2024 RCA ADVERTISING, SPONSORSHIP & MEDIA KIT

FOSTERING WIRELESS INNOVATION

Radio Club of America brings together professionals and non-professionals from every segment of the wireless industry

RCA PARTNERSHIPS SHOWCASE YOUR SUPPORT AND BENEFIT YOUR BUSINESS!

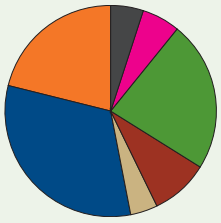
Incredible Exposure

40% AVERAGE OPEN RATE

Access to the oldest and most prestigious 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 contributing to civilian and military advances in wireless.



- 5% President/CEO/Owner
- 6% Consultant/Business Development/Attorney
- 23% Public Safety/Military/Cyber Security
- 9% Manager/Sales
- 4% Students
- 32% Academic/Research and Development/Engineer
- 21% Other/Retired

RCA MEMBERSHIP INCLUDES RADIO PIONEERS



Marty Cooper, RCA Fellow & Lifetime Member

Co-founder of Arraycomm and Dyna LLC and best known as the inventor of the handheld cellular phone in 1973 while he worked at Motorola.



Dr. Jim Breakall, RCA Director & Fellow

Professor emeritus PennState; inventor of 3D Frequency Independent Phased Array Antenna (3D-FIPA), and scientific advisor and technical developer at Arecibo Observatory and HAARP.



Arlene Harris, RCA Fellow & Lifetime Member

Co-founder and president of Dyna LLC; a serial serial entrepreneur, inventor, wireless pioneer, and policy advisor known as the 'first lady of wireless.' Is an inventor, entrepreneur, investor, and wireless policy advisor; a pioneer in mobile and wireless enterprise and an innovator of consumer products and services.



Ted Rappaport, RCA Fellow & Armstrong Medal Recipient

Founder and director of NYU WIRELESS and wireless research centers at three academic research centers, co-authored over 300 papers and 20 books, and holds over 100 patents.

By the Numbers

$35 BILLION

Amount the U.S. wireless industry invested to grow, improve and run their networks in 2021.

1909

Formation of the Radio Club of America.

1913

Formation of the *Proceedings*, RCA's principle publication.

A growing membership with a listserv of

5,000+ CONTACTS

MEMBER LOCATIONS (PLUS INTERNATIONAL)



30

Years RCA's Youth Activities program has engaged middle and high school students in STEM subjects.

47

Years RCA's scholarship programs have supported college and graduate students.

115

Years of sharing ideas, networking, and recognition for leading edge innovation in wireless.

QUESTIONS?

Contact Amy Beckham, Administrative Director, amy@radioclubofamerica.org
Phone: 612.430.6995

www.radioclubofamerica.org

2024 RCA ADVERTISING OPPORTUNITIES

FOSTERING WIRELESS INNOVATION

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HYPER-TARGETED READERSHIP

Our readers have authority over all stages of technology development and production, including purchasing decisions involving all sectors of wireless.

2024 *RCA Proceedings* ADVERTISING

The *Proceedings* is the official journal of RCA, published since 1913, distributed today in a digital format twice per year to a highly engaged and exclusive audience.

ADVERTISING DEADLINES

Spring 2024 - Artwork due: April 19, 2024

Fall 2024 - Artwork due: September 13, 2024

Ad Sizes	Ad Dimensions	2024 Ad Rates	
Ads are full color I 300 dpi I pdf or jpg format		**1 Issue**	**2 Issues**
Business Listing	NA	$100	$70 (per issue)
Half Page Horizontal	8.0 in. wide x 5 in. high	$480	$400 (per issue)
Full Page	8.0 in. wide x 10.5 in. high	$775	$700 (per issue)
Inside Front Cover	8.5 in. wide x 11 in. high	$900	$825 (per issue)
Back Inside Cover	8.5 in. wide x 11 in. high	$850	$800 (per issue)
Back Outside Cover	8.5 in. wide x 11 in. high	$1,100	$950 (per issue)
Center Spread (2 pages)	8.5 in. wide x 11 in. high	$1,475	$1,375 (per issue)

2024 RCA MONTHLY EMAIL ADVERTISING

RCA's monthly email is sent to more than 5,000 recipients, including current and prospective U.S. and International RCA members and allies.

ADVERTISING DEADLINES

Artwork due: The 15th prior of the month(s) your ad is running.

Ad Sizes	Ad Dimensions	2024 Ad Rates	
Ads are RGB I 300 dpi I jpg or png format		**1-3 Emails**	**4+ Emails**
Short Banner	2000 px wide x 250 px high	$235 (per edition)	$195 (per edition)
Tall Banner	2000 px wide x 450 px high	$375 (per edition)	$300 (per edition)
Small Square Tile	200 px wide x 200 px high	$185 (per edition)	$175 (per edition)
Large Square Tile	400 px wide x 400 px high	$225 (per edition)	$185 (per edition)

2024 SPONSORSHIP & PACKAGES

Annual RCA Banquet and Technical Symposium sponsorships, as well as packaged sponsorship/advertising packages, are available – inquire for details.

NEW!

UPDATED DESIGN



Sample of new cover design

CLICK HERE
to read the latest issue of *RCA Proceedings* or visit www.bit.ly/RCAspring2023

THE RADIO CLUB OF AMERICA SINCE 1909

QUESTIONS?

Contact Amy Beckham
Administrative Director
amy@radioclubofamerica.org
Phone: 612.430.6995

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2024 RCA ADVERTISING CONTRACT

FOSTERING WIRELESS INNOVATION

TERMS & CONDITIONS

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 obligation 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.

2024 *RCA Proceedings*

Check all that apply.

Ad Sizes	Ad Dimensions	2024 Ad Rates / Frequency	
Ads are full color I 300 dpi I pdf or jpg format		**1 Issue**	**2 Issues**
Business Listing	NA	☐ $100	☐ $70 (per issue)
Half Page Horizontal	8 in. wide x 5 in. high	☐ $480	☐ $400 (per issue)
Full Page	8 in. wide x 10.5 in. high	☐ $775	☐ $700 (per issue)
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Back Outside Cover	8.5 in. wide x 11 in. high	☐ $1,100	☐ $950 (per issue)
Center Spread (2 pages)	8.5 in. wide x 11 in. high	☐ $1,475	☐ $1,375 (per issue)
☐ New ad will be provided each issue ☐ Run same ad in both issues			

2024 RCA Monthly Email

Check all that apply.

Ad Sizes	Ad Dimensions	2024 Ad Rates	
Ads are RGB I 300 dpi I jpg or png format		**1-3 Emails**	**4+ Emails**
Short Banner	2000 px wide x 250 px high	☐ $235 (per edition)	☐ $195 (per edition)
Tall Banner	2000 px wide x 450 px high	☐ $375 (per edition)	☐ $300 (per edition)
Small Square Tile	200 px wide x 200 px high	☐ $185 (per edition)	☐ $175 (per edition)
Large Square Tile	400 px wide x 400 px high	☐ $225 (per edition)	☐ $185 (per edition)
☐ New ad will be provided for each edition ☐ Run same ad in all editions			

Advertising Fee Totals

Magazine Advertising: $_____

Email Advertising $_____

Total due: $_____

Company _____

Address _____

City _____ State_____ ZIP _____

Contact Name _____

Company Phone _____

Company Fax _____

Email _____

Website _____

Payment Method

☐ Check Enclosed *(Payable to Radio Club of America)*

☐ Mastercard ☐ Visa ☐ American Express

If paying by credit card, please complete the information below:

Name on Card _____

Card Number _____

Expiration Date _____

Phone _____ Exp Date_____ Security Code_____

Cardholder Signature _____

☐ Card billing address is same as address at left ☐ Billing address below:

Company _____

Address _____

City _____ State_____ ZIP _____

Complete and return form with payment to:

Radio Club of America
7042 E. Fish Lake Rd.
Maple Grove, MN 55311

Office Use Only
Initials
Date
CK/CC
Amt Paid
Bal Due

QUESTIONS?

Contact Amy Beckham
Administrative Director
amy@radioclubofamerica.org
Phone: 612.430.6995

2024 RCA SPONSORSHIP OPPORTUNITIES

FOSTERING WIRELESS INNOVATION

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THE RADIO CLUB OF AMERICA PROVIDES NUMEROUS OPPORTUNITIES TO SUPPORT THE ORGANIZATION AND ITS ACTIVITIES. SPONSORS CAN MAKE SPECIFIC REQUESTS OR PROVIDE FUNDING FOR GENERAL OPERATIONS.

INDIVIDUAL SUSTAINING DONATIONS

Make a difference in how quickly we progress with our many initiatives for young people, young wireless professionals and those in established careers. We encourage any member who is impressed with RCA to make the operations of the club to make a tax-deductible donation earmarked to sustaining operations. Donations to support our day-to-day operations are critical to our future as an organization. You can also select RCA as your full or partial beneficiary on an IRA, so donations are made tax-free to RCA, or set up a monthly donation through a credit card or ACH withdrawal.

CORPORATE SPONSORSHIPS AT SPECIFIC EVENTS

Networking is a key reason many of our members get involved and stay active with RCA. Breakfasts, cocktail parties and other social events can be underwritten by sponsors who receive promotional considerations for their donations and heightened visibility to the membership.

3 YEAR SUSTAINING CORPORATE SPONSORS

There is a unique set of advantages to corporate sponsors who participate in our three-year program. See our summary of benefits by level of sponsorship.

SCHOLARSHIPS

Donate to an existing scholarship fund or create your own and you will be supporting university students pursuing wireless communications as a career.

YOUTH ACTIVITIES

The Youth Activities program brings the excitement of learning about amateur radio and vivid lessons in science, math and electronics to middle and high school children in this unique and innovative program sponsored by RCA.

ANNUAL BANQUET

Inquire for details.

HOW YOU CAN APPLY YOUR DONATIONS

A variety of funds are available to support specific goals of the initial donors and RCA operations. Please contact RCA for more information on these opportunities.

General Funds
- General Grants in Aid

Historical Funds
- Archive Preservation

Legacy Giving Funds
- June Poppele Fund

Youth Funds
- Continuing Education
- Richard G. Somers Youth Education Fund

Special Funds
- Tom Sorley Memorial Fund

Scholarship Funds
- Barone-DiBlasi-Facella Fund
- Biggs Fund
- Brownson Fund
- Buller Fund
- Dettra Fund
- Finch Fund
- Grebe Fund
- Goldwater Fund
- Link Fund
- Meyer Fund
- Meyerson Fund
- Poppele Fund
- Somers Fund

RCA is classified as a 501(c)(3) organization under IRS rules. Contributions may be tax deductible in the United States depending on a person's individual tax situation.

HOW TO SPONSOR/DONATE

Click here for the sponsorship and donations form or scan the QR code at right. Please contact our Administrative Director, Amy Beckham, for more information on any of these opportunities. She can be reached at 612.430.6995 or amy@radioclubofamerica.org.