



SIGNAL


2026 Media Planner

2026 Media Planner

CONTENTS

- 3 The Power of Advertising
- 3 Meet Our Team
- 4 Audience Profiles
- 5 Purchasing Behavior
- 6 AFCEA's Database: Event Insights in Action
- 8 Multimedia Opportunities
 - 8 • Webinars
 - 8 • AFCEA Solutions Webinar Series
 - 8 • Executive Video Series
- 9 Print Advertising
- 10 The Cyber Edge
- 11 The Emerging Edge
- 12 Editorial Calendar
- 14 Digital Advertising
 - 14 • Email Marketing
 - 14 • Partner Emails
 - 14 • Social Media Advertising
 - 14 • Event Recap Emails
 - 15 • Newsletters
 - 16 • Digital Banners
 - 16 • Online Content
 - 17 • Website and Newsletter Ad Size Chart
- 18 Resource Library
- 19 Podcast
- 19 Small Business Opportunities
- 20 Print Advertising Specs
- 21 Terms and Conditions

FOLLOW US

-  LinkedIn /company/afcea-international
-  Facebook /SIGNAL.Magazine
-  Flickr /signal-magazine
-  X /signalmag
-  Instagram /afcea
-  YouTube /afcea

Contact advertising@afcea.org
for more information



MORE THAN A MAGAZINE



The Power of Advertising With AFCEA

For 80 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.



Best wishes,

Lt. Gen. Susan S. Lawrence, USA (Ret.)

President and CEO
AFCEA International

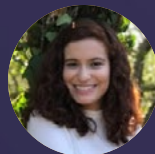
Meet Our Team

Contact us to start the conversation today!



Rachel Lilly

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



Claudia Perez

Senior Coordinator, Marketing,
Advertising and Publications
703-631-6192
advertising@afcea.org



Michael Walker

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



Thomas Greve

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



Neil Dant

760-884-7186
ndant@afcea.org



Veronica Cirillo

AFCEA International
+ 39 3924458294
vcirillo@afcea.org

Audience Profiles

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: 30,300

 Facebook: 7,630

 X: 10,250

 Instagram: 2,320

*Numbers current as of September 2025

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
- Cables/fibers/connectors/electronic circuits
- Risk assessment/management
- Engineering and integration
- Mobile device security
- InfoSec/AI 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.

AFCEA's Database: Event Insights in Action

Advertising with AFCEA is your direct connection to decision-makers shaping global security.

AFCEA's flagship events are where government, military and industry leaders converge to solve the most pressing challenges in defense, cyber, homeland security and intelligence. Every attendee, speaker, sponsor and exhibitor becomes part of our database, giving advertisers access to one of the most comprehensive contact networks in the sector.

What sets our database apart?

- **Unparalleled Government & Military Reach:** Hundreds of participating organizations across DOD, federal agencies and allied nations—including cyber commands, service branches, program offices and acquisition leaders
- **Cross-Sector Influence:** Attendees span senior leadership, program managers, acquisition officers and uniformed personnel alongside private-sector innovators.
- **High Quality, Current Leads:** Data collected annually from our flagship events builds a fresh, year-round pipeline of connections.

2025 Events Highlights:

Out of **10,449** verified participants, **44%** of attendees at WEST 2025 were military and government, representing **1,102** different organizations.

TechNet Cyber included **4,151** verified participants with **22%** from military and government, and **39%** representing academia. More than **620** government and military organizations participated.

44% of TechNet Indo-Pacific's **4,618** attendees represented military and government organizations. Participation in this event has broken records and increased every year since 2021.

Top Attendee Areas of Interest:

CORE TECHNOLOGY & CAPABILITIES

- Artificial Intelligence & Machine Learning
- Big Data & Business Intelligence
- Cloud Computing & Data Centers
- Cybersecurity Solutions
- Data Architecture, Mining, Storage & Encryption
- Enterprise Architecture & Content Management
- Information Assurance, Operations & Security
- Networking & Network Defense
- Wireless Communications & 5G Technologies
- Computer Hardware, Software & Peripherals
- Visualization Technologies & Display Systems
- Streaming Video & VTC-C2 Systems

COMMUNICATIONS & ISR

- Command & Control / Communications (C2/C4ISR)
- Common Operating Picture (COP)
- Interoperability – Joint & Coalition
- Secure Voice & Data Communications
- Satellite Communications
- Radio Frequency (RF) & RFID
- Global Positioning Systems (GPS)
- Signals Intelligence (SIGINT)
- ISR (Intelligence, Surveillance & Reconnaissance)

OPERATIONS & MISSION SUPPORT

- Electronic Warfare & Detection
- Disaster Preparedness & Recovery
- Emergency Management / Public Safety
- Knowledge Management & Decision-Making
- Joint Deployment & Rapid Distribution
- Logistics & Readiness
- Secure Tracker Systems
- Simulation, Modeling & Training
- Unmanned Systems (Air, Ground, Maritime)

EMERGING & STRATEGIC TECHNOLOGIES

- Internet of Things (IoT)
- Biometrics
- Synchronization & Bandwidth Compression
- Open Architecture / Architecture Design
- Multi-Level Security
- Electronically Enhanced Education
- Shared Intel Databases at Multiple Security Levels

ATTENDEE OCCUPATION CATEGORIES:

- Account Management
- Acquisition / Contracting / Procurement
- Analysis
- Consulting
- Engineering / R&D / Test & Evaluation
- Information Technology
- Law Enforcement / Counterintelligence
- Logistics
- Management – Executive Level
- Operations
- Product Management
- Program / Project Management
- Sales / Marketing / Business Development

Multimedia Opportunities

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.

WEBINARS

COST: \$16,500

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

- Select your own presentation format: slides/virtual discussion/screen share and live/semi-live/prerecorded
- Marketing to the AFCEA and *SIGNAL* audiences: a series of targeted, customized email invitations; promotion on our 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 Opportunity: Host all your upcoming and on-demand webinars in one place, gated behind a single registration.

Email advertising@afcea.org for details.

AFCEA SOLUTIONS WEBINAR SERIES

COST: \$8,500

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

The AFCEA Solutions Webinar Series delivers high-impact educational content through subject matter experts from AFCEA committees. Sponsors benefit from prime visibility and lead generation without needing to provide content. Each webinar targets key decision-makers in cyber, defense, intelligence and IT, aligning with AFCEA's mission to inform and connect government and industry.

- 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.*

EXECUTIVE VIDEO SERIES

COST: \$6,825

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, virtual or in studio
- 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

Print Advertising

SIGNAL Magazine

33,500* circulation

SIGNAL Magazine, which reaches AFCEA members and subscribers monthly, is distributed at annual AFCEA International events, in addition to the monthly events of AFCEA's 140 chapters worldwide.

Advertising Rates (4 Color)	1x	3x	6x	12x
Spread	\$18,700	\$16,800	\$15,850	\$14,950
Full-page	\$9,800	\$8,800	\$8,300	\$7,850
2/3 page	\$8,050	\$7,250	\$6,800	\$6,400
½ page	\$6,825	\$6,150	\$5,800	\$5,450
1/3 page	\$5,350	\$4,800	\$4,550	\$4,250
¼ page	\$4,550	\$4,100	\$3,850	\$3,650
1/6 page	\$3,850	\$3,450	\$3,250	\$3,050

SPECIAL INTEREST EDITORIAL

COST: \$16,500

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 to an audience seeking new ideas, unique solutions and advancing technology.

- 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
- Includes design and editing

Contact advertising@afcea.org for a full list of deliverables and more details.

*Circulation is the annual average of print and digital issues for fiscal year 2025.

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 SPONSORSHIP: PRINT

COST: \$9,350

- Corporate logo on the introduction page along with a full-page advertisement within The Cyber Edge special section in print and the digital issue
- Lead generation opportunity: one resource posted in the *SIGNAL* Resource Library along with access to leads from The Cyber Edge downloads

The Cyber Edge print section is published in January, April, July and October.



THE CYBER EDGE SPONSORSHIP: DIGITAL

COST: \$7,850

- Title sponsorship of all The Cyber Edge digital assets, including:
 - The Cyber Edge homepage, billboard ad and featured video
 - The Cyber Edge newsletter (top and bottom leaderboard and sponsored thought leadership): ~34,000 subscribers

(Limited to one sponsor per month)



THE CYBER EDGE BUNDLE:

COST: \$15,300

Purchase both The Cyber Edge print and digital sponsorships in the month of January, April, July and/or October and receive bundled pricing.

(Limited to one sponsor per month)

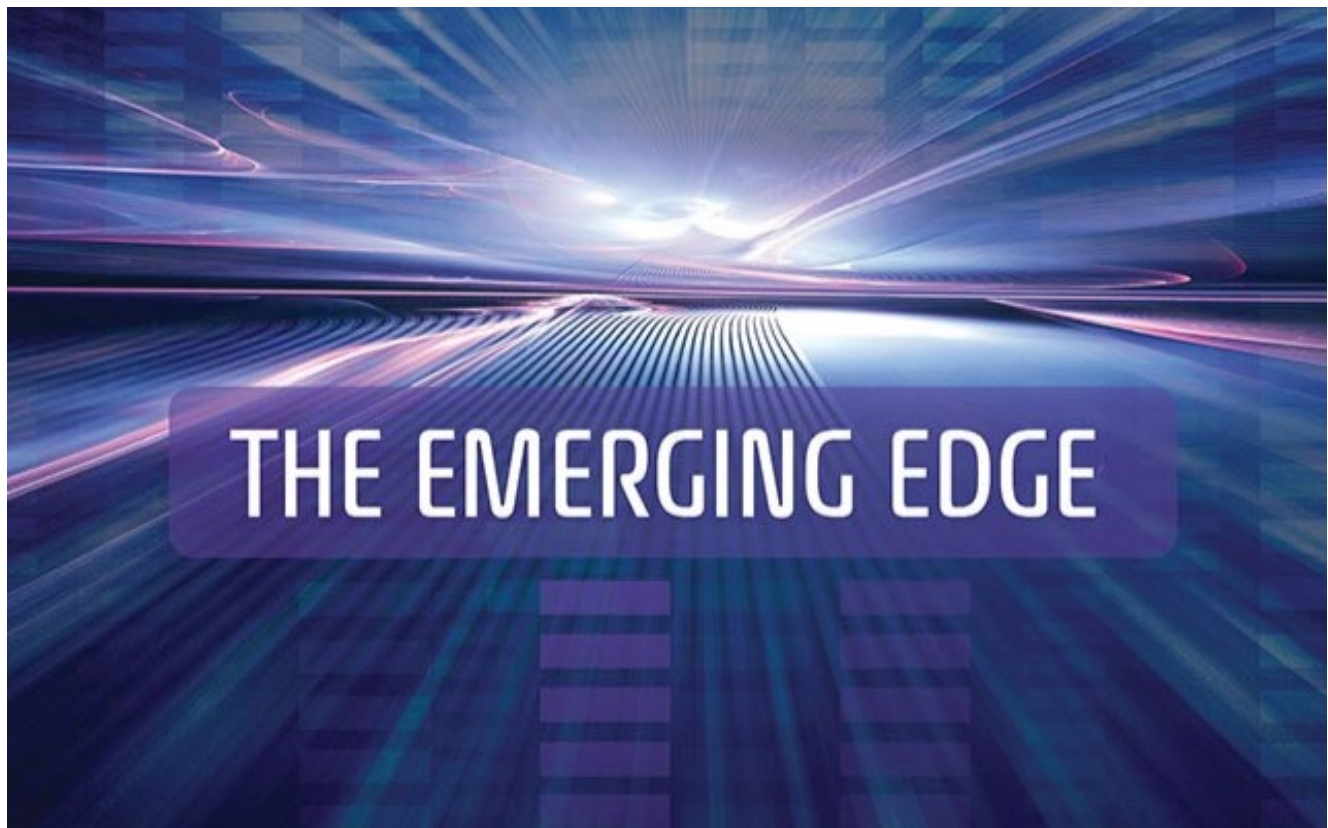
The Emerging Edge

THE EMERGING EDGE: PRINT

COST: \$9,350

Pushing the boundaries of innovation and rooted in transformative technologies, The Emerging Edge is *SIGNAL* Magazine's gateway to the evolving frontier of AI, quantum computing and other edge technologies shaping the future of global security.

(Published in March, June, September and December)



JANUARY

THE CYBEREDGE SPECIAL SECTION

Countdown to 2027

As the PLA preps for a potential invasion of Taiwan, China invests substantially in cutting-edge technologies. Are its military exercises rehearsals for an invasion?

Zeroing in on Zero Trust; CMMC Progress

The DOD's ZTA, expected to reach "target level" implementation in FY2027, will protect networks from adversaries. By then, the DOD anticipates implementing slightly more than half of target activities.

FEBRUARY

Tackling the Tyranny of Distance

With the People's Republic of China expected to invade Taiwan in 2027, the sheer vastness of the Indo-Pacific poses a myriad of challenges. Will emerging technologies be the answer for the United States, regional partners and allies?



SIGNAL Kids Issue



FEBRUARY 10-12

MARCH

THE EMERGING EDGE

SPECIAL SECTION

The Quantum Era

Are quantum technologies science fiction? Some experts argue the quantum age is upon us now.

APRIL

THE CYBEREDGE SPECIAL SECTION

Securing Critical Infrastructure



APRIL 28-29

With adversary cyber infiltrations in recent years, U.S., allied and partner nation critical infrastructures are clearly and painfully vulnerable. To what degree can ZTAs and other emerging capabilities secure and defend these vital systems and networks?

MAY

Missile Defense

The U.S. is in a race to shore up its mission to protect space assets and detect threats to the homeland. We explore.



SIGNAL Kids Issue

JUNE

THE EMERGING EDGE

SPECIAL SECTION



JUNE 2-5

AI-Driven Warfare

AI is expected to aid the military's transformative shift and provide a strategic advantage that revolutionizes cyber warfare.

2026 Editorial Calendar & Events

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

The editorial calendar is subject to change.

JULY

THE CYBER EDGE SPECIAL SECTION

Cyber Workforce Training

Will technologies be the essential answer to training a workforce in the cyber arena?

OCTOBER

THE CYBER EDGE SPECIAL SECTION

Software Rapid Acquisition

With every C5ISR system and every modern weapon platform relying on software, rapid development and acquisition of software is a priority across the national security and defense community.

AUGUST

TechNet Augusta

AUGUST 17-20

SIGNAL kids

SIGNAL Kids Issue

Modernizing Land Warfare

Global armies are undergoing massive modernization. We delve into the technology investment trends making a difference.

NOVEMBER

TechNet indo-pacific

NOVEMBER 3-5

SIGNAL kids

SIGNAL Kids Issue

Bridging Continents

The strategic importance of Indo-Pacific and European partnerships cannot be undersold. With interoperability and data-sharing a continuing challenge, we explore some of the programs, projects, policies, technologies, tactics and procedures designed to bridge the gaps.

SEPTEMBER

THE EMERGING EDGE SPECIAL SECTION

80th Anniversary Retrospective Pullout

Since 9/11 – 25 years later

Learn of the progress made since the horrific terrorist attacks on September 11, 2001, and the remaining challenges hampering interoperability, information sharing and “connecting the dots” on threats.

DECEMBER

THE EMERGING EDGE SPECIAL SECTION

TECHNET TRANSATLANTIC

Exploring the Space Edge

As space becomes more congested, contested and competitive, we explore the key emerging capabilities to make space.

Digital Advertising

PARTNER EMAIL MARKETING

COST: \$4,350

We put your brand in front of cyber, national security, intelligence and technology decision-makers through a custom, dedicated ad on your behalf to a targeted list of ~20,000 from our database.

- Push a singular message to our audience as an official AFCEA partner.
- Advertiser provides the HTML and subject line 10 days prior to scheduled send.
- Limited to one partner email per week; book early and secure your date now.

SOCIAL MEDIA ADVERTISING

COST: \$10,000

This new premium advertising opportunity leverages the strength of our brand and the power of LinkedIn's targeted advertising capabilities. This program enables clients to increase their reach and engage with key decision-makers in defense, security, cyber and intelligence.

- Campaign strategy consultation, ad creative guidance and recommendations
- Audience selection and optimization using AFCEA's proprietary database
- Performance tracking and mid-campaign adjustments
- End-of-campaign report with key metrics and insights

EVENT RECAP EMAILS

COST: \$6,825

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 thought leadership piece.

**Sole sponsorship: Limit of one Show Daily sponsor per event*

Newsletters

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.

AFCEA Weekly Digest

Sent to all AFCEA members every Friday, the AFCEA Weekly Digest includes information on upcoming events, special offers, scholarships, awards, resources and more of interest to the AFCEA community.

Subscribers: ~22,500

Average Open Rate: 30.1%

Top & Lower Banners	560 x 60 pixels	\$5,500
Skyscraper	160 x 600 pixels	\$4,400
Square Banner	160 x 160 pixels	\$3,300
Sponsored Thought Leadership	50 words	\$6,600

SIGNAL Magazine Digital

Sent mid-month to our magazine subscribers, this newsletter highlights editorial content from the current issue of SIGNAL, online news stories, AFCEA event coverage, chapter news and activities.

Subscribers: ~24,500

Average Open Rate: 23.4%

Top & Lower Banners	560 x 60 pixels	\$3,300
Skyscraper	160 x 600 pixels	\$2,200
Square Banner	160 x 160 pixels	\$1,600
Sponsored Thought Leadership	50 words	\$4,900

**Newsletter advertising rates are sold per month*

Digital Banners

The *SIGNAL* and AFCEA websites carry out AFCEA's mission to connect people, ideas and solutions globally. Ads are run of site unless otherwise noted, and rates are per month.

SIGNAL 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.

Small rectangle banner	300 x 100 pixels	\$1,300
Medium rectangle banner	300 x 250 pixels	\$1,625
Leaderboard	728 x 90 pixels	\$2,625
Billboard	970 x 250 pixels	\$3,150
Launch pop-up banner (homepage only)	550 x 480 pixels	\$2,200

AFCEA afcea.org

The AFCEA website is the premier gateway for access to content and events for professionals operating in the cyber, defense, security, intelligence and related information technology disciplines.

Medium rectangle banner	300 x250 pixels	\$2,450
Leaderboard	728 x 90 pixels	\$2,625

**AFCEA site ads are run of site except for calendar pages.*

Online Content

COST: \$1,900

Sponsored content designed to tell your company's story. Highlight your expertise and boost visibility through strategic placement on *SIGNAL* Media's trusted online platform. Enhance your SEO, drive traffic and generate valuable backlinks.

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
- Top and Lower Banner
- Square Banner
- Skyscraper Banner

Contact advertising@afcea.org for more information.

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 70,000 newsletter subscribers of 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 generation.

- Automated weekly lead reports
- 50 qualified leads
- Promoted in three newsletters: *SIGNAL Connections*, Resource Library and one issue of the Weekly Digest

COST:

2 pages (approx. 1,000 words)	\$5,775
4 pages (approx. 2,000 words)	\$8,400
6 pages (approx. 3,000 words)	\$10,500
8 pages (approx. 4,000 words)	\$12,600

Pricing can vary based on the extent of the project. Contact SIGNAL Media at advertising@afcea.org for a detailed quote.

RESOURCE LIBRARY SILVER

You have done the challenging work of producing compelling, branded thought leadership material. Let SIGNAL Media help you distribute 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: \$1,575

- Automated weekly lead reports
- 25 qualified leads
- Promoted in three newsletters: *SIGNAL Connections*, Resource Library and one issue of the Weekly Digest



Podcast

SIGNAL Media's Disruptive By Design podcast is available on Spotify, Apple and YouTube. Your business can sponsor the discussion as we ask younger leaders their thoughts on trends in technology, how they navigate being early career professionals and what is at stake for defending U.S. and allied interests around the world.

COST: \$1,000

Email advertising@afcea.org for a full list of podcast deliverables.

Small Business Opportunities

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

Small business pricing is available to AFCEA corporate members with 50 or fewer employees.

SMALL BUSINESS PRINT PRICING

Rates	Cost
Full-page	\$5,600
½ page	\$3,900
1/3 page	\$3,050
¼ page	\$2,600
1/6 page	\$2,200

SMALL BUSINESS SPECIAL INTEREST EDITORIAL

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

COST: \$5,000

- A one-page article, published in a targeted monthly issue and promoted in the Resource Library for lead generation
- A professional magazine writer to interview your experts, research and write the article, plus custom design and editing services

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 puts your business in the spotlight.

COST: \$2,000

- One month of a ¼ page ad and a second month with a ½ page ad featuring your company logo and a 75-word write-up under our "Small Business Spotlight" header
- Bonus visibility in the Weekly Digest newsletter

Print Advertising Specifications

2026 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
1/3 page vertical	2.1875"	10"	Leave .125" padding
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.

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 first of the month, one month prior to targeted magazine issue.
Online ads are due the 25th of each month.

Special Interest Editorial deadlines differ.

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.

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 five 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

SIGNAL ADVERTISING HEADQUARTERS

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

Contact Us

advertising@afcea.org

SIGNAL Homepage

afcea.org/signal-media

AFCEA Homepage

afcea.org



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