ENGAGE WITH YOUR TARGET AUDIENCE

165,000 IS & IT PROFESSIONALS

AUDIT AND ASSURANCE

CYBERSECURITY

GOVERNANCE, RISK AND CONTROL
Partnering with ISACA® means more than making the right contacts; it means being an insider. It means being connected to the right people with the right level of influence, and it means you are allied with a globally respected organization and leader in the IS & IT industry.

Experience the power of partnership with ISACA. Sponsorship, exhibiting and advertising packages are designed to provide a solid platform to help you stand out and make an impact. Our programs allow you to achieve your marketing goals and deliver a maximum return on your investment. We have developed convenient and customizable packages to help your organization meet its objectives and reach your target market in the IS & IT professions.

Partnering with ISACA means:

- Engagement with leaders in IS & IT audit, assurance, cybersecurity, governance, risk and control
- Access to IS & IT decision makers worldwide
- Positioning your organization as a leader with a globally respected organization

ISACA provides industry leading certifications and knowledge

COBIT 5 is the leading business framework for the governance and management of enterprise IT. COBIT 5 provides globally accepted principles, practices, analytical tools and models to help IT professionals and enterprise leaders fulfill their IT governance and management responsibilities.

Cybersecurity Nexus (CSX): The premier source for cybersecurity knowledge, training and career advancement
ISACA Partner Program

ISACA offers a robust, comprehensive, year-long multifaceted platform and sponsorship program to partners who wish to fully engage with IT audit, assurance, risk, governance, compliance and cybersecurity professionals. The following partnership levels will provide additional recognition and prestige to your brand.

<table>
<thead>
<tr>
<th>SPONSORSHIP PARTNER LEVELS</th>
<th>KEY BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLOBAL PARTNER $250K</td>
<td>• Global branding and eminence</td>
</tr>
<tr>
<td>LEGACY PARTNER $125K</td>
<td>• Thought-leadership positioning</td>
</tr>
<tr>
<td>VISIONARY PARTNER $50K</td>
<td>• Strategic alignment with ISACA</td>
</tr>
<tr>
<td>ENTERPRISE PARTNER $25K</td>
<td>• Content and engagement at the forefront of the industry</td>
</tr>
<tr>
<td>SUPPORTING PARTNER</td>
<td>• Extended reach to 165,000 professionals</td>
</tr>
</tbody>
</table>

About ISACA

ISACA is essential to the growth, advancement and impact of business technology in our organizations and in our lives today. As a professional association, ISACA supports, trains, certifies and continually improves the people who make technology their profession—the senior leaders, individuals and teams who enable the technology that fuels our organizations—in every industry and in every corner of the globe. Through its guidance and resources in IT audit, assurance, risk, governance, compliance and cybersecurity, ISACA helps enterprises fuel technology innovations and drives the confidence and capabilities of its global network of professionals to deliver on technology’s potential.

CONTACT THE SPONSORSHIP TEAM TODAY TO RECEIVE THE ISACA SPONSORSHIP PROSPECTUS AND TO SECURE YOUR SPONSORSHIP!

www.isaca.org/sponsorship  |  sponsorship@isaca.org
ISACA Demographics
A COMMUNITY OF 165,000 PROFESSIONALS

WHO WE ARE

ISACA Members by Industry

- 32% Technology Services/Consulting
- 22% Banking/Financial
- 14% Other
- 8% Government/Military
- 6% Manufacturing/Telecom/Mining/Utilities
- 6% Public Accounting
- 4% Insurance
- 3% Health Care/Medical/Pharmaceutical
- 3% Education
- 2% Retail/Wholesale/Distribution

50% US and Canada
20% Europe
18% Asia and Middle East
18% Africa
4% Central & South America
3% Australia and New Zealand
ISACA Members by Job Level

- **Executive Management**: 15%
- **Management**: 54%
- **Professional Staff**: 31%

ISACA Members by Title

- **Security, Risk and IS/IT Director/Manager/Consultant**: 34%
- **Security and IS/IT Staff**: 16%
- **CEO, CISO/CSO, CIO/CTO, CAE, CFO, Partner, Chief Compliance/Risk/Privacy Officer, VP/EVP**: 15%
- **Auditor**: 10%
- **IS & IT Audit Director/Manager/Consultant**: 10%
- **IS/IT Senior Auditor**: 6%
- **Other**: 6%
- **Professor/Teacher/Student**: 3%

ISACA Members by Years in Information Technology and Organization Size

- **3 years or less**: 5%
- **4-6 years**: 9%
- **7-12 years**: 22%
- **13+ years**: 63%
- **Not applicable**: 7%
- **499 Employees or Fewer**: 24%
- **500-1,499 Employees**: 11%
- **1,500-9,999 Employees**: 22%
- **10,000 or More Employees**: 36%

85% of ISACA members have more than 7 years of experience in information technology.
Engage With ISACA Members

Reach a highly engaged audience of more than 110,000 ISACA constituents worldwide through email sponsorship. ISACA constituents rely on these emails and e-newsletters to notify them of relevant and timely association and industry news.

@ISACA - 31%

@ISACA, a biweekly membership newsletter, is the one-stop shop for association news and practical, quick-hit tips. Members and subscribers count on @ISACA for the latest news on, knowledge, programs, and other products and services that will help them bring value to their jobs.

@AGlance - 30%

@AGlance, a biweekly membership and certification holder email, provides a quick and timely summary of all important and upcoming association, certification, publication and membership-related dates and deadlines.

Journal - 29%

In addition to its print edition, the bimonthly ISACA Journal is available on ISACA’s web site. The emails announce the availability of the full digital edition and link to the articles online.

COBIT Focus - 17%

A monthly email newsletter dedicated to the COBIT® user community including professionals in IT governance, risk and control. Users can gain access to the current COBIT Focus content as well as archived articles.

The Nexus - 24%

The Nexus is the monthly newsletter where all things cybersecurity converge. Monthly emails contain original CSX thought-leadership and knowledge from experts in the field, cybersecurity news and updates.

Banner Ad:
• HTML graphic (160x300; maximum 30KB; jpg or png files only) linked to the sponsor’s web site. Career Laser size is: 300x250; jpg only.

Text Ad:
• Full sponsorship includes a message (up to 60 words) with a direct link to the sponsor’s web site.

Full Sponsorship Includes
• Banner & Text Ad

All landing pages must include a link to the advertiser’s privacy policy. If the advertiser is collecting personally identifiable information on the landing page to which the reader is directed, the page on the advertiser’s web site must be secure (https://). All ads are subject to approval and media advertising policy (ads must not directly compete with ISACA events, certificates or certifications). See advertising policy in media kit for details.
CAREER LASER

Reach members focused on career advancement through CareerLaser

CareerLaser combines the engaging power of news and career-related information for your employment brand. Each issue features important industry articles, employer opportunities, events, and more! Get your message in front of more than 10,000 talented candidates in the information technology industry, with a click-through link of your choice. Space is limited so don’t miss out on this high-profile opportunity!

- $1,000 per month
- 300 x 250 pixels

Only four display ads are available per issue

**Creative accepted:** JPG only

**Max file size:** 30 KB
### 2020 Email Schedule

Art and copy for all emails are due two weeks prior to the following scheduled mail dates:

<table>
<thead>
<tr>
<th>EMAIL</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
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<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>@AGLANCE</td>
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<td>12</td>
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<td>5</td>
<td>4</td>
<td>1</td>
<td>13</td>
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<td>8</td>
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<td>6</td>
<td>4</td>
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<td>3</td>
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<tr>
<td>THE NEXUS</td>
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<td>10</td>
<td>9</td>
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<td>14</td>
</tr>
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</table>

The mail dates are approximate and can be altered without notice.

### 2021 Email Schedule

Art and copy for all emails are due two weeks prior to the following scheduled mail dates:

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<tr>
<th>EMAIL</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
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<td>31</td>
</tr>
<tr>
<td>COBIT FOCUS</td>
<td>15</td>
<td>19</td>
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<tr>
<td>JOURNAL</td>
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<tr>
<td>THE NEXUS</td>
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<td>9</td>
<td>13</td>
<td>11</td>
<td>8</td>
<td>13</td>
</tr>
</tbody>
</table>

The mail dates are approximate and can be altered without notice.
Online Banner Ads

ISACA offers the perfect, brand-safe environment for those needing to reach the IS/IT industry. Not only does ISACA.Org give you access to IS and IT professionals, but it offers significant benefits to your organization by providing an unsurpassed reach, range and scale. Get ahead of the curve, take advantage of its benefits, and gain an edge over your competitors—contact media sales for details.

**ISACA.org statistics for September 2018 – September 2019**

**VISITS:**

11,871,509
989,292/month

**UNIQUE VISITORS:**

6,652,926
554,410/month

**TOTAL PAGES VIEWED:**

63,463,162
5,288,597/month

**Rates**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>MONTHLY RATE</th>
<th>AVAILABLE PLACEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run-of-Site</td>
<td>970x90</td>
<td>$1,200</td>
<td>Max 10 Advertisers/Month</td>
</tr>
</tbody>
</table>

In addition to the main site pages, ISACA offers run-of-site on 28 pages. Each advertiser’s ad may be rotated with a max of nine other ad’s.

* All landing pages must include a link to the advertiser’s privacy policy. If the advertiser is collecting personally identifiable information on the landing page to which the reader is directed, the page on the advertiser’s web site must be secure (https://).

* All ads are subject to approval and media advertising policy (ads must not directly compete with ISACA events, certificates or certifications). See advertising policy in media kit for details.
Sponsored Content

Position yourself as an industry thought leader in the ISACA Journal!

でしたが $25,000

Package includes:

- 1,000 words
- Content is written by the advertiser
- Maximum of two pages of informative, non-commercial content
- The sponsored content will be archived online for a year and will include a link in the ISACA Journal digital edition email
- ISACA Journal email lead-in placement
- Article included in the Journal Table of Contents
- Full page, full color advertisement

Recommended Specifications

- 1,000 words of content, include graphic imagery as appropriate (maximum of two pages total in print); cuts will be required, if needed, to fit this space.
- Must include substantive, practical content. No apparent marketing content.
- Due by issue’s draft due deadline noted on editorial calendar
- Use the third person and a fairly formal tone and style.
- See “Submit an Article” page (https://www.isaca.org/Journal/Submit-an-Article/Pages/Submit-an-Article.aspx) of the ISACA web site for submission guidelines.
- Upon receipt article will undergo content review, followed by opportunity for revision, as needed, and a light editorial review.
- Advertiser will have opportunity to review revisions and final draft prior to printing; response will be required by deadlines provided at that time.

Advertisers need to provide the content by the issue’s draft due deadline. The content must be thought-leadership based and provide practical information to the reader. The content cannot be a sales or marketing pitch. The content will be reviewed by ISACA to ensure that it meets the Journal’s content standards. Feedback will be provided for any revisions. ISACA reserves final editorial control. The article will be promoted as sponsored content.
ISACA 2020 Webinar Program

ISACA’s dynamic and inclusive educational events are where new technology and practical application converge. Your name and brand will reach over 165,000 professionals worldwide, as we invite all of our members to these unique virtual events. By partnering with ISACA you will be positioning your organization as a thought leader in conjunction with our standards and initiatives. Ask about our customized packages and bundles to fit your budget and meet your marketing goals.

ISACA Partnership Advantage

By partnering with ISACA, you will be positioning your organization as a thought leader in conjunction with our standards and initiatives. Your name and brand will reach over 165,000 professionals worldwide, as we invite all of our members to these unique online events. As an added benefit, these webinars remain on the web site as webcasts and are available for on-demand, free viewing. This ensures that your sponsorship continues to generate interest even after the event.

Benefits of sponsoring a webinar

- Opportunity to present thought-leadership with sponsored speaker
- Each webinar offers an exclusive sponsorship opportunity with guaranteed leads
- Targeted audience through relevant topics
- Guaranteed leads
- Turnkey: ISACA promotes, produces and administers the event
- Receptive and captive audience with free CPE credit, live polling features and video options

Average: 1,750 registration per webinar
Extra 850+ on-demand registrations within 30 days

Webinar Program

ISACA’s webinar program is a series of 60 minute live webinars (with option to pre-record) that provide a platform for industry experts to present on a range of topics surrounding today’s most challenging IT and IS issues. ISACA webinars attract a global audience and provide qualified, targeted leads for your organization. Webinars are an efficient and effective way to promote brand recognition. Reach your target market by sponsoring a program that will get your message across to qualified individuals.
ISACA 2020 Webinar Program

**CHOICE OF WEBINAR SERIES:**

1. **Spotlight Webinar Series (Sponsor Speaker):**
   Thought-leadership topic led by sponsor speaker. Professionals in all fields of IS and IT gain insights on solutions that better prepare them and their enterprise for the future.

2. **CSX (Cybersecurity) Webinar Series (Sponsor Speaker):**
   Cybersecurity thought-leadership topic led by ISACA speaker or qualified sponsored speaker. Cybersecurity experts cover best practices and industry-leading strategies on current security threats.

3. **Regional Professional Guidance Webinar Series (Sponsor Speaker):**
   Geo-targeted webinars to Asia, EMEA (English language) and Latin America (Spanish language) markets in appropriate time zones.

**ISACA PROVIDES THE FOLLOWING SERVICES:**

- Live (with option to pre-record), one-hour audio/slide presentation program (45 minute presentation followed by 15 minute Q&A).
- General event management that includes collecting deliverables, creating a registration/event page to be hosted on the ISACA web site, providing webinar platform training and event rehearsals (as needed), and delivering leads.
- Moderation services during the event that includes welcome, answering FAQs, introduction of speakers, releasing polling questions, Q&A session guidance, closing statement, and general back-end support.
- Market the webinar to ISACA constituents via email and social media outlets.
- Award one Continuing Professional Education (CPE) credit to ISACA Members who view the webinar.
- Archive the webinar for 365 days on ISACA web site for on demand viewing at www.isaca.org/webinars.
- Provide the media file of the event and rights to non-profit distribution.

**SPONSOR BENEFITS:**

- Sponsor may provide qualified speaker(s) and thought leadership based presentation on topic of choice (requires a minimum of 8 weeks for development).
- Up to 3 sponsor assets to be made available to event attendees.
- Sponsor logo for placement on event page, slide deck and check points.
- Attendee registration lead data will be provided per terms of agreement.

**LEAD INFORMATION TO INCLUDE THE FOLLOWING OPT-IN REGISTRATION DATA**

- Name
- Company
- Address
- Job title/Professional Activity
- Industry
- Company size
- Phone number (if provided)
- Email address
# ISACA 2020 Webinar Program Schedule

<table>
<thead>
<tr>
<th>SERIES</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spotlight $21,000/500 leads</td>
<td>23</td>
<td>6</td>
<td>3</td>
<td>9</td>
<td>14</td>
<td>4</td>
<td>23</td>
<td>13</td>
<td>10</td>
<td>22</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Cybersecurity $21,000/500 leads</td>
<td>14</td>
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<td>10</td>
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<td>EMEA or Latin America $11,500/275 leads</td>
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<tr>
<td>Virtual Summits</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23</td>
</tr>
</tbody>
</table>
ISACA Virtual Summits

The ISACA Virtual Summits are half-day events that feature thought leadership based live webinar sessions and engagement with industry professionals.

EVENTS

- **Future of Data Protection & Privacy | IT Risk Management**
  25 March 2020

- **Cloud Security | State of Cybersecurity**
  23 September 2020

ISACA Virtual Summits are pre-recorded, virtual events where industry leading experts share their expertise and provide insights and guidance on relevant topics. Attendees have the opportunity to engage with speakers and sponsors and download sponsor provided resource materials. ISACA members earn CPE credits for participation.

KEY BENEFITS

- Opportunity to present thought-leadership presentation with sponsor speaker
- Guaranteed leads
- Targeted audience through relevant topics
- Turnkey: ISACA promotes, produces and administers the event
- Receptive and captive audience with 4 free CPE credits

CONNECT WITH YOUR TARGET AUDIENCE

Connect with over 165,000 professionals worldwide, as we invite all of our members to these unique online events. By partnering with ISACA, you are positioning your organization as a thought leader in alignment with our standards and initiatives. Learn more about the virtual summit experience at isaca.org/virtualsummit

GUARANTEED ROI

Each webinar provides an exclusive sponsorship opportunity with guaranteed leads. Webinars remain available for on-demand viewing for 90 days to ensure that the sponsorship continues to generate interest even after the event.
ISACA Virtual Summit
Sponsorship Levels

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>SUPPORTING</th>
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</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Total leads provided based on registration list</td>
<td>500</td>
<td>300</td>
<td>200</td>
<td>100</td>
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<td>Uploads of archived thought-leadership collateral</td>
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<tr>
<td>Logo on registration page</td>
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<td>•</td>
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<tr>
<td>Webinar recording file</td>
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</tr>
<tr>
<td>One 60-minute webinar (live or pre-recorded) with sponsor speaker and presentation (45 minute thought-leadership based with 15 minute Q &amp; A)</td>
<td>•</td>
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LIVE SUMMIT HOURS

<table>
<thead>
<tr>
<th>Pacific</th>
<th>Mountain</th>
<th>Central</th>
<th>Eastern</th>
<th>GMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am–11:00 am</td>
<td>8:00 am–12:00 pm</td>
<td>9:00 am–1:00 pm</td>
<td>10:00 am–2:00 pm</td>
<td>2:00 pm–6:00 pm</td>
</tr>
</tbody>
</table>

VIRTUAL SUMMIT AGENDA (Based on Central Time)

- 9:00 am (CST) Virtual Summit opens
- 9:05–10:05 Webinar 1
- 10:05–10:15 Spotlight Session 1
- 10:15–11:15 Webinar 2
- 11:15–11:25 Spotlight Session 2
- 11:25–12:25 Webinar 3
- 12:25–12:35 Spotlight Session 3
- 12:35–1:00 Panel Discussion
- Provided by ISACA SME
- 1:00 pm (CST) Virtual Summit closes

LEAD INFORMATION INCLUDES THE FOLLOWING OPT-IN REGISTRATION DATA

- Name
- Address
- Industry
- Phone number (if provided)
- Company
- Job title/Professional Activity
- Company size
- Email address

Special Benefit for all Sponsors: Additional ROI

ISACA’s virtual summits are archived for 90 days with unlimited downloads of archived material at no charge.
Maximize Your ROI

**ISACA Journal Readership Profile**

- 84% of readers rate the *ISACA Journal* as a strong source of information for their job success.
- 50% of readers have learned about a new product or service from reading the *ISACA Journal*.
- 54% of readers indicate they are “Decision Makers” for IT spend in their organization.
- 57% of readers pass along issues for others to read.
- 34% of readers work at enterprises with IT budgets of more than $1 million annually.

**ISACA Journal Editorial Calendar 2020**

Compared to other publications, the *ISACA Journal* puts you in front of your target market at a much more affordable price.

<table>
<thead>
<tr>
<th>VOLUME</th>
<th>THEME</th>
<th>SPONSORED CONTENT DUE**</th>
<th>ARTICLES DUE***</th>
<th>INSERTION DUE</th>
<th>ART DUE</th>
<th>PRINT MAIL DATE</th>
</tr>
</thead>
</table>

*Data based on ISACA member profiles and Readership Survey August 2017. **Sponsored Content Due date refers to the date by which all pending articles for the issue must be received for peer review. These drafts should be in what the author considers final form. ***Articles Due date is the date upon which all final revisions requested by the review committee/ISACA must be completed and submitted to the Journal staff.*
ISACA Journal Advertising Rates

The Journal delivers practical, professional knowledge through peer-reviewed articles focused on topics critical to IT audit, governance, security and risk professionals. Few publications enable you to precisely target your market like the ISACA Journal.

Our bimonthly print publication is delivered six times a year, with new online exclusive content weekly. Advertising in the ISACA Journal offers direct access to more than 165,000 professionals in your market, through the print and digital editions of the Journal. This includes professionals in cybersecurity, audit/assurance, governance risk and compliance.

Journal Four-Color Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$7,500</td>
<td>$6,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$5,800</td>
<td>$5,000</td>
<td>$3,800</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,500</td>
<td>$3,900</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,700</td>
<td>$3,200</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$3,000</td>
<td>$2,600</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

SPECIAL POSITIONS

<table>
<thead>
<tr>
<th>SPECIAL POSITIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>$8,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$9,500</td>
</tr>
<tr>
<td>Opposite Inside Front Cover</td>
<td>$8,000</td>
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</tbody>
</table>

Polybagged Inserts

Promote your message to a targeted group of decision makers.

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>80# GLOSS COVER SINGLE-SIDED</th>
<th>80# GLOSS COVER DOUBLE-SIDED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PER INSERT PRICE</td>
<td>TOTAL PRICE</td>
</tr>
<tr>
<td>2,500</td>
<td>1.75</td>
<td>$4,375</td>
</tr>
<tr>
<td>5,000</td>
<td>1.25</td>
<td>$6,250</td>
</tr>
<tr>
<td>10,000</td>
<td>.75</td>
<td>$7,500</td>
</tr>
<tr>
<td>25,000</td>
<td>.45</td>
<td>$11,250</td>
</tr>
<tr>
<td>50,000</td>
<td>.35</td>
<td>$17,500</td>
</tr>
</tbody>
</table>

Rates apply to U.S. mailing. Additional rates apply for international mailing.

Carrier Sheets and Bellybands

Contact your account executive to receive pricing on bellybands and carrier sheets.

All rates are posted in US dollars. Rates provided above are for four-color process. If no matchprint is provided, a minimum $100 charge will be imposed by the Journal publishers to make the print. The ISACA Journal reserves the right to charge up to $115 for formatting and revision costs to existing ads.
MEDIA KIT

ISACA Journal Production Requirements

- **Media format**: Print-optimized PDF file
- **Layout programs**: QuarkXPress or InDesign files preferred. If applicable, convert fonts used in an illustration to paths or outlines.
- **Images/graphics**: Freehand, Illustrator or Photoshop files, .eps or .tif only. No JPEG or BMP files. Submit as CMYK files, 300 dpi. Scan grayscale images at 300 dpi. Scan B&W line art images at 1,200 dpi.
- **Fonts**: Adobe Type 1 only plus screen font. No TruType or Adobe. Multiple masters.
- **Hard-copy proofs**: All color ads must be accompanied by a color matchprint. Print at 100% of original size. Proofs should match the supplied electronic files. Color proofs from your in-house printer are sufficient, as long as you note on the proof “Color will be accepted as printed.”
- **File submission**: Supplied media must be labeled with the advertiser’s name and contact information. Place the required files only on the shipping media, and supply an accurate directory list of contents. All live, continuous-tone subjects should be in CMYK color space. PMS colors need to be converted to CMYK for inclusion. The resolution of all supplied live images should be 300 dpi. Continuous tone images may be scaled up to 115%.

Please refer to your Naylor insertion order for FTP web site information.

Advertising Policy

Advertising of like seminars/conferences by advertisers who are not formally affiliated with ISACA will be accepted if their conference/seminar is not being held in the same state, province, region or country as one that is sponsored by ISACA either two months prior to or one month after an ISACA multiday event. Advertisements for conferences and seminars held within 30 days of ISACA conferences are automatically excluded. (does not apply to ISACA Enterprise Directory)

All questions about acceptance should be directed to the ISACA advertising team. Advertisements are subject to final approval by the publisher. Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by ISACA.

Advertisements should not attempt to invoke humor or make references to situations, current events or puns that may be misunderstood or considered offensive in any culture. Advertisements must appreciate that international associations and businesses are sensitive to the nuances of world views.

For electronic advertising that directs the user to a URL, the landing page must include a link to the advertiser’s privacy policy and, if the advertiser is collecting personally identifiable information on the page, the page must be secure (https://).

Embedded tracking URLs may be used for email and website advertising. The tracking URLs may only be used to track activity such as impressions and clicks. No personal information (PII) may be collected. Java script code may not be added. URLs are subject to approval by ISACA.

In addition to the above requirements, all direct competitor advertising, e.g., ISACA-related certification training and review manual ads, is prohibited in online advertising and sponsor copy. Please note: Such competitor advertising is accepted for print advertising in the Journal and the ISACA Enterprise Directory.

Contract Copy and Regulations

1. Rates are based on the number of insertions within a 12-month period, dating from the first insertion.
2. Cancellation of space reservations will result in a rate adjustment based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertisers will be rebated or credited if they use sufficient additional space within a 12-month period from the date of the first insertion to earn a lower rate than the rate at which they are billed. If an advertiser does not pay for an insertion per the contractual agreement, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. Furthermore, if an advertiser becomes delinquent, the publisher reserves the right to cancel the contract and open the space contracted by the advertiser up for sale to another party.
3. Rates are in US dollars and are subject to change. Normally, at least three months’ notice will be given prior to any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, providing that the contract rate has been earned up to the date of publication.
4. Each page or fractional page counts as one insertion. A spread is considered to be two insertions.
5. A 15% discount is available to qualified ad agencies on posted rates.
6. All advertisements are subject to approval of the publisher.
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