

Radio Club of America • RATE SHEET for RCA PROCEEDINGS

For over 100 years, RCA's members have been leaders in the development of wireless technologies

Oldest wireless organization in the world:

- ✓ Membership consists of industry, academic and amateur leaders
- ✓ Members interested in all aspects of wireless technology and its applications

Membership is diverse and includes:

- ✓ Top corporate management
- ✓ Inventors and Engineers
- ✓ Those engaged in education, R&D, government and wireless history

Readership for RCA Publications have:

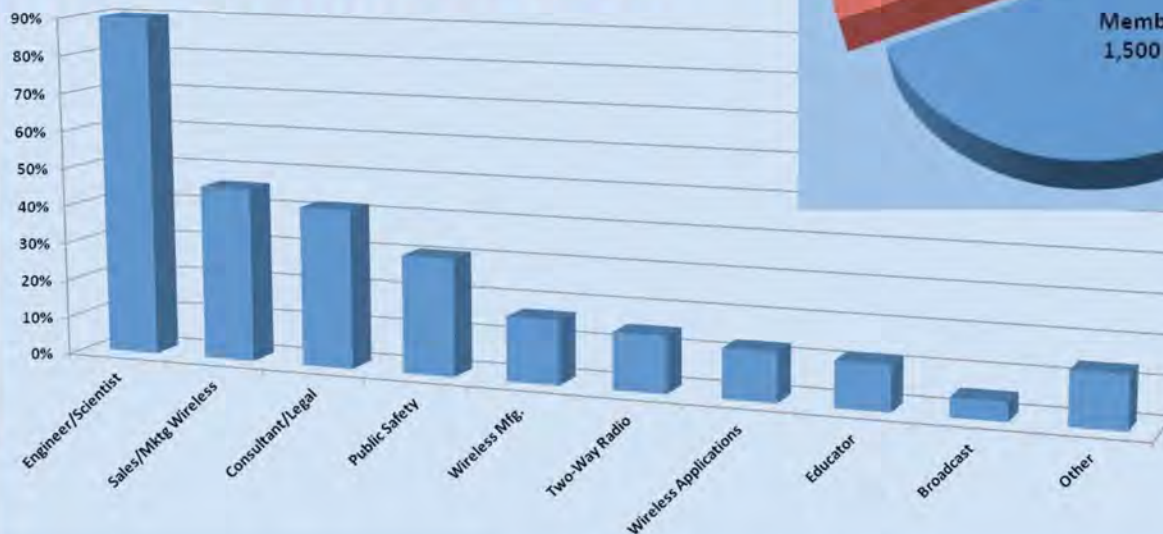
- ✓ Authority over purchasing and contracting
- ✓ Involvement in all sectors of wireless, such as , RF, optical , VoIP, cellular, digital and LTE
- ✓ Responsibility for scientific, technical and regulatory aspects of wireless in commercial, governmental and amateur applications

RCA's readership is unique and highly qualified:

- ✓ Leading professionals who are creating the industry's future
- ✓ Includes marketing and sales professionals
- ✓ Involves top amateur developers and educators



RCA'S BROAD INDUSTRY MEMBERSHIP



Source: RCA Membership Survey



THE RADIO CLUB OF AMERICA, INC.

Founded 1909, New York, U.S.A.
Radio Club of America

Honoring the Past, Committed to the Future
www.radioclubofamerica.org

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The Proceedings – The Official Journal of RCA Established in 1914

- Blend of current technical articles, discussions of trends and forecasts, historical articles, book reviews
- Unique resource with feature biographies and award profiles of industry leaders
- Announcements of industry and RCA events

ADVERTISING BENEFITS – THE PROCEEDINGS

- Exclusive audience
- Readers have substantial influence
- Highly involved readership

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

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.

Issues: Spring/Fall – print and electronic distribution

Submission Deadlines: 30 days prior to cover date

Payment: Pre-payment required 45 days prior to publication date.



ADVERTISING RATES*

PROCEEDINGS OF THE RADIO CLUB OF AMERICA

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	SIZE
Multiple Issue Discounts		5%	8%	12%	
Half Horizontal Page	\$400	\$380	\$370	\$350	8 ½" X 5 ¼"
Full Page	\$750	\$710	\$690	\$660	8 ½" X 11"
Inside Cover	\$850	\$810	\$780	\$750	8 ½" X 11"
Back Inside Cover	\$900	\$850	\$830	\$790	8 ½" X 11"
Back Outside Cover	\$1,000	\$950	\$920	\$880	8 ½" X 11"
Center Spread	\$1,500	\$1,425	\$1,400	\$1,300	(2-page spread) 8 ½" X 11"
Mini Business Card	\$125	\$120	\$115	\$110	3 ½" X 2 ¼"
Sponsorships	\$500	\$475	\$460	\$440	Honorable Mention/Listing

*All rates are gross.