

SIGNAL

2020 MEDIA PLANNER



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

2020 MEDIA PLANNER

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CIRCULATION

28,062

(BPAWW Audited)



Letter from the Editor

I am proud to present to you *SIGNAL* Media, which bridges international, industry, defense and government sectors to deliver an insider's perspective on today's **most pressing** technology issues. Topics range from communications, to cyber, to intelligence, to AI, to a variety of critical information technologies that are needed in a multidomain operating environment.

But *SIGNAL* Media is more than just a content source. As the official media of AFCEA International, *SIGNAL* reaches a high level and committed audience that is unique to AFCEA. We help our audience stay current on business trends, technical advances, government and military programs, contract awards and research and development, and we do so in an entertaining and informative format.

***SIGNAL* Media reporters and editors are dedicated to improving understanding and awareness of the technologies and programs needed for global security.** Whether print, online, video or webcast, *SIGNAL* Media reaches its audience with the right information in the right format at the right time, and I hope you will decide to make your message a part of this great mission.

A handwritten signature in black ink that reads "Robert K. Ackerman".

Robert K. Ackerman

Senior Director, *SIGNAL* Media

Editor in Chief, *SIGNAL* Magazine

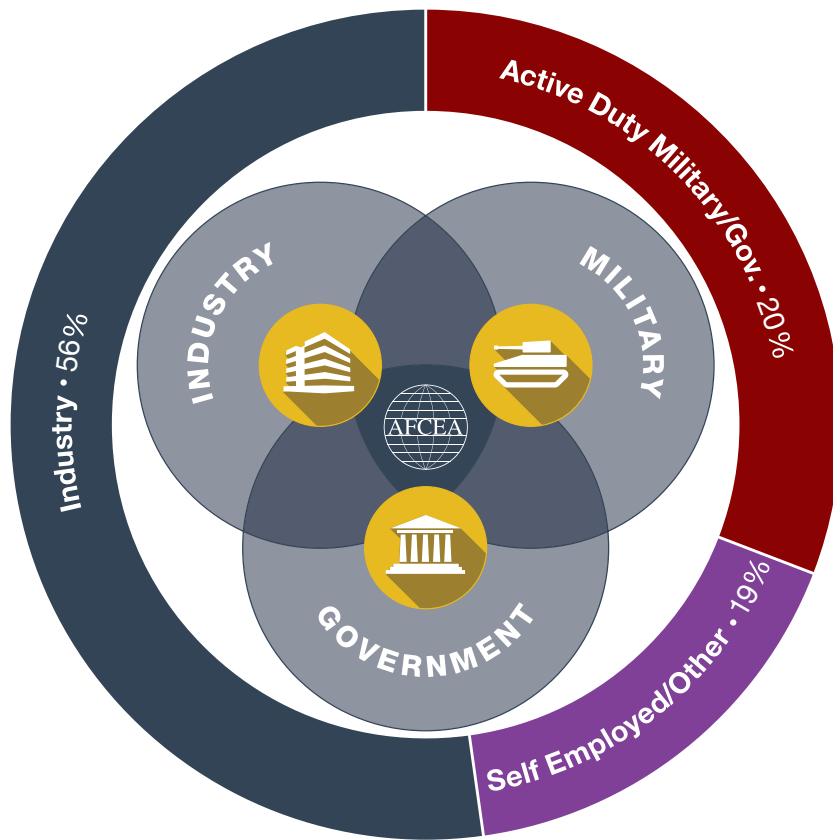


MORE THAN A MAGAZINE



Why Advertise With **SIGNAL?**

Our Readers!



OF OUR ACTIVE DUTY MILITARY READERS:

49%

Are officer rank (OF-1 through OF-6 or O-1 through O-6)

29%

Are enlisted rank (OR-1 through OR-9 or E-1 through E-9)

OF OUR INDUSTRY READERS:

22%

Are CEO/president/vice president

35%

Are retired from the military or government and performing similar duties in the private sector

Statistics from 2018 Readex Reader survey of all members and subscribers.

SIGNAL READERS ARE...

EDUCATED & INFORMED

SIGNAL readers are engaged, visionary professionals who want to keep abreast of important developments in their fields.

55%

Hold advanced degrees

88%

Hold a bachelor's degree

LOYAL & ACTIVE

SIGNAL readers are engaged, read SIGNAL Magazine on a regular basis and look to SIGNAL for relevant, accurate and clearly presented information.

77%

"Good source for cyber news"

88%

"Informative"

82%

"A good source of electronic communication information"

77%

"Relevant to my work"

70%

"Unique content I do not read elsewhere"

85%

"Is current with new technology and approaches"

Nearly 50% of readers pass SIGNAL to other readers

PURCHASING BEHAVIOR

Nearly 70% of *SIGNAL* readers are 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 co-workers

Here are the types of products/services our readers are evaluating and purchasing:

INFORMATION SYSTEMS

61%

Plan to purchase information systems products/services

- Cloud based services/infrastructure
- Network management and control
- Software development tools
- Big data collection/analytics/services
- Wireless products/services
- Architecture/network design services/integration services
- Virtualization
- Mobile networking
- Artificial intelligence
- Cables/fibers/connectors/electronic circuits

SECURITY

54%

Plan to purchase security products/services

- Cybersecurity
- Cloud services security
- Network management
- Security assessment/management
- Risk assessment/management
- Mobile device security
- Engineering and integration
- Disaster recovery
- Cryptographic software/hardware
- InfoSec/IA software suites

RELATED PRODUCTS/SERVICES

48%

Plan to purchase related products/services

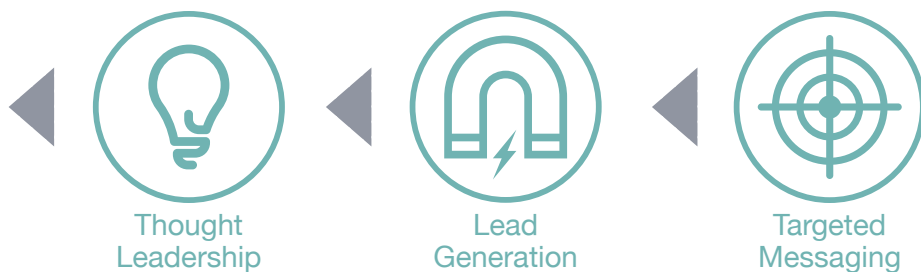
- Training/education/certification
- Systems integration/architecture
- Engineering and technical support
- Operations and maintenance
- Recruiting/placement services
- Consoles/desks/chairs
- Cases/cabinets

Marketing STRATEGIES

Your marketing plan defines your path to your goals and guides your decisions throughout the year. *SIGNAL* Media is your brand to trust with your advertising message. Our specialty is developing customized integrated marketing campaigns that meet the objectives of your organization, no matter its size.



MARKETING STRATEGIES



MARKETING CHANNELS





Thought Leadership

Thought leadership allows your organization to demonstrate its expertise on relevant topics by defining the challenges and offering solutions to your target audience. *SIGNAL* Media offers a variety of opportunities for you to share knowledge while providing a valued audience experience and gaining visibility.



Lead Generation

Lead generation is a win-win for both the buyer and seller. Using lead generation tactics in your marketing strategy can boost your ROI.



Targeted Messaging

Creating a targeted message leads to increased sales and better customer experience across all channels. You can choose one or more of our targeted messaging opportunities to achieve your goal. We offer discounts on bundling products.



IDEAL STRATEGY



PRINT ADVERTISING: *SIGNAL* MAGAZINE

28,062 Circulation (BPAWW Audited)

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 140 chapters worldwide.



Advertising Rates (4 Color)	1x	3x	6x	12x
Spread	\$16,930	\$16,350	\$15,840	\$14,990
Full-page	8,920	8,610	8,340	7,890
2/3 page	7,340	7,120	6,890	6,590
1/2 page	6,220	6,060	5,860	5,620
1/3 page	4,875	4,760	4,640	4,450
1/4 page	4,160	4,085	3,980	3,835
1/6 page	3,525	3,470	3,400	3,300
Cover	1x	3x	6x	12x
Cover 4	\$10,520	\$10,190	\$9,825	\$9,310
Covers 2 & 3	9,830	9,500	9,180	8,710

Black & White advertising rates available upon request.

SMALL BUSINESS PACKAGE

This three-insertion package is available only to companies with 50 or fewer employees: three advertisements, one price, reach the entire *SIGNAL* Magazine readership. Your account executive can assist you with selecting the appropriate issues to deliver your message.

Rates	Color
Full-page	\$5,352 per ad
1/2 page	3,732 per ad
1/3 page	2,925 per ad
1/4 page	2,496 per ad
1/6 page	2,115 per ad

All rates are net. No agency discount. Black and white pricing available.

SPECIAL INTEREST EDITORIAL

COST: \$15,000

This distinctive editorial program provides companies with high-quality feature articles written on the topic of their choosing by *SIGNAL*'s professional writing group. The two-page articles, which will appear in a targeted monthly issue of *SIGNAL*, are 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.

- *SIGNAL* will provide a professional magazine writer to interview your experts, conduct research for additional details as needed, write, design and edit the final custom editorial.
- The Special Interest Editorial will be promoted in the *SIGNAL* Resource Library and we will guarantee you 40 qualified leads.
- *SIGNAL* will provide you with 50 magazine copies of the issue
- Your company will be listed in the index of advertisers; and will appear in all places content from the issue of publication appears.



SIGNAL'S
QUARTERLY
SPECIAL
SECTION

2020 EDITORIAL CALENDAR

SIGNAL MAGAZINE

January

MOBILE/WIRELESS INDUSTRY SOLUTIONS

Bonus Distribution: CERTS,
Various Chapter Events

**THE CYBER EDGE
SPONSORSHIPS AVAILABLE.**

Space: 11/25 | Materials: 12/03

April

ADDITIVE/ 3D MANUFACTURING

Bonus Distribution:
Various Chapter Events

**THE CYBER EDGE
SPONSORSHIPS AVAILABLE.**

Space: 02/24 | Materials: 03/03

July

ROBOTICS

Bonus Distribution:
TechNet Augusta, Navy Information
Warfare Industry Day,
Various Chapter Events

**THE CYBER EDGE
SPONSORSHIPS AVAILABLE.**

Space: 05/25 | Materials: 06/02

October

INDO-PACIFIC

Bonus Distribution:
TechNet Indo-Pacific,
Various Chapter Events

**THE CYBER EDGE
SPONSORSHIPS AVAILABLE.**

Space: 08/24 | Materials: 09/04

February

NAVAL OPERATIONS SPECTRUM ALLOCATION/ MANAGEMENT

Value Added: Ad Perception Study

Bonus Distribution: WEST,
Various Chapter Events

Space: 12/20 | Materials: 01/06

May

NATO CLOUD CAPABILITIES

Bonus Distribution:
Various Chapter Events

Space: 03/23 | Materials: 04/06

August

ARMY/MULTIDOMAIN OPERATIONS DISRUPTIVE SATCOM

Value Added:
Ad Perception Study

Bonus Distribution: TechNet
Augusta, Various Chapter Events

Space: 06/22 | Materials: 07/07

November

JOINT OPERATIONS AIR FORCE ADVANCES

Bonus Distribution:
Various Chapter Events

Space: 09/24 | Materials: 10/05

March

ARMY RF/NETWORK MODERNIZATION SUPPLY CHAIN SECURITY

Bonus Distribution: AFCEA
Spring Intel, Signal Conference,
Various Chapter Events

Space: 01/20 | Materials: 02/03

June

DISA QUANTUM TECHNOLOGIES

Bonus Distribution: TechNet Cyber,
Army Intelligence Industry Day,
Various Chapter Events

Space: 04/24 | Materials: 05/04

September

INTELLIGENCE IDENTITY MANAGEMENT

Bonus Distribution:
Intelligence & National Security
Summit, Various Chapter Events

Space: 07/22 | Materials: 08/05

December

AI/MACHINE LEARNING OPERATING IN EXTREME ENVIRONMENTS

Bonus Distribution:
Various Chapter Events

Space: 10/26 | Materials: 11/02



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 IN *SIGNAL* MAGAZINE

COST PER ISSUE: \$8,500

- Corporate logo on the introduction page.
- Full-page advertisement within The Cyber Edge editorial.
- One white paper posted in the *SIGNAL* Online Resource Library lead generation program with 25 free leads.
- Your ad featured in the digital PDF of The Cyber Edge issue section.
- Leads from The Cyber Edge downloads in the *SIGNAL* Resource Library
- The Cyber Edge section is published January, April, July and October.

THE CYBER EDGE WEBSITE SPONSORSHIP

COST PER MONTH: \$5,000

- Sponsored Content: Your company's content will appear on The Cyber Edge home page for one month.
- Leaderboard (970x90)
- Large rectangle (300x250)
- One cyber related white paper in the *SIGNAL* Resource Library
- Sponsored video on the home page

** Limited to 3 sponsors per month*

THE CYBER EDGE NEWSLETTER

COST PER MONTH: \$4,000

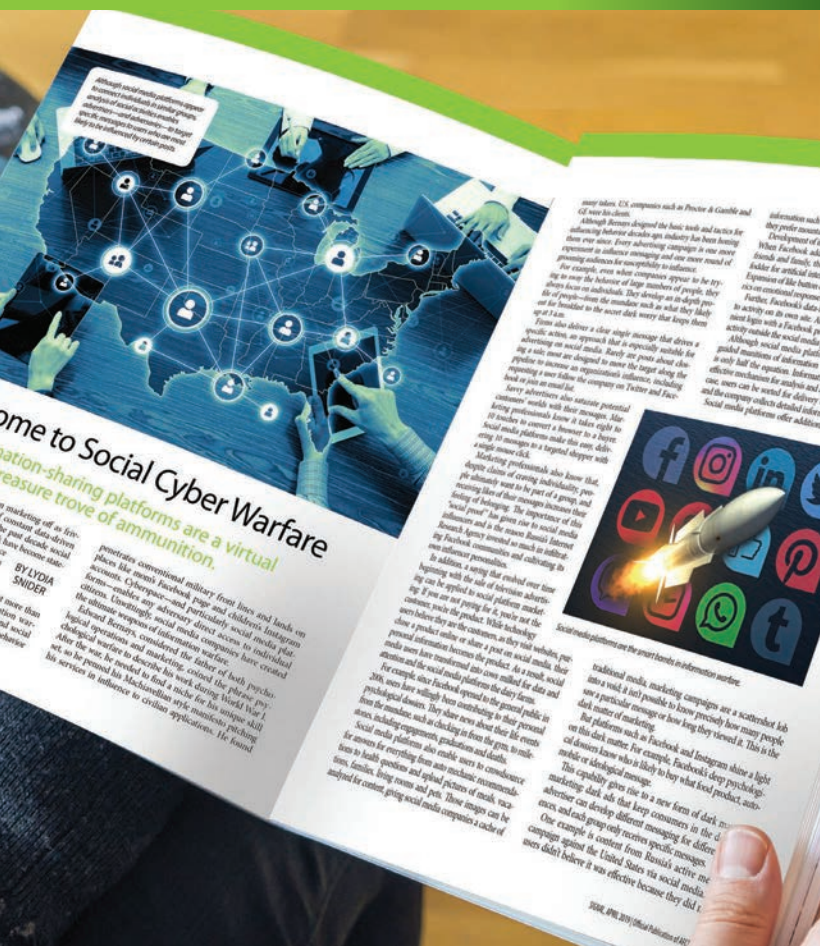
- Sponsored Content within the body of the newsletter.
- Top and Bottom Banner leaderboard (560x40).

THE CYBER EDGE THOUGHT LEADER VIDEO

COST: \$20,000

Highlight your corporate expertise through a video program featuring up to two of your thought leaders. This 30-minute discussion occurs in a newsroom studio and is moderated by a professional journalist from *SIGNAL* Media. The video program will be hosted on The Cyber Edge web site for a month and distributed in an issue of The Cyber Edge enewsletter. It will also be made available in mp4 format for your own use. The video filming is in the Washington, D.C., area.

THE CYBER EDGE PRODUCTS CAN BE BUNDLED FOR SIGNIFICANT SAVINGS





IDEAL STRATEGIES



EMAIL MARKETING

SIGNAL Media produces a variety of e-newsletters that offer branding, product highlight and thought leadership opportunities for your business. Reach members and subscribers directly in their inbox with our weekly and monthly newsletters.

SIGNAL CONNECTIONS

SIGNAL Connections, sent mid-month, delivers content from *SIGNAL*'s award-winning team of writers and editors directly to your email inbox. Feature and news topics include acquisition, technology, defense operations, homeland security, intelligence and AFCEA event coverage. The e-newsletter also includes links to the most current issue of *SIGNAL* Magazine as well as AFCEA Chapter News and activities.

SIGNAL Connections Advertising Rates per Month

Top & Lower Banner	560 x 40 pixels	\$3,000
Skyscraper	160 x 600 pixels	\$2,000
Square Banner	160 x 160 pixels	\$1,500
Sponsored Thought Leadership	75 words	\$4,500

AFCEA WEEKLY DIGEST

The AFCEA Weekly Digest e-newsletter sent to all AFCEA members four or five times a month on every Friday. It includes information about upcoming association and chapter events as well as special offers, scholarship and award opportunities, and resources of particular interest to the AFCEA community. The Weekly Digest also features AFCEA's calendars at a glance.

AFCEA Weekly Digest Advertising Rates per Month

Top & Lower Banner	560 x 40 pixels	\$5,000
Skyscraper	160 x 600 pixels	\$4,000
Square Banner	160 x 160 pixels	\$3,000
Sponsored Thought Leadership	75 words	\$6,000

SIGNAL SHOW DAILY

Attendees at a variety of AFCEA conferences receive the *SIGNAL* show daily after each day of the event. Sponsorship of these professionally written reports is a powerful way to expand your event visibility and share your expertise. In addition to logo and banner recognition, sponsors can include a different piece of their own content each day of the Show Daily distribution.

SOLE SPONSORSHIP: \$6,000

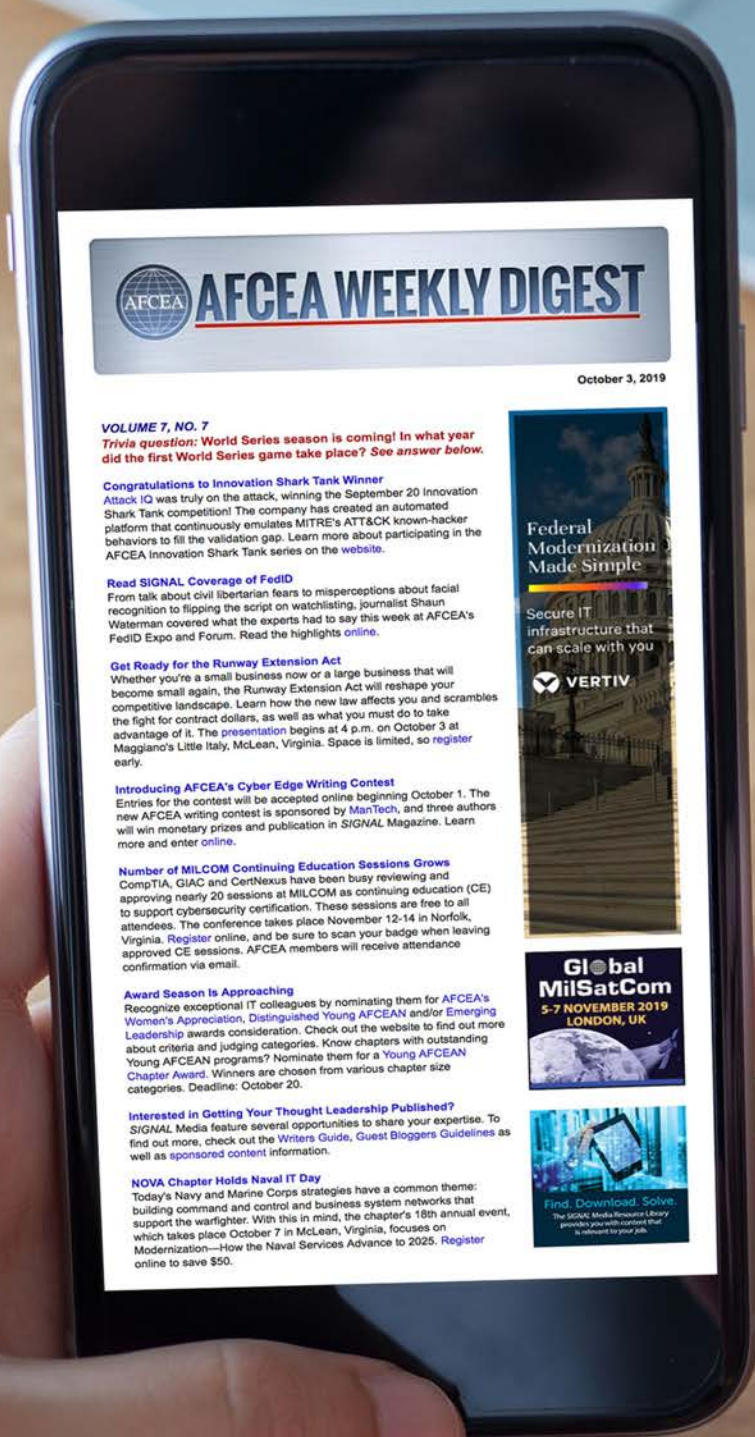
- 180(px) x 120(px) logo placement with thought leadership paragraph (150 words) on email sent each day of event as well as on the event coverage website. Please provide different copy for each day.
- A listing on the sponsorships page of the event website
- 970 x 90 banner on the show coverage page
- 300x205 banner on the event archive page.

PRODUCTLINK NEWSLETTER

Keeping up with the latest products can be a challenge. *SIGNAL* ProductLink helps solve this problem by providing information about new innovations to its audience. Companies can showcase their products for easy browsing and provide links to their websites for more details.

COST: \$1,500

- 170 x 170 pixel photo
- 75-word description of product or services
- Link to your website
- Leads from users who clicked your product listing



ENGAGED AUDIENCES ACROSS ALL PLATFORMS

23,652

Average delivered emails for *SIGNAL Connections*

18,947

Average delivered emails for AFCEA Weekly Digest

23%

Average Open Rate for AFCEA weekly digest

22%

Average click through rate for *SIGNAL Connections*

18,334

Average delivered emails for ProductLink

19.32%

Average open rate for ProductLink

4,689

Average delivered emails for *SIGNAL Show Daily*



IDEAL STRATEGY



ONLINE ADVERTISING

The *SIGNAL* and AFCEA website carry out AFCEA's mission to connect people, ideas and solutions globally. From providing news relevant to audiences across the industry to news about the association; we enable military, government, industry and academia to align technology and strategy to meet the needs of those who serve.

SIGNAL ONLINE (www.afcea.org/signal)

49,921 average
page
views/
month

The *SIGNAL* website features breaking news and exclusive articles as well as magazine content. It is the entry point for access to all *SIGNAL* Media products. News channels include Cyber, Defense Operations, Acquisition & Contracting, Homeland Security, Intelligence and Technology.

SIGNAL Online Advertising Rates per Month

Leaderboard banner (ROS)	970 × 90 pixels	\$2,500*
Large Rectangle banner (ROS)	300 × 250 pixels	\$1,500*
Medium Rectangle banner (ROS)	300 × 100 pixels	\$1,200
Launch Pop-up banner	550 × 480 pixels	\$2,000
Medium Pop-Up banner (ROS)	300 × 250 pixels	\$800*

*This position could rotate among three advertisers.

AFCEA WEBSITE (www.afcea.org)

211,078 average
page
views/
month

The AFCEA website provides information technology, intelligence and global security professionals access to the wealth of knowledge the association offers. From international events to membership and chapter initiatives, visitors have details about AFCEA at their fingertips.

AFCEA Website Advertising Rates per Month

Bottom Leaderboard	970 × 90 pixels	\$2,500*
Large Rectangle banner on internal pages	300 × 250 pixels	\$2,250*
Medium Rectangle banner on internal pages	300 × 100 pixels	\$1,800*

* This position could rotate among three advertisers.

FILE SPECIFICATIONS

Preferred file type of leaderboard and rectangle advertisements is jpeg or gif with a suggested file size of 200K; however, flash is accepted.

Pop-up banners may accommodate a video flash file link or host; otherwise, file should be submitted as jpeg or gif; suggested file size is 200K.



AI OFFERS INTELLIGENCE PITFALLS AS WELL AS ADVANTAGES

The intelligence community is counting on AI to carry out its mission in the coming years, but the still-evolving technology offers many potential hazards that could cause more harm than good.



CYBER

Cyber Training

Does the Solution to the Cyber



DEFENSE OPERATIONS

Navy Creates More Powerful

FREE WEBINAR

Securing Your Indoor Airspace: Using RF Sensors and Sensor Fusion for Wireless Device Threat Mitigation, Detection and Investigation.

THURSDAY AUG. 22, 2019 1:00 PM EDT

inpxon

WEBINAR SERIES

SMARTTEST EMPLOYEE STILL SECURITY INMUNE

Learn more on the 2018 work of the Pinch Report

proofpoint

DOWNLOAD PDF

- RF Safety Training
- RF Safety PPE
- RF Surveys & Audits
- RF Safety Minors
- RF Shielding

CHINA GROUP LLC

252.757.0278

Providing Distribution, IT, Cyber & Engineering Solutions to DoD & Federal Customers around the globe.

CITES

8(a) ANC

READ OUR AUGUST ISSUE!

ARMY



MULTIMEDIA STORYTELLING

SIGNAL Media provides the opportunity for your company to tell your brand story and share your expertise in a variety of ways.

WEBINARS

Our experienced webinar team can help you deliver a comprehensive thought leadership web broadcast. These one hour events, moderated by a senior member of the *SIGNAL* editorial team, start with your briefing and conclude with an interactive question and answer session. Attendees of webinars are interested in your products and enthusiastic to learn more, which helps you generate leads, establish expertise and solve customer problems.

COST: \$15,000

- A month-long series of customized email invitations sent to a targeted audience
- Promoted on *SIGNAL*'s website and E-newsletters with links to registration
- Full-page ad in *SIGNAL* Magazine
- *SIGNAL* Editor-in-Chief or a senior staff member serves as moderator
- Complete list of all registrants' contact information for qualified sales leads
- One year for on-demand viewing and additional lead generation
- 100 leads with pre and post webinar marketing. Plus, any leads over the 100 lead target.

ONLINE EVENT

With the National Press Club in Washington, D.C., as the backdrop, *SIGNAL*'s online events elevate the prestige and visibility of your message. Sitting behind a news desk that features your company's branding, one of *SIGNAL* Media's senior level editorial team members will moderate a one-hour discussion with up to two of your company's subject matter experts.

COST: \$23,000

- A month-long series of customized email invitations sent to a targeted audience
- Promoted on *SIGNAL*'s website and E-newsletters with links to registration
- Full-page ad in *SIGNAL* Magazine
- *SIGNAL* Editor-in-Chief or a senior staff member serves as moderator
- Complete list of all registrants' contact information for qualified sales leads
- One year for on-demand viewing and additional lead generation
- 100 leads with pre and post webinar marketing. Plus, any leads over the 100 lead target.

RESOURCE LIBRARY

Highlight thought leadership in your organization and gain qualified leads. Distribute your white papers, EBooks, case studies, event videos, webcasts, analytical content and more.

COST: \$1,500

- 25 leads with the option to purchase additional leads at \$60/lead.
- Monthly emails promoting the Resource Library and its new content.
- Weekly lead reports
- Resource listing in the library with customized image or logo

SIGNAL EXECUTIVE VIDEOS

Take advantage of our video capabilities. A *SIGNAL* senior editor will interview an executive or technology expert within your company to highlight thought leadership bringing visibility to your brand story. Filming takes place at the National Press Club in Washington, D.C., which adds to the prestige of your video.

COST: \$7,500

- 10 minute professional video with trimmed versions for promotion
- Promotion of video in the *SIGNAL* Media Resource Library
- Weekly Lead Reports
- Copy of the video for your promotional use
- Featured on social media accounts and newsletters to promote views





AFCEA BRANDLINK

The Association Advantage

AFCEA BrandLink is your toolbox to optimize the marketing, communications and networking power of AFCEA.

SIGNAL Media products are also offered through AFCEA BrandLink, a marketing portal that connects your brand to the AFCEA world in a unique and customized way. AFCEA's global reach means we have the capability to deliver your message to a highly engaged audience in ways that are memorable, informative and focused—using all the resources AFCEA has and developing any new ones you need.

AFCEA BrandLink can optimize your own content and media or we can connect the writers, videographers, designers and event planners you need to tell your story at a very affordable rate. Your BrandLink team works to combine media with exhibits and sponsorships to add value to your marketing objectives. AFCEA products and services are available to meet the needs of every size company and all marketing budgets.

The AFCEA BrandLink Director is here to assist with individual media purchases or to develop a custom AFCEA enterprise plan that works for you. Contact Jennifer Deuterman at 703-631-6181 or jdeuterman@afcea.org.

www.afcea.org/AFCEABrandLink

Join AFCEA and take advantage of member benefits and pricing.

www.afcea.org/membership

Event Marketing **OPPORTUNITIES**

As a nonprofit association, AFCEA is uniquely positioned to provide effective and affordable events, designed for collaboration, communication and education, on topics critical to global defense and security.

Exhibit booths, sponsorships, engagement theatres, advertising and show daily newsletters connect you to AFCEA's high-level event audience, which averages 40 percent government and military.

SIGNAL Media is the official publication and media provider for AFCEA events. Exhibitors receive an advertising discount, and advertisers expand their message through our bonus distribution at events.

We build thought leadership, content and lead generation programs into every event.

www.afcea.org/events



Print Advertising Specifications

2020 SIGNAL Magazine Specifications

ADVERTISING DIMENSIONS

Ad Sizes	Width	Depth	Printing Specifications
2-page spread nonbleed*	15-1/2"	10"	Trim Size: 8-1/4" x 10-7/8"
2-page spread bleed**	16-3/4"	11-1/8"	Minimal bleed size: 8-1/2" x 11-1/8"
Full-page nonbleed	7"	10"	Printing: Web offset
Full-page bleed	8-1/2"	11-1/8"	Binding: Perfect Bound
2/3 page	4-9/16"	10"	
1/2 page island	4-9/16"	7-1/2"	* Gutter minimum: 1/2"
1/2 page vertical	3-5/16"	10"	** Set the crop marks to trim size. Leave 1/8" padding.
1/2 page horizontal	7"	5"	Gutter minimum: 1/2"
1/3 page vertical	2-3/16"	10"	
1/3 page square	4-9/16"	5"	
1/4 page	3-5/16"	5"	
1/6 page vertical	2-3/16"	5"	
1/6 page horizontal	4-9/16"	2-3/16"	

DIGITAL FILES

SUBMISSION INSTRUCTIONS:

Submit all advertising material to <http://adportal.afcea.org>

If you have any questions regarding submission, please contact Jennifer Deuterman, Director of Advertising.

Tel: 703-631-6181 • Email: jdeuterman@afcea.org

FILE FORMAT

The preferred file format is PDF X/1A:2001. Files should be created with the specification guidelines outlined in the PDF Creation Help section on the ad portal. Downloadable Distiller Job Options are available if using this program to convert files. Other acceptable files are EPS, TIFF and JPEG – submit as Native Files.

COLOR & TRANSPARENCY

Elements must be CMYK, Grayscale or Black Monotone. Pantone, RGB, index and Lab colors will be converted to CMYK. Spot colors will be converted. PMS and fifth colors not processed. 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.

MAILING INSTRUCTIONS

Send all advertising contracts and insertion orders to:
SIGNAL Magazine, Advertising Headquarters
4114 Legato Road, Suite 1000, Fairfax, VA 22033, USA

Submit ad material to: <http://adportal.afcea.org>
Tel: 703-631-6181
Email: jdeuterman@afcea.org

**NEW ADVERTISER INCENTIVES & EXHIBITOR ADVERTISING DISCOUNTS AVAILABLE!
ASK YOUR ACCOUNT EXECUTIVE TODAY!**

Advertising Rates: Page 8 • Editorial Calendar with space and material deadlines: Page 9

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.

PREMIUM & GUARANTEED POSITIONS

Page 1: +25% Page 2: +15% Page 5: +15%

Guaranteed positions other than premium positions will be charged at regular full-page rates plus 10%.

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.

COPY & CONTRACT REGULATIONS

- 1 Advertisers and advertising agencies assume liability for all content matter of advertisements inserted 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 publication, name of advertiser, date of insertion, size and shape of advertisement, 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 publisher 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 the publisher'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 and sponsored content are subject to the publisher's approval. The publisher reserves the right to reject advertising and content not in keeping with the publication's brand image. The publisher reserves the right to insert the word "advertisement" or "sponsored content" on any copy that in the publisher's opinion resembles editorial matter.
- 9 The publisher's liability for any order will not exceed the charge for the advertisement in question.
- 10 Publisher 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 If new material is not received by material due date, the most recent advertisement material will be repeated.
- 12 New advertisers who fail to submit advertisement material will be held financially liable based on the gross cost of the insertion as stated on the insertion order.
- 13 Requests for specific positions are given consideration but are not guaranteed unless the guaranteed position premium is added to the gross cost of the insertion.
- 14 All 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 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 Publisher 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 publisher.
- 17 Prepaid accounts are non-refundable.
- 18 Advertisers forfeit value added content opportunities if material is not submitted by issue material deadline.



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