



SIGNAL Online

Webinars

Podcasts

SIGNAL Kids

SIGNAL Magazine

SIGNAL Connections

AFCEA.org

AFCEA Weekly Digest

The Cyber Edge

Executive Videos

SIGNAL Media Resource Library

Events



# ***SIGNAL***

## **2025 MEDIA PLANNER**

# SIGNAL

AFCEA INTERNATIONAL MEDIA

## 2025 MEDIA PLANNER

### CONTENTS

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

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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!



**RACHEL LILLY**

Director, Advertising Strategies  
AFCEA International  
703-631-6181  
advertising@afcea.org



**MICHAEL WALKER**

The R.W. Walker Company, Inc.  
925-648-3101  
mike@rwwcompany.com



**THOMAS GREVE**

The R.W. Walker Company, Inc.  
201-358-0751  
thomas@rwwcompany.com



**VERONICA CIRILLO**

AFCEA International  
+39 3924458294  
vcirillo@afcea.org



**CATHERINE RICHMOND**

AFCEA International  
850-980-6845  
crichmond@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:



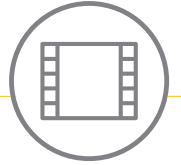
**RACHEL LILLY**  
Director,  
Advertising Strategies



**CLAUDIA PEREZ**  
Senior Coordinator, Marketing,  
Advertising & Publications

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

# Multimedia Opportunities



In 2024, *SIGNAL* Media webinars achieved an impressive **40.84% attendee conversion rate**, significantly exceeding the industry average of 35 percent.

## 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.

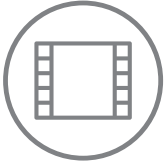
The *SIGNAL* Webinar Series and AFCEA committees' work are vital to AFCEA's mission success. Each on its own fills critical needs of government, military and industry decision makers in cyber, defense, security, intelligence and information technology. The combination creates a powerhouse for knowledge 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.







# Multimedia Opportunities

## Your target audience is listening!

“You clearly have the target audience that we anticipated/you offer and received immediate outreach from folks who attended the webinar and from one who had to miss—both resulting in follow up meetings and calls already.”

*Terry Scalia, federal marketing and operations manager, BMC Software*

## CONTINUING EDUCATION CHANNEL

Tap into the power of AFCEA International's flagship events. In 2025, a selection of sessions qualifying for continuing education credit at both TechNet Cyber and TechNet Augusta will be recorded at the event and hosted on exclusive, virtual channels. As a supporting partner for one of our online continuing educational channels, you'll gain unparalleled exposure to a highly engaged audience seeking to enhance their knowledge and skills.

- Company thumbnail and logo on channel home page
- Thumbnail links to individual supporting partner page including:
  - Corporate overview
  - Supporting partner-provided video or on-demand webinar
  - Up to 5 resource download links to PDFs or other documents
  - Leave-a-message feature for attendees to contact company
- Leads of channel registrants who opt in for third party emails
- Corporate logos on AFCEA promotions of the channel
- Promotion of the channel during the event and on the event website
- On-site promotion at the event on supporting partner signage
- Company logo on scrolling slide shown in general sessions at the event
- Channel will be live for one year

In 2024, our Continuing Education Virtual Channels generated an average of **375 qualified leads** per event.

## SUPPORTING PARTNERSHIP COST:

Non-AFCEA Corporate Members: **\$22,000**

AFCEA Corporate Members: **\$18,000**

## 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

7

**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.*

**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"*



## 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



# 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

**31,250\*** 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 2024.*

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

## JANUARY

**THE CYBEREDGE** SPECIAL SECTION



**WEST  
2025  
January  
28-30**

### AUV Autonomy

Technologies mature for unmanned underwater vessels, and the vehicles are expected to become increasingly important for military, homeland security and commercial missions, from intelligence, surveillance and reconnaissance and anti-submarine operations to mapping the ocean floors.

## FEBRUARY

### Tech for Good

This era of rapid technological progress has the potential to yield incredibly positive results for the good of humanity, including social, environmental, health and educational global solutions.



**SIGNAL  
Kids  
Issue**

## MARCH



**TechNet  
Emergence  
March 4-5**

### The Emerging Edge (AI)

SPECIAL SECTION

Rapid developments in artificial intelligence, quantum computing, biotech will broadly and deeply affect government, industry and individuals. Because nation-states, corporate interests and other groups hope to use these emerging technologies for competitive advantages or nefarious purposes, government, industry and academia work to gain a decisive edge and keep the country safe and competitive.

## APRIL

**THE CYBEREDGE** SPECIAL SECTION



**Spring Intel  
Symposium  
April 1-2**

### The PRC/China Menace

In this issue, we take a deep dive into the Chinese government's technology investments and how it uses advanced technologies to exert influence over its own citizens and much of the world.

## 2025 SIGNAL MAGAZINE Editorial Calendar & Events

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

## MAY

### TechNetCyber



**SIGNAL  
Kids  
Issue**

**TechNet Cyber • May 6-8**

### Cyber at the Edge

Cyber operations at the tactical edge are increasingly important, including—as we've seen in the Russia-Ukraine war—coding for combat on the front lines.

## JUNE

### The Emerging Edge (AI)

SPECIAL SECTION

### Bio tech

Biotechnology harnesses the power of biology to create new services and products, and the United States and others are advancing biotechnology and biomanufacturing for innovative solutions in health, climate change, energy, food security, agriculture, supply chain resilience, and national and economic security.

## JULY

**THE CYBEREDGE** SPECIAL SECTION

### WRITING AWARD WINNERS

Explore the trends, technologies, challenges and solutions defining the future of cyberspace affects all military fighting domains, the nation's critical infrastructure, and operations across government and the private sector.

## AUGUST



**SIGNAL  
Kids  
Issue**

**TechNet Augusta • August 18-21**

### Cyber-EMS Operations

For the U.S. Army, cyberspace, electronic warfare, spectrum management, intelligence and information operations have all converged, integrating capabilities across warfighting functions and providing critical capabilities for commanders at all levels during unified land operations.

## SEPTEMBER



**Intelligence  
& National  
Security Summit  
September 18-19**

### The Emerging Edge (AI)

SPECIAL SECTION

### INT-ovation (intelligence innovation)

The United States and its allies and adversaries are racing to take advantage of artificial intelligence and other technologies that can automate and enhance the collection, processing and dissemination of critical intelligence.

## OCTOBER

**THE CYBEREDGE** SPECIAL SECTION



**TechNet  
Indo-Pacific  
October 28-29**

### Space Technologies (Commercial and Military)

The U.S. Space Force continues to evolve to provide the military with crucial space-based capabilities to succeed in a complex operating environment. The commercial industry provides an unprecedented measure of technologies for the space domain.

## NOVEMBER



**SIGNAL  
Kids  
Issue**

### Homeland Security Science and Technology

Virtually every homeland security domain requires technological solutions to effectively execute a complex array of missions, including maritime security, natural disasters, cyber attacks on critical infrastructure, border patrol and federal law enforcement, among others.

## DECEMBER

### The Emerging Edge (AI)

SPECIAL SECTION

### Robotics Revolution

We are witnessing a revolution in robots, drones the artificial intelligence that enable them. Areas of interest include include military operations, surveillance and reconnaissance, logistics, advanced sensors, swarm technology and human-machine teaming.



# 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

13



*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.

## PARTNER EMAIL MARKETING

We put your brand in front of cyber, national security, intelligence and technology decision-makers through a custom, dedicated email on your behalf.

### SINGLE EMAIL PRICING: \$4,150 • LIST SIZE: ~20,000

- Through our custom email program, you can push your singular message to our audience that clicks back to a website of your choosing.
- Advertiser provides the HTML file and subject line 10 days prior to scheduled send.
- *SIGNAL* Media must approve the content and reserves the right to request changes as needed or reject submissions that do not align with AFCEA's mission and guidelines.
- AFCEA provides open rates and click-through rates, 5 business days after the custom email is sent.
- This program has a limit of 4 custom emails per month (not to exceed one per week).



#### *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

*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.



#### 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

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.



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.

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

### 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

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



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’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

# Website & Newsletter Ad Sizes

**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

**Labels:**

- Top and Lower Banner
- Square Banner
- Skyscraper Banner

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

# 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 \$18,000

Reach your target audience through digital and print advertising, including bonus distribution of *SIGNAL* Magazine at flagship events.

- A two-page Special Interest Editorial in *SIGNAL* Magazine for lead generation
- 300 x 250 digital ad on *SIGNAL* website
- One thought leadership upload in Resource Library for lead generation
- Sponsorship of Disruptive by Design podcast from event Emerging Leader/Disruptive by Design panel

## PACKAGE B \$12,000

Highlight your organization through an Executive Video available to be featured in your booth, social media and your organization's website as well as *SIGNAL* online.

- 20-minute Executive Video featured on AFCEA's YouTube channel, social media, *SIGNAL* online and uploaded to Resource Library for lead generation
- ½-page ad in print and digital issue of *SIGNAL* Magazine, distributed at event
- 300 x 250 digital ad on *SIGNAL* website
- The Cyber Edge Newsletter sponsorship

## PACKAGE C \$8,000 (LIMIT 3 SPONSORS)

Showcase your cutting-edge solutions to government representatives and potential industry partners in a virtual demo, bundled with print and digital advertising.

- **Webinar:** 20-minute tech demo presentation, for estimated 125–175 leads
  - Traffic-driving emails to event attendees and past *SIGNAL* Media webinar participants
  - Logo on webinar registration page
  - ROS banner ads on *SIGNAL* Online
  - Native and banner ad placements on relevant newsletters (combined reach of ~70K readers)
  - Ad in print and digital issue of *SIGNAL* Magazine and bonus distribution at the event
- **Content syndication:** Promotion of one asset during the webinar and in event wrap-up communication
- **Pre-Event spotlight:** Invite event executives to visit your on-site booth
- **Lead-gen:** Complete list of opt-in registrants
- **Sponsor acknowledgment:** Before and after webinar and in all pre-event marketing efforts
- **On-demand access:** One year for lead generation
- **Completely turnkey:** *SIGNAL* Media handles all webinar logistics, promotion, moderation, and management

# 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



# Print Advertising Specifications

## 2025 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"	
1/3 page vertical	2.1875"	10"	Set the crop marks to trim size
1/3 page square	4.5625"	5"	Leave .125" padding
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*

### 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 Any changes to scheduled webinars must be in writing. Changes resulting in cancellations or postponement at or within two weeks of the originally scheduled webinar broadcast date are subject to a \$600 fee; changes resulting in cancellations or postponement at or within two days of originally scheduled webinar broadcast date are subject to a \$1,500 fee. Cancellation or postponement of a webinar technical rehearsal within 5 days of the scheduling rehearsal are subject to a \$150 fee.
- 14 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.
- 15 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.
- 16 *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.
- 17 Prepaid accounts are non-refundable.
- 18 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.
- 19 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.**