixels
- 160 x 600 pixels

**Ad Categories:**

- Top and Lower Banner
- Square Banner
- Skyscraper Banner

**Website Header:** AFCEA | SIGNAL MEDIA | BROCHURE | DONATE TO FOUNDATION | EVENTS | INTERNATIONAL | NEWSLETTERS | RESOURCES | SIGN IN

**Website Navigation:** ALL TOPICS | THE CYBER EDGE | INTELLIGENCE | TECHNOLOGY | THOUGHT LEADERSHIP | MAGAZINE | SUBSCRIBE

**Newsletter Header:** SIGNAL CONNECTIONS AFCEA INTERNATIONAL'S OFFICIAL NEWSLETTER

**Newsletter Content:**

- VOLUME 19, NO. 11
- Army Aims to Fully Push i Communications systems m
- Shields Up: Improving Nat CISA's effort offers a greater malicious cyber and critical i
- NSF Bare Metal Testbed B The new testbed grows and
- Better Intelligence and Command Al-Shabab has linked al-Qaida and seeks to expand its footprint in East Africa, beyond its base in Somalia.
- The Army assesses Software Acquisition Pathways In field solutions, the service is seeing initial success with specific software acquisition effort.
- President's Commentary In her August President's Commentary, Lt. Gen. Susan S. Lawrence, USA (Ret.), honors those who play a role in shaping and building the Army's future. "We don't know yet what the Army of 2030 will look like. But I'm confident it will be a vastly superior force capable of defeating any adversary." Read more...
- Will we see you at the August?
- The August issue of SIGNAL Kids Magazine This magazine is perfect for children ages 8-12, our next generation of STEM professionals. The August issue includes interactive puzzles, must-know cybersecurity information and interviews with some of the industry's finest (Prof. General Loveland).

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information



Utilizing AFCEA's numerous resources,  
bundle our offerings for a tailored BrandLink package!  
Save money and engage your market through:



Ask about BrandLink! Contact us: [advertising@afcea.org](mailto:advertising@afcea.org)

SIGNAL Media can not guarantee end market audience, this is a depiction of industry population.

# SIGNAL Kids

## MEET LINK AND OBO!

Journey with them for  
a fun STEM adventure!



**SIGNAL**  
**Kids**  
AFCEA's STEM PUBLICATION

SIGNAL Kids Magazine  
offers kids ages 8-12  
exciting interactive  
puzzles and articles to  
enhance STEM learning  
outside of the classroom!

### LINK SPONSORSHIP

**\$10,000**

- Sole sponsorship of SIGNAL Kids
- Logo on cover page
- Full page interactive activity ad
- Ad on SIGNAL website featuring sponsorship
- Ad in Weekly Digest featuring sponsorship
- 75 SIGNAL Kids magazines gifted to school of choice



### OBO SPONSORSHIP

**\$6,500**

- Partnering Sponsorship
- Logo on cover page
- ½ page interactive activity ad
- Ad on SIGNAL website featuring sponsorship
- Ad in Weekly Digest featuring sponsorship
- 50 SIGNAL Kids magazines gifted to school of choice



### SIGNAL Kids Gifting \$1,000

Donate 200 copies to your elementary school of choice!  
Your gift will allow kids to bring additional  
STEM resources into the classroom.

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information

Advertising materials due the  
first of each month, one month  
prior to issue publication.

17

## SIGNAL KIDS EDITORIAL CALENDAR

FEBRUARY 2024

### Sugar and Spice and Things in Flight

We're cooking up STEM fun in the kitchen  
for Valentine's Day! Enjoy a sweet treat  
while soaring into the science behind  
airplanes, drones and more.

MAY 2024

### A Sunny Summer of STEM

Explore fun, free and engaging ways to  
keep kids connected to STEM as the  
summer season approaches. Plus,  
a look into the world of health care as  
we celebrate National Nurses Week.

AUGUST 2024

### Back to School Thrills and Skills

Join us for one last summer adventure!  
August 16 is National Roller Coaster Day.  
Learn how these beasts of thrills are built.  
And sneak into the exciting world of cyber—  
from essential online safety skills to exciting  
careers in the digital age.

NOVEMBER 2024

### Excellent Engineers

Get ready for all things engineering.  
Explore the various types of engineers—  
from software to mechanical and everything in  
between. Get an inside look at how engineers  
build and create the world around us.



# Exhibitor Packages

Planning to attend one of AFCEA International's flagship events?  
Extend your marketing pre- and post-shows by taking  
advantage of our discounted Exhibitor packages



## PACKAGE A \$6,300

- Full page ad in *SIGNAL* Magazine print and digital version.
- Medium rectangle banner ad 300 x 250 on *SIGNAL* website.
- White paper or thought leadership posted in Resource Library with lead generation.

## PACKAGE B \$4,500

- ½ page ad in *SIGNAL* Magazine print and digital version.
- Small rectangle banner ad 300 x 100 on *SIGNAL* website.
- White paper or thought leadership posted in Resource Library with lead generation.

## PACKAGE C \$3,150

- ¼ page ad in *SIGNAL* Magazine print and digital version.
- Small rectangle banner ad 300 x 100 on *SIGNAL* website..
- White paper or thought leadership posted in Resource Library with lead generation.

# Disruptive By Design Podcast Sponsorship

AFCEA International's Emerging Leaders share their voices in *SIGNAL* Media's Disruptive by Design podcast, available on Spotify for Podcasters and AFCEA's YouTube channel. Your business can sponsor the discussion we ask of young leaders on trends in technology, how these leaders navigate being early career professionals and what is at stake for defending U.S. and allied interests around the world.



## COST \$1,500

- Logo featured with podcast advertising on *SIGNAL* website and AFCEA Weekly Digest
- Logo featured with podcast advertising on *SIGNAL* and AFCEA website and AFCEA Weekly Digest
- Host thanks sponsor in episode opening and shares a brief business explanation
- Host concludes by thanking episode sponsor
- Sponsor-provided question posed to the audience on the platform and asked by host during the podcast. Results shared with sponsor

Contact [advertising@afcea.org](mailto:advertising@afcea.org) for more information

# Print Advertising Specifications

## 2024 SIGNAL Magazine Specifications

### ADVERTISING DIMENSIONS

Ad Sizes	Width	Depth	Printing Specifications
2-page spread*	16.75"	10.875"	Trim Size: 8.375" x 10.875"
Full-page*	8.375"	10.875"	Minimal bleed size (full-page): 8.625" x 11.125"
2/3 page	4.5625"	10"	Minimal bleed size (2-page spread): 17" x 11.125"
1/2 page island	4.5625"	7.5"	Printing: Web offset
1/2 page vertical	3.3125"	10"	Binding: Saddle Stitch
1/2 page horizontal	7"	5"	Set the crop marks to trim size Leave .125" padding
1/3 page vertical	2.1875"	10"	
1/3 page square	4.5625"	5"	
1/4 page	3.3125"	5"	
1/6 page vertical	2.1875"	5"	
1/6 page horizontal	4.5625"	2.1875"	
*Full page live area	7.875"	10.375"	

### DIGITAL FILES

#### SUBMISSION INSTRUCTIONS:

Please contact [advertising@afcea.org](mailto: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

Print ads are due on the 1st of the month, one month prior to targeted magazine issue.  
Online Ads are due the 25th of each month.

*Special Interest Editorial deadlines differ*

## 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.

## 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 is subject to the publisher's approval. The publisher reserves the right to reject advertising not in keeping with AFCEA's and *SIGNAL* Media's brand image. Advertising material is not to be construed as official or reflecting the views of AFCEA International.
- 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.
- 17 This Agreement shall be governed by the laws of the Commonwealth of Virginia without regard to choice of law rules. To the extent permissible under law, both parties acknowledge the jurisdiction of the courts of Virginia and consent to venue in Virginia for the adjudication of any disputes arising under this Agreement.
- 18 All advertisement material and sponsored content are subject to the publisher's approval.; once approved, Advertiser shall have final approval over its own purchased advertising and content. *SIGNAL* Media assumes liability for all content and information provided or generated by *SIGNAL* Media in advertisements in *SIGNAL* Media products, as well as for its compliance with all applicable laws and regulations (including without limitation any applicable FTC guidelines and disclosure requirements) and also assumes responsibility for any claims arising therefrom made against Advertiser.



# ***SIGNAL***

Thank you for advertising with *SIGNAL* Media!

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***SIGNAL* Media**  
**Advertising Content Submissions**

<https://u.afcea.org/SIGNALMediacontentupload>

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**For webinar content submissions:**

<https://u.afcea.org/SIGNALMediawebinarform>

Webinar Submissions Due 45 Days in advance in order to secure date.

Keep the link to your submitted webinar form for  
modifications and additional deliverables.

Including additional uploads (seed questions and slide deck) closer to webinar date.

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# ***SIGNAL***

**AFCEA INTERNATIONAL MEDIA**

## **SIGNAL ADVERTISING HEADQUARTERS**

4114 Legato Road, Suite 1000, Fairfax, VA 22033  
703-631-6181

**Send ad material to**  
[advertising@afcea.org](mailto:advertising@afcea.org)

**SIGNAL Homepage**  
[afcea.org/signal-media](http://afcea.org/signal-media)

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



**We're more than a magazine — We're AFCEA.**