THE WORLD'S OLDEST
WIRELESS SOCIETY
HONORING THE PAST. COMMITTED TO THE FUTURE.

RCA ADVERTISING RATES

Advertising shows your support for the Radio Club of America and benefits your business:

- **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 radio or land mobile radio.
- **Diverse Membership**
  - Top corporate management and leaders, inventors, researchers, R&D management, academics and engineers
- **Readers of RCA Publications**
  - Have authority over purchasing
  - Are involved in all sectors of wireless

The Proceedings – Official journal of RCA, published since 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 semi-annual 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"

Combination Aerogram/Proceedings rates are available. Contact amy@radioclubofamerica.org for information.

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

Submission Deadline: 30 days prior to print date **Payment:** Pre-payment required 45 days prior to publication. See our website for print schedule.
Cancellation not accepted after submission 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 when the advertiser and/or the advertiser's agency have not paid for the advertising prior to release of the issue.