

RADIO CLUB OF AMERICA • ADVERTISING MEDIA KIT • 2014–2015

Oldest organization in the world dedicated to all forms of wireless communication with historically important members responsible for developing electronic wireless and its applications



RADIO CLUB OF AMERICA

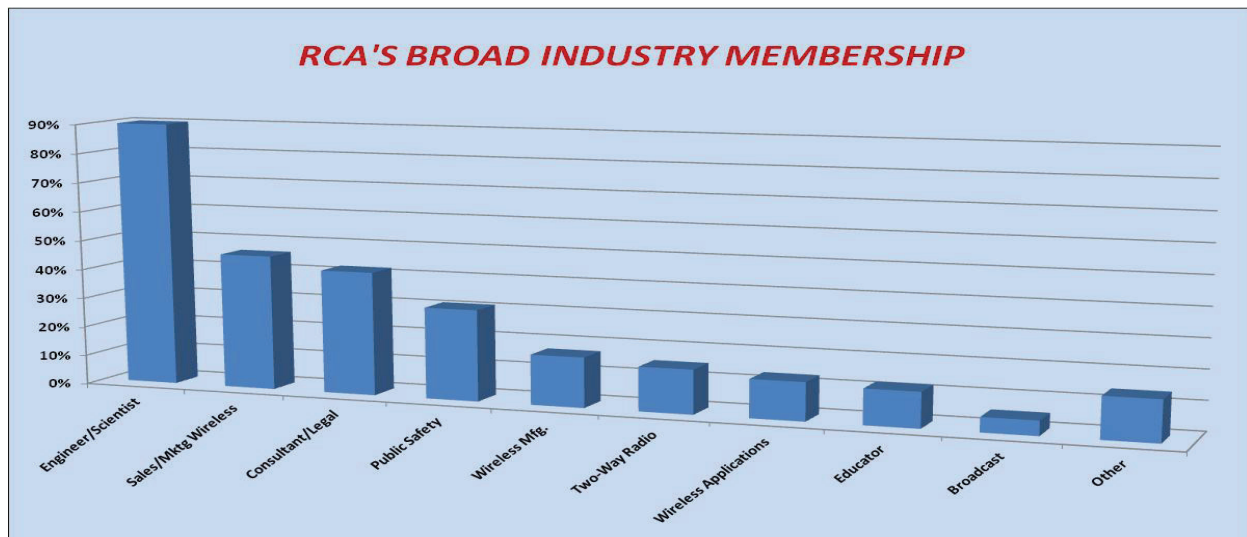
For over 100 years, RCA members have been leaders in the development of wireless technologies. RCA is the oldest wireless organization in the world. Its membership is exclusive, consisting of the top industry, academic and amateur leaders who share an interest in wireless technology and its applications.

Our roster of members began with the earliest developers of AM/FM and shortwave radio. In later years, membership expanded to include the developers of television, broadcast radio as well as military, public safety, cellular, digital and satellite communications.

MEMBERSHIP

RCA's readership is high-level and broad based. Most have authority over purchasing and contracting decisions. Industry representation spans all aspects of wireless and its applications. Many are responsible for developing the leading edge scientific, technical and regulatory aspects of deploying wireless in commercial, government and amateur applications.

RCA's readership is highly unusual; spanning leading academic researchers and commercial engineers along with marketing and sales professionals as well as top amateurs and educators.



Source: RCA Membership Survey.

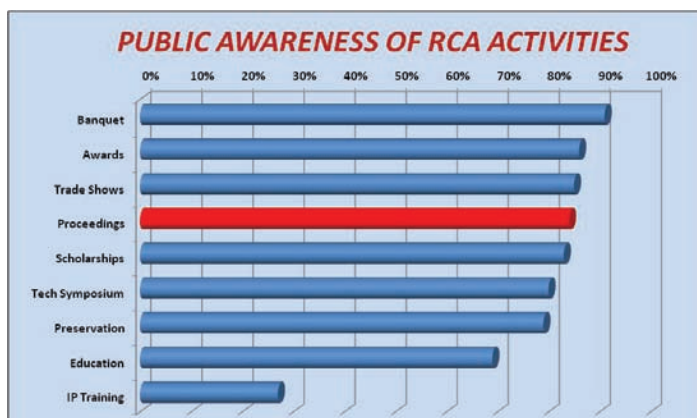
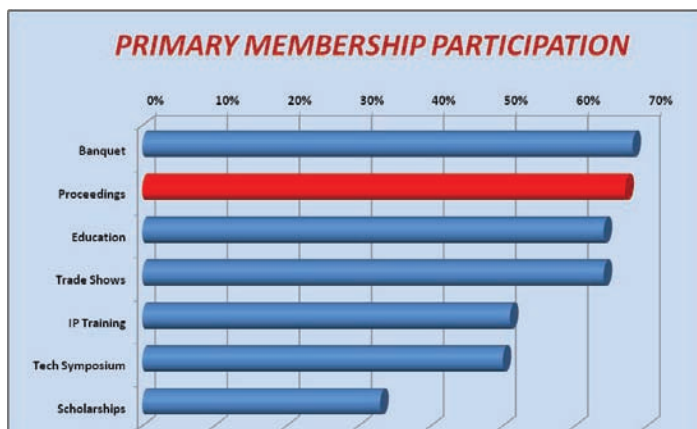
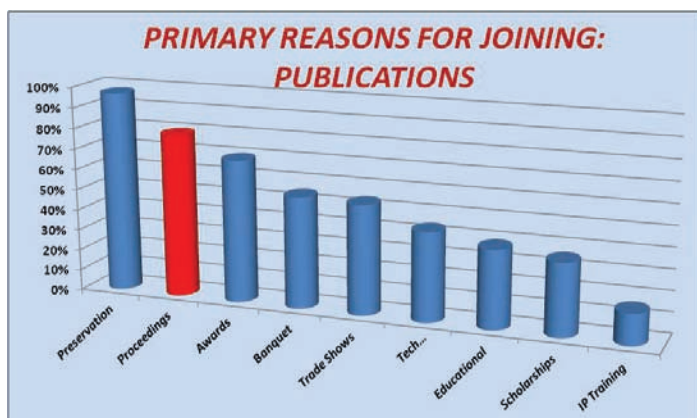
OUTLETS FOR PRINTED & ELECTRONIC MEDIA

RCA publications are received by members and distributed at major annual trade show events, giving advertisers a wider audience for their message:

- RCA Members (RCA)
- International Wireless Communications Expo (IWCE)
- CTIA—The Wireless Association (CTIA)
- Association of Public-Safety Communications Officials (APCO)
- Amateur Radio Relay League (ARRL)
- Antique Wireless Association (AWA)

RCA's publications are a primary reason people join and a primary method of participating in RCA. Advertisers use RCA publications to promote brand awareness, for supporting product sales and services, and to show their support for the industry.

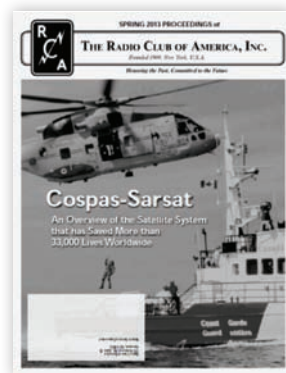
RCA is a leading provider of scholarships and educational activities, making its publications a vehicle for long lasting impressions on the leaders of tomorrow.



Source: RCA Membership Survey.

Proceedings of the Radio Club of America

- Established:** 1914
- Issues:** Spring/Fall
- Pages:** 40-50
- Advertising:** Inside/outside covers
- Display Ads:** Full/half/quarter page
Center spread – 2 pages
Mini business card ads
- Sponsorship:** Honorable Mention



Aerogram

- Issues:** Quarterly
- Pages:** 6-10
- Advertising:** Banner placement
- Display Ads:** Full/half/quarter page
- Aerogram Sponsorships:** Honorable Mention



RCA E-News

- Established:** 2014
- Issues:** Quarterly
- Pages:** Email Format
- Advertising:** Banner advertising
- E-News Sponsorships:** Links



RCA Website

- Advertising:** Website banners
- Website Sponsorships:** Honorable Mention



Event Sponsorships

- Annual Banquet:** November
- Annual Technical Symposium:** November
- RCA Booth/Activities at Industry Events:** APCO, CITA, IWCE, PCIA, UTC, ARRL, AWA

RCA Members are engaged in these technologies or industries:

- Wireless/mobile/RF communications
- Wireless, wired and cable networks
- Optical, cellular, digital networks
- Amateur radio communications
- Towers and Antennas
- WLAN, WSP, LAN, VoIP
- Military and defense communications
- Radio broadcast
- Technology and wireless historians
- Educators
- Researchers, R&D, Inventors

Members have these jobs:

- Engineering: Design, Software, Testing
- Education
- Management
- Purchasing/Procurement
- IT Services
- Security/Privacy
- Manufacturing/Production
- Marketing/Sales
- Supply Chain
- Legal
- Consulting

RCA and its members are affiliated with these professional organizations:

IEEE-Variou Committees	ARRL-Variou Committees
Technology Advisory Council, FCC	National Academy of Engineering
Spectrum Advisory Committee, NTIA	Amateur Radio Emergency Service (ARES)
Int'l Wireless Communications Expo (IWCE)	Aircraft Owners & Pilots Association (AOPA)
Armed Forces Communications & Electronics Assoc.	International Assoc. Chiefs of Police, Commun. (IACP)
Assoc. Federal Communications Consulting Engineers	Enterprise Wireless Alliance (EWA)
National Society of Professional Engineers (NSPE)	International Association of Fire Chiefs, (IAFC)
Assoc. Public-Safety Communications Officials (APCO)	National Fire Protection Assoc. (NFPA)
Quarter Century Wireless Association (QCWA)	The Utilities Telecom Council (UTC)
National Public Safety Telecomm. Council (NPSTC)	Antique Wireless Association (AWA)



RCA members are responsible for all stages of technology development:

Concept, Design, Prototype, Patents	Marketing, Sales, Senior Management
Engineering, Product Development, Production	Preserving History

Advertising Benefits & Options

Build awareness and drive sales through cost-effective print and electronic advertising that reaches a targeted, high-level audience. Reach your audience accurately and cost-effectively by selecting some or all of these RCA publications.

- **Proceedings**
- **Aerogram**
- **RCA E-News**
- **Online Advertising**
- **Event Sponsorships**

Rate Cards Available

Deadlines

Submission Deadlines:

Proceedings: 30 days prior to issue; prepayment 45 days prior

Aerogram: 30 days prior to issue; prepayment 30 days prior

RCA E-News: 4 days prior to issue; prepayment 7 days prior

Website: As arranged

Industry Events: As arranged



Terms

All advertising is subject to RCA approval. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards. Advertisers and their agencies assume liability for all content of advertisements, both printed and online, and assume responsibility for any claims that may

arise against the publisher for their advertising. RCA and its publisher state that both advertisers and advertising agencies are equally responsible for payment of advertising appearing in RCA publications. Default by either party does not remove the burden of payment by the remaining party. RCA publishing will not accept advertising

for an upcoming issue where the advertiser and / or the advertiser's agency have not paid for the advertising prior to release of the issue. Banner ads on RCA website or online materials are placed in rotation with ads from other current advertisers and are delivered to available space in random order.

Cancellations: Not accepted after the space reservation deadline. All cancellations must be in writing.

RATE SHEETS

PROCEEDINGS

Half Horizontal Page	\$400	8 1/2" X 5 1/4" (Bottom of page)
Full Page	\$750	8 1/2" X 11"
Inside Cover	\$850	8 1/2" X 11"
Back Inside Cover	\$900	8 1/2" X 11"
Back Outside Cover	\$1,000	8 1/2" X 11"
Center Spread	\$1,500	(2-page spread) 8 1/2" X 11"
Mini Business Card	\$125	3 1/2" X 2 1/4"
Sponsorships	\$100	Honorable Mention/Listing

AEROGRAM

Half Horizontal Page	\$275	8 1/2" X 5 1/4" (Bottom of page)
Full Page	\$475	8 1/2" X 11"
Inside Cover	\$525	8 1/2" X 11"
Back Inside Cover	\$525	8 1/2" X 11"
Sponsorships	\$100	Honorable Mention/Listing

RCA E-News

Banner	\$500	Ribbon Placement
Sponsorships	\$100	Honorable Mention/Listing
Links	\$75	

RCA Website

Banner	\$750	Ribbon Placement
Sponsorships	\$150	Honorable Mention/Listing
Links	\$75	

Event Sponsorships/RCA Website (By Arrangement)

Annual Banquet (November)

Annual Technical Symposium (November)

RCA Booth/Activities at Industry Events:

APCO, CITA, IWCE, PCIA, UTC, ARRL, AWA

Advertising

Colleen Ayers, Radio Club of America
4248 Park Glen Road, Minneapolis, MN 55416

Tel: 952-928-4651 **Email:** colleen@radioclubofamerica.org

MECHANICAL SPECIFICATIONS

Press ready Adobe PDF files preferred. EPS files accepted. Please include all tif and jpeg images.

Proofing: 1 SWOP press proof with color bars or off-press proof for color ads.

Tonal Density: **B/W:** 85% for areas not intended to print solid;
Black & 1 color: 160%;
Color: 300% with only one solid.

Trim Size: 8 1/2" x 11"

Bleed: 8 3/4" x 11 1/4"

Live Area: 7 3/4" x 10 1/2"

Artwork/Photos: Finished art formats: TIFF, EPS, PDF or JPEG

Minimum Screen: 300 dpi resolution or better.

Maximum Screen: Black & White, 133 line screen.

Compatibility: QuarkXPress, Adobe Illustrator, Photoshop, Pagemaker, InDesign

Production Charge: Changes/modifications to ads will incur an additional \$75 production charge.

Additional: Please include all fonts and supporting files with these documents when necessary.

Publishing: Colleen Ayers, Radio Club of America
4248 Park Glen Road
Minneapolis, MN 55416
Tel: 952-928-4651
Email: colleen@radioclubofamerica.org

CONTACTS



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