

Advertising shows your support for the Radio Club of America:

- **Exposure**
 - Access to the oldest wireless organization in the world, with members in all aspects of wireless and broadcast technologies including industrial, public safety, academic, and academicradio
- **Diverse Membership**
 - Top corporate management and leaders, inventors, researchers, R&D management, academics and engineers
- **Readers of RCA Publications**
 - Have authority over purchasing
 - Involvement in all sectors of wireless

The Proceedings – Official journal of RCA established in 1914 and distributed digitally twice per year to a highly engaged and exclusive audience

Proceedings Advertising Rates

	1 Issue	2 Consecutive Issues	Size
Business Card Listing	\$ 60	\$ 100	
Half Horizontal Page	\$ 400	\$ 480	8 ½" x 5 ¼"
Full Page	\$ 750	\$ 710	8 ½" x 11"
Inside Cover	\$ 850	\$ 810	8 ½" x 11"
Back Inside Cover	\$ 900	\$ 850	8 ½" x 11"
Back Outside Cover	\$1,000	\$ 950	8 ½" x 11"
Center Spread	\$1,500	\$1,425	8 ½" x 11"

The Aerogram – An 8-12 page quarterly publication distributed to approximately 1,000 current and prospective U.S. and international members

Aerogram Advertising Rates

	1 issue	2 consecutive issues	3 consecutive issues	4 consecutive issues	Size
Half Horizontal Page	\$275	\$261	\$256	\$245	8 ½" x 5 ¼" (bottom of page)
Full Page	\$475	\$451	\$442	\$427	8 ½" x 11"
Inside Cover	\$525	\$499	\$488	\$472	8 ½" x 11"
Back Inside Cover	\$525	\$499	\$488	\$472	8 ½" x 11"

SPECIFICATIONS FOR BOTH PUBLICATIONS

Press optimized (high resolution) Adobe PDF files preferred. Please provide name and contact information for all files in case there is an issue.

Trim Size: 8 ½" x 11" Bleed: 8 3/4" x 11 1/4" Live Area: 7 3/4" x 10 ½"

Contact RCA for any questions about advertising files.

Send your files to amy@radioclubofamerica.org



**THE WORLD'S OLDEST
WIRELESS SOCIETY**

HONORING THE PAST. COMMITTED TO THE FUTURE.

Radio Club of America

612/405-2012 | amy@radioclubofamerica.org

Rev 1/3/2020