



# ***SIGNAL Media Planner***

## ***Terms and 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. These 12-month periods do not overlap.
6. Failure to meet frequency within a contract year will result in shortage 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 AFCEA's or *SIGNAL* Media's brand image. Advertising material is not to be construed as official or reflecting the views of AFCEA International.
9. Billing and Payment Terms: Advertiser will be invoiced upon execution of an insertion order. Payment is due within thirty (30) days of the invoice date (Net 30), unless otherwise agreed in advance and in writing.
10. *SIGNAL* Media's liability for any order will not exceed the charge for the advertisement in question.
11. *SIGNAL* Media is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government or quasi-governmental 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.



12. Deliverables must be received by their due date, unless approved by *SIGNAL* Media.
13. Requests for specific positions in print are given consideration but are not guaranteed.
14. Any changes to scheduled webinars must be in writing. Changes resulting in cancellations or postponement within two weeks of the originally scheduled webinar broadcast date are subject to a \$600 fee; changes resulting in cancellations or postponement within two days of originally scheduled webinar broadcast date are subject to a \$1,500 fee.
15. 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.
16. 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, the publisher does not assume responsibility for omissions or errors.
17. AFCEA and *SIGNAL* Media reserves the right to hold the advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to *SIGNAL* Media.
18. Prepaid accounts are non-refundable for reasons other than material breach of the Advertising Insertion Order.
19. This Agreement shall be governed by the laws of the Commonwealth of Virginia without regard to choice of law rules. To the extent permissible by 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.
20. 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.

*Last updated: March 28, 2025*