Experience the Power of ISACA Partnership

Network with influential professionals by sponsoring with ISACA.
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Engage with Your Target Audience

With ISACA®, you’re more than just a partner—you’re an insider. You’ll be allied with a highly-regarded global leader in the IS & IT industry that will connect you with influential professionals and help transform your organization.

Our sponsorship, exhibition and advertising packages provide a dynamic platform designed to deliver optimal results and help your organization meet its objectives. Whether you’re looking to achieve marketing goals or break into a new target market, partnering with ISACA provides you with the tools you need to make a positive impact and elevate your presence as an innovative thought leader.

Partnering with ISACA Means:

• Engagement with leaders in IS & IT audit, assurance, cybersecurity, governance, privacy and risk
• Access to IS & IT decision makers worldwide
• Positioning your organization as a leader with a globally respected organization
For more than 50 years, ISACA® has advanced the best talent, expertise and learning in technology. ISACA equips individuals with knowledge, credentials, education and community to progress their careers and transform their organizations, and enables enterprises to train and build quality teams that effectively drive IT audit, risk management and security priorities forward.

ISACA is a global professional association and learning organization that leverages the expertise of more than 150,000 members who work in information security, governance, assurance, risk and privacy to drive innovation through technology. It has a presence in more than 200 countries, including more than 225 chapters worldwide. In 2020, ISACA launched One In Tech, a philanthropic foundation that supports IT education and career pathways for under-resourced, under-represented populations.

**ISACA Certifications**

Industry-leading certifications developed and administered by ISACA:

- **CISA**: Certified Information Systems Auditor. An EACCP Certification.
- **CRISC**: Certified in Risk and Information Systems Control. An EACCP Certification.
- **CISM**: Certified Information Security Manager. An EACCP Certification.
- **CPE**: Certified in the Governance of Enterprise IT. An EACCP Certification.
- **CDPSE**: Certified Data Privacy Solutions Engineer. An EACCP Certification.
- **CSX-P**: CSX Cybersecurity Practitioner. An EACCP Certification.
- **ITCA**: Information Technology Certified Associate. An EACCP Certification.
- **CET**: Certified in Emerging Technology. An EACCP Certification.

**ISACA Frameworks, Models and Assessment Programs**

ISACA provides tools and resources to business technology professionals and their enterprises, including:

- **COBIT**: An ISACA® Framework.
- **CMMI v2.0**: Capability Maturity Model Integration.
- **CCP**: CMMI Cybermaturity Platform.
- **Blockchain Framework and Guidance**.
ISACA Demographics

OUR WORLD OF 150,000 PROFESSIONALS AWAITS YOU

*N150,000 is average ISACA members throughout the year.

ISACA Members by Industry

- 31% Technology Services/Consulting
- 22% Banking/Financial
- 8% Government/Military
- 7% Other
- 6% Public Accounting
- 4% Insurance
- 3% Manufacturing/Engineering
- 3% Health Care/Medical/Pharmaceutical
- 3% Telecommunications/Communications
- 3% Education

Learn more details: www.isaca.org/sponsorship  Contact the sponsorship team: sponsorship@isaca.org
ISACA Members by Job Level

11% C-Suite
54% Professional/Other
35% Director/Manager/Consultant

ISACA Members by Title

31% Security, Risk and IS/IT Director/Manager/Consultant
23% CEO, CISO/CSO, CIO/CTO, CAE, CFO, Partner, Chief Compliance/Risk/Privacy Officer, VP/EVP
13% Auditor
11% IS & IT Audit Director/Manager/Consultant
9% Security and IS/IT Staff
5% IS/IT Senior Auditor
5% Other
3% Professor/Teacher/Student

ISACA Members by Years in Information Technology and Organization Size

6% 3 years of less
62% 13+ years
21% 7–12 years
10% 4–6 years
83% of ISACA members have more than seven years of experience in information technology.

ISACA Members by Organization Size

10% Fewer Than 50 Employees
5% 50–149 Employees
8% 150–499 Employees
11% 500–1,499 Employees
8% 5,000–9,999 Employees
13% 1,500–4,999 Employees
34% 15,000 or More Employees
7% Not applicable

ISACA & Global Event Sponsorship

CONFERENCES

Our dynamic conferences provide attendees with the latest in emerging products, services and technology that can help position your organization at the forefront of the industry. ISACA offers a variety of in-person, virtual and hybrid channels that allow you to connect with your target audience, deliver new leads and elevate your presence as an innovator and thought leader.

IN-PERSON, VIRTUAL AND HYBRID CONFERENCES

Virtual
www.isaca.org/oceania
28–30 September 2021
sponsorship prospectus

Virtual
www.isaca.org/europe
20–22 October 2021
sponsorship prospectus

Virtual
www.isaca.org/evolve
16–17 November 2021
sponsorship prospectus

Virtual
www.isaca.org/latin
6–8 April 2022

Virtual
www.isaca.org/asia
22–24 February 2022

Virtual
www.isaca.org/northamerica
4–6 May 2022

Virtual
www.isaca.org/africa
20–22 July 2022

Virtual
www.isaca.org/evolve
Coming soon
CONFERENCE SPONSORSHIP OPPORTUNITIES

ISACA offers a range of tiered sponsorship packages that will help you position your organization as an industry leader, gain a high level of engagement with qualified IS/IT professionals, differentiate yourself and deliver maximum ROI by connecting you directly with your target market. In addition to the packages listed below, ISACA offers custom sponsorship solutions to meet your goals.

IN-PERSON AND VIRTUAL PREMIUM SPONSOR BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary full conference registrations</td>
<td>Six</td>
<td>Five</td>
<td>Four</td>
<td>Three</td>
<td>Two</td>
</tr>
<tr>
<td>SPEAKING SESSION: Industry Trends &amp; Insights (ITI) Session – 50-minute thought leadership presentation (main conference session) (not available at GRC)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>SPEAKING SESSION: Knowledge Session (KS) – 30-minute thought leadership presentation</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>SPEAKING SESSION: Product Showcase (PS) – 25-minute product/demo session with highlight of services</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo with corresponding level displayed on event website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo and sponsorship level displayed on marketing slides</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo displayed on pre-event emails</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Virtual PDF Resource in ON24 Briefcase (not available at GRC)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

IN-PERSON AND VIRTUAL SUPPORTING SPONSOR BENEFITS

- Post-conference lead data (name, company, email, address, professional role, company size, and industry)
- One complimentary conference registration
- Logo on event website
- Logo on marketing slides

IN-PERSON PREMIUM SPONSOR BENEFITS Please Select One

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND: Curated attendee experience: virtual and in-person opportunities, keynote sponsor plus video advertisement, social event</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>PLATINUM: Entertainment, happy hour, keynote, welcome/networking reception</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>GOLD: Attendee experience, hand sanitizing station, lunch, registration kiosk, VIP members reception, WIFI</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>SILVER: Breakfast, Coffee &amp; Tea, Coffee Break (virtual), Conference bag, gamification, lanyard, mobile application, notebook, photo booth (virtual), refreshment break</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>BRONZE: Conference pen, floor clings, headshot (virtual), individual hand sanitizers, reusable water bottle, social media - Twitter Wall, mobile charging station</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

* Subject to availability.
** F&B: virtual and in-person opportunities
Table: Virtual Sponsor Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>ON24 Sponsored Booth: Sponsor Logo which redirects to sponsor’s website, contact us section, social media links, six PDF resources, group chat function, slide or video section, ability to put a zoom link, and ability to have a giveaway section. Access for three page moderators to maintain chat functions</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Platinum</td>
<td>ON24 Sponsored Booth: Sponsor Logo which redirects to sponsor’s website, contact us section, social media links, five PDF resources, group chat function, slide or video section, ability to put a zoom link, and ability to have a giveaway section. Access for three page moderators to maintain chat functions</td>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td>ON24 Sponsored Booth: Sponsor Logo which redirects to sponsor’s website, contact us section, social media links, four PDF resources, group chat function, slide or video section, and ability to have a giveaway section. Access for three page moderators to maintain chat functions</td>
<td></td>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silver</td>
<td>ON24 Sponsored Booth: Sponsor Logo which redirects to sponsor’s website, contact us section, social media links, three PDF resources, group chat function, slide or video section, and ability to have a giveaway section. Access for two page moderators to maintain chat functions</td>
<td></td>
<td></td>
<td></td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze</td>
<td>ON24 Sponsored Booth: Sponsor Logo which redirects to sponsor’s website, contact us section, two PDF resources, group chat function, slide or video section, and ability to have a giveaway section. Access for two page moderators to maintain chat functions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Supporting</td>
<td>ON24 Sponsored Booth: Sponsor Logo which redirects to sponsor’s website, contact us section, one PDF resource, slide or video section, and ability to have a giveaway section.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>*</td>
</tr>
</tbody>
</table>

Table: Sponsorship Conference Pricing

<table>
<thead>
<tr>
<th>Conference</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISACA Conference Oceania 2021 (Virtual Event)</td>
<td>N/A</td>
<td>Contact your ISACA RJprJntati for pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISACA Conference Europe 2021 (Virtual Event)</td>
<td>N/A</td>
<td>Contact your ISACA RJprJntati for pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVOLVE: ISACA’s Emerging Tech Virtual Conference</td>
<td>N/A</td>
<td>Contact your ISACA RJprJntati for pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISACA Conference Asia 2022</td>
<td>N/A</td>
<td>Contact your ISACA RJprJntati for pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISACA Conference Latin 2022</td>
<td>N/A</td>
<td>Contact your ISACA RJprJntati for pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISACA Conference North America 2022</td>
<td>Contact your ISACA RJprJntati for pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISACA Conference Africa 2022</td>
<td>N/A</td>
<td>Contact your ISACA RJprJntati for pricing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRC Conference 2022</td>
<td>Joint event with The IIA</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

* All prices USD
ONLINE EVENTS

ISACA’s dynamic and inclusive online events are where new technology and practical application converge. Your name and brand will reach over 150,000 professionals worldwide, as we invite all of our members to these unique webinar and virtual summits. By partnering with ISACA, you will be positioning your organization as a thought leader in conjunction with our standards and initiatives.

WEBINAR & VIRTUAL SUMMITS

ISACA’s Webinar Program is a series of 60-minute live webinars that provide a platform for industry experts to present on a range of topics surrounding today’s most challenging IS & IT issues. Webinars are an efficient and effective way to promote brand recognition and generate targeted leads.

For more information visit www.isaca.org/webinars

LEARNING DOMAINS

- IT Audit
- CMMI
- Security/Cybersecurity
- Privacy
- Risk
- Performance Improvement
- Emerging Technologies
- Career/Leadership Development

ISACA Virtual Summits are half-day events that feature thought leadership sessions where industry leading experts share their expertise and provide insights and guidance.

ISACA Virtual Summits are prerecorded and broadcast live to attendees, with sponsor-provided materials also available for download. ISACA members can earn up to four CPE credits for participating.

Learn more about the Virtual Summits
ISACA 2022 WEBINAR PROGRAM

<table>
<thead>
<tr>
<th>Schedule</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>Webinars</td>
<td>13</td>
<td>15</td>
<td>3</td>
<td>12</td>
<td>19</td>
<td>14</td>
<td>14</td>
<td>16</td>
<td>15</td>
<td>4</td>
<td>10</td>
<td>13</td>
</tr>
</tbody>
</table>

ISACA PROVIDES THE FOLLOWING SERVICES:

- Live, 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 website, 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 as needed.
- Award one (CPE) credit to ISACA members who view the webinar.
- Archive the webinar for a minimum of 60 days on ISACA website 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 to provide qualified speaker(s) and thought leadership-based presentation based on one or multiple of the ISACA learning domains.
- Up to three sponsor assets to be made available to event attendees.
- Sponsor logo for placement on event page, and title slide of presentation deck.
- Attendee registration lead data will be provided per terms of agreement.
- 600 leads

LEAD INFORMATION TO INCLUDE THE FOLLOWING OPT-IN REGISTRATION DATA

- Name
- Company
- Address
- Professional role
- Industry
- Company size
- Phone number (if provided)
- Email address

REGIONAL WEBINARS

<table>
<thead>
<tr>
<th>Schedule</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>Regional Webinars</td>
<td>20 (Asia)</td>
<td>8 (Latin)</td>
<td>2 (Africa)</td>
<td>2 (Oceania)</td>
<td>8 (Europe)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
ISACA VIRTUAL SUMMIT SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>SUPPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total leads provided base on registration list</td>
<td>600</td>
<td>300</td>
<td>200</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Uploads of archived thought leadership collateral</td>
<td>Three</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
<td></td>
</tr>
<tr>
<td>Logo on registration page</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Webinar recording file</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One 60-minute webinar (pre-recorded) with sponsor speaker and presentation (45-minute thought leadership-based with 15-minute Q&amp;A)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>

Schedule

<table>
<thead>
<tr>
<th></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>Virtual Summits</td>
<td></td>
<td>16</td>
<td></td>
<td>22</td>
<td></td>
<td>28</td>
<td></td>
<td></td>
<td>7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ISACA VIRTUAL SUMMIT TOPICS:

- Data Protection
- Risk
- Security/Cyber
- Digital Trust: Privacy, Security & Data

Contact the sponsorship team today to save more with a bundle
MEDIA & ADVERTISING

Advertising with ISACA gives your marketing strategy a distinct advantage by allowing you to pinpoint and reach a global audience of IS & IT professionals. ISACA offers a variety of opportunities, both print and digital to reinforce your message and promote brand awareness.

PRINT & DIGITAL

**ISACA Journal** is ISACA’s official publication. Few publications enable you to precisely target your market and enable such incredible ROI like the ISACA Journal. The audience of this award-winning publication are those very individuals you want to reach—IS & IT professionals worldwide. The ISACA Journal helps you to:

- Align your enterprise with a globally-recognized thought leader in research and knowledge.
- Position your brand in front of more than 150,000 practitioners, managers and senior executives across industries, geography and profession.
- Contribute directly to advancing the profession and developing its body of knowledge.

In addition, with the ISACA Journal you can:

- Geo-target—Target specific demographic groups or regions with Journal inserts or targeted run-of-site digital banners.
- Gain bonus exposure—Receive bonus exposure at major conferences, seminars and events around the world.
- Place sponsored content—Sponsor an article in the ISACA Journal to position your firm as an industry thought leader.

**ISACA E-Newsletters** provide you with unique avenues to direct a targeted message or offer directly to more than 100,000 ISACA constituents using ISACA electronic publications:

- [@ISACA email](#)—Weekly ISACA membership newsletter email
- [Journal email](#)—Monthly Journal article announcements

### Email Sponsorship Rates

<table>
<thead>
<tr>
<th>Print Ad</th>
<th>Digital Ad</th>
</tr>
</thead>
</table>
| Banner + Text Ad | @ISACA email requirement – 540x200  
Journal email requirement – 160x300  
jpg or png files only. |
| Single Banner Or Text Ad |  |
| All Advertisers |  |
| 1X | 1X |
| 3X | 3X |

**Banner Ad:**

@ISACA email requirement – 540x200  
Journal email requirement – 160x300  
jpg or png files only.

**Text Ad:**

Full sponsorship includes a message (up to 60 words) with a direct link to the sponsor’s website.

**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 website 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 on page 19.
Welcome to the new @ISACA!
We are excited to give readers more of what they have been asking for: more thought leadership, career guidance, practical tips and learning in addition to CPE opportunities. The newsletter also will feature key leadership updates from ISACA and will include additional multimedia content such as videos and podcasts, while adopting a more modern design.

These enhancements were driven by feedback from ISACA members about the content that is most valuable to them as they grow their careers in IT audit, governance, privacy, risk and security. New editions of @ISACA will be distributed each week, with the fourth edition of each month focusing exclusively on hot topics in information and cyber security.

We look forward to working with our sponsors as we continue to grow the @ISACA audience and deliver the thought leadership and career resources our global professional community relies upon to be at its best.
Discover a podcast series that allows you to speak to your career in cybersecurity, audit, governance and more. Share your thoughts, insights and interpretations on the latest trends and issues that affect professionals in your industry. All podcasts are typically around 23 minutes and are available on Apple Podcasts, Google Play Music, Podbean, Stitcher, and Spotify.

**ISACA Podcast**
Share your thoughts, insights and interpretations on the latest trends and issues that affect professionals in cybersecurity, audit, governance and more.

**From Page to Podcast**
From Page to Podcast showcases your Sponsored Content piece in our ISACA Journal and allows you to go deeper into your topic or talk about unanswered questions.

**Webinar Podcast**
Schedule a podcast following your sponsored webinar which will allow you to go more in-depth on any unanswered questions from the audience or talk about topics you did not have time to cover.

**Conference Podcast**
Want to promote your upcoming conference speaking session? Schedule a podcast to preview your session and give attendees a little sneak peak of what they can expect to hear.

**Podcast Ad**
Promote your company or brand via commercial during one of our scheduled ISACA produced Podcasts. Do not worry about the hassle of finding a speaker and providing content. ISACA has you covered. Just send us a 60–90 second ad and your logo and you will be ready to go.

**Podcast Guidelines**

**Content/Organization**
ISACA podcasts are available to nonmembers and do not require an ISACA login to access. The ISACA Podcast is listened to by those familiar with ISACA and others not in the industry. Content needs to have in-depth information that keeps practitioners listening, but it also must be understandable for those not familiar with these concepts.

Podcasts are an Q&A style. They begin with a brief introduction of the topic and speaker(s), feature a few questions and end with an outro.

**Ads/Sponsorship**
Ads in podcasts will be placed in the middle of the podcast. The beginning and end of the podcast will mention the sponsor, e.g., “You’re listening to the ISACA Podcast. This episode is brought to you by our sponsor X.” The 60-90-second ad will appear in the middle of the podcast, introduced with something like “Before we continue, it’s time for a quick word from our sponsor, X.” Copy should be provided to the podcast host, who will read the ad.

Sponsored podcasts must not be too promotional in nature. The speaker’s name and company can be included along with brief mentions of their organization, but the podcast must provide vendor-neutral thought leadership, practical tips or career guidance.

**Style/Tone**
As with ISACA’s written resources, the podcast has an international following, so speakers should speak slowly and avoid using words that may be unfamiliar to non-native English speakers. To help listeners in other countries feel less distance with ISACA Global, it is beneficial to select podcast participants from around the world, provided that their accents are easy to understand.

Avoid product placement or speaking negatively about any one product/organization. If, for example, a specific organization’s breach is being discussed, ensure that speakers are not excessively critical of that organization.

Providing questions to speakers ahead of time is permitted, but participants may not write out a script. Reading from a script will sound unnatural, and listeners are unlikely to listen to the entire podcast.

**Scheduling/Length**
ISACA Podcasts need to be scheduled 3 months in advance. They should be roughly 23 minutes (including intro and outro). Slightly under is fine.

<table>
<thead>
<tr>
<th>ISACA PODCASTS</th>
<th>ISACA PODCAST</th>
<th>FROM PAGE TO PODCAST</th>
<th>WEBINAR PODCAST</th>
<th>CONFERENCE PODCAST</th>
<th>PODCAST AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURE</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Company logo on podcast website page</td>
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<td>Live read of company name during the podcast</td>
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<tr>
<td>60-90 commercial read by podcast host</td>
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<tr>
<td>Thought leadership speaker</td>
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<tr>
<td>Co-marketing of ISACA Journal article and podcast</td>
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<tr>
<td>30 days post podcast on-demand webinar pull</td>
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<td>●</td>
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<td></td>
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<tr>
<td>Promotion of conference session</td>
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</tbody>
</table>
ISACA BLOGS

Get in the conversation with leaders, experts and practitioners in your field and beyond. The ISACA Now Blog offers global perspectives and real-time insights on the evolving challenges and opportunities facing our professional community.

Learn more about the ISACA Now Blog

ISACA Blog Post
Share your thoughts, insights and interpretations on the latest trends and issues that affect professionals in cybersecurity, audit, governance, privacy and risk.

Features:
• Visibility to the ISACA Now blog audience 300,000+ page views per year
• Opportunity to link to company website from the post or link a company resource within the post
• Blog post will be shared from ISACA social media feeds (LinkedIn, Twitter, Facebook, Instagram) within a week of its posting to ISACA Now
• Post will appear in the Featured Blog slot on ISACA Now (www.isaca.org/blog) for a full week

Optional:
• Want to promote your upcoming conference speaking session or webinar? Give attendees a preview into your session of what they can expect to hear at the event through a sponsored blog!

Guidelines:
Originality: The post must be original (not previously published elsewhere).

Length: We’re flexible, but we ask that posts come in between 400 and 1,000 words.

Tone: While it is OK to link to a relevant resource, the tone of the post must be thought leadership and not read like a sales pitch. Blogs are informal, so please keep the post engaging, conversational and full of actionable takeaways.

Relevance: Keep in mind the ISACA audience of audit, governance, privacy, risk and security professionals is global and ranges from industry newcomers to C-suite executives. Please make your post relatable to a diverse audience of technology minded pros.
Maximize Your ROI

**ISACA Journal** Demographic

- **75%** of readers have 13 years or more experience.
- **94%** of the total individuals in NA, Europe, and Asia account.
- **53%** of readers work at Financial/Banking & Technology Services/Consulting account for 11,243

**Packages and Bundles**

ISACA provides an assortment of ways for you to reach your target audience. Customized packages are available to fit your budget and marketing goals. Our team will work with you to help you better understand your needs and customize a bundle that will maximize your marketing dollars. Connect with your target audience today!

**ISACA Journal** Editorial Calendar 2022

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>AUTHOR-RELATED DATES</th>
<th>ADVERTISING-RELATED DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vol. 4 July/August</td>
<td>A Quantum Leap</td>
<td>March 18, 2022</td>
<td>April 19, 2022</td>
</tr>
<tr>
<td>Vol. 6 November/December</td>
<td>The 1s and 0s of Computing</td>
<td>July 18, 2022</td>
<td>August 23, 2022</td>
</tr>
</tbody>
</table>

* Drafts 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.
SPONSORED CONTENT

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

Package includes:
• 1,000 words
• Content is written by the advertiser
• Maximum of two pages of informative, noncommercial 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 placement
• Article included in the ISACA Journal Table of Contents
• Full page, full color advertisement (4C)

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 website 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 ISACA Journal’s content standards. Feedback will be provided for any revisions. ISACA reserves final editorial control. The article will be promoted as...
The ISACA Journal delivers practical, professional knowledge through peer-reviewed articles focused on topics critical to IT audit, governance, security, risk and privacy 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 150,000 professionals in your market, through the print and digital editions of the ISACA Journal. This includes professionals in cybersecurity, audit/assurance, governance risk and compliance.

### The ISACA 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></td>
<td></td>
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</tr>
<tr>
<td>2/3 page</td>
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<tr>
<td>1/2 page</td>
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<tr>
<td>1/3 page</td>
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<tr>
<td>1/4 page</td>
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<table>
<thead>
<tr>
<th>SPECIAL POSITIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>Contact ISACA for pricing</td>
</tr>
<tr>
<td>Opposite Inside Front Cover</td>
<td>Contact ISACA for pricing</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>Contact ISACA for pricing</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>Contact ISACA for pricing</td>
</tr>
</tbody>
</table>

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.

### Carrier Sheets and Bellybands

Contact your account executive to receive pricing on bellybands and carrier sheets.
ISACA JOURNAL PRODUCTION REQUIREMENT

FULL PAGE
Trim Size: 8 1/2 x 11
Bleed Size: 8 1/4 x 11 1/4
Live Area 7 1/2 x 10

2/3 PAGE
Trim Size: 7 1/2 x 7 1/3

1/2 PAGE
Trim Size: 7 1/2 x 5

1/2 PAGE
Trim Size: 3 3/4 x 10

1/3 PAGE
Trim Size: 7 1/2 x 3 3/4

1/4 PAGE
Trim Size: 3 3/4 x 5

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 ISACA insertion order for FTP website information.

ADVERTISING POLICY

ISACA strives to provide continuing education and information to its Members, and to help business technology professionals and their enterprises around the world realize the positive potential of technology. The purpose of this Policy is to help you create advertisements campaigns that align with our advertising policies. These policies are designed not only to abide by laws but to ensure a safe and positive experience for our Members.

Review Process
To maintain the professionalism and integrity of ISACA, ad will not run until approved through our ad review process, which checks your ad against the policies detailed below. If your ad is rejected, we will notify you of the reason and you can edit your ad to comply with our policies and resubmit.

Prohibited Content
- Inappropriate Content. We value diversity and respect for others, and we strive to avoid offending users, so we do not permit ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence. Ads must use language appropriate for professionals, and use correct spelling and grammar.

- Prohibited Products. We do not allow the promotion of products or services that cause damage, harm, or injury. Ads for fake documents and related services are prohibited. We do not advertise adult content, alcohol, copyrighted content, counterfeit goods, drugs and related products, fake documents, gambling, hacking and cracking, health matters, occult pursuits, political or religious content, scams, questionable downloads, tobacco, weapons, and fireworks.

- Educational Programs. Advertisers cannot advertise an educational program such as a degree program or certification program as that is in competition with ISACA. All direct competitor advertising, e.g., ISACA-related certification training and review manual ads, is prohibited in online advertising and sponsor copy. Such competitor advertising is accepted for print advertising in the Journal.

- Upcoming Conferences or Seminars. Advertisements for third party conferences and seminars held within 30 days of ISACA conferences are prohibited. However, advertising of a similar conference/seminar by advertisers who are not formally affiliated with ISACA is permissible if the conference/seminar is not being held in the same state, province or country as one that is sponsored by ISACA either two months prior to or one month after an ISACA multiday event.

- Upcoming Podcast, Virtual Event, and Webinar Sponsorship Agreements. Advertisements for third party podcasts, virtual events, or webinars held within fourteen days of ISACA Podcasts, Virtual Events or Webinars are prohibited.

- Copyright Infringement. Ads must not use copyrights belonging to third parties unless express permission has been given by the copyright owner.

Prohibited Practices
- Trademarks. Advertisers shall not use trademarks in your ads that you are not legally permitted to use.

- Clickbait. Advertiser shall not deceive, confuse or otherwise degrade the experience of members who click on their ad. The domain of your Display URL must match the domain of your Destination URL. All members must be sent to the same destination URL and landing page from a click on your ad. Advertisers must not send members to a landing page that generates a pop-up. For electronic advertising that directs the user to a URL, the landing page must include a link to the advertiser’s privacy policy and the page must be secure (https://).

- Phishing. You may not use an ad to promote a website that tricks a user into providing personal or other information.

ISACA requires that advertisers comply with all applicable laws, regulations, industry codes and this Policy and any other applicable ISACA guidelines. We recommend that you familiarize yourself with and keep up to date on these requirements for the places where your business operates. Privacy Advertisers are responsible for complying with applicable privacy and data protection laws and regulations.

Advertisements are subject to ISACA’s final approval. All questions about acceptance should be directed to the ISACA advertising team. When ISACA finds content that violates the requirements described in this Policy, we may block it from appearing, and in cases of repeated or egregious violations, we may stop you from advertising with us. This Policy may change at any time.
ISACA SPECIAL EVENTS

With ISACA®, you’re more than just a partner—you’re an insider. You’ll be allied with a highly-regarded global leader in the IS & IT industry that will connect you with influential professionals and help transform your organization.

ISACA COMMUNITY DAY

7,000+ hours spent volunteering by ISACA members and guests

US $16,000 raised for charities around the world

Including $3,500+ donated to One In Tech, An ISACA Foundation

131 different opportunities offered

2,465 volunteer activities completed

100 TEAMS (99 chapters + staff)

55 countries represented

TOP 5 CATEGORIES OF SERVICE (BY HOURS VOLUNTEERED):

Environmental

Children & youth

Civic & community

Education

Health
ISACA® recognizes outstanding contributions that advance our professional community and exemplify our purpose and leadership.

**Global Achievement Awards**
Technology for Humanity. Educational Excellence. Inspirational Leadership. Innovative Solutions. These categories describe the essence of ISACA. They also constitute the four categories of the Global Achievement Awards: the highest awards presented by ISACA for distinguished service, exemplary achievements and noteworthy contributions to advancing technology worldwide. 35 prestigious award recipients was honored in 2021.

**Chapter Awards**
Local chapters are the fundamental building blocks of ISACA worldwide, often closest to members and important drivers in achieving ISACA’s mission. These awards recognize outstanding contributions by chapters and individual chapter leaders in fulfilling the objectives of ISACA and the needs of its professional community.

**Certification Exam Top Score**
Any ISACA certification holder can rightfully attest to the rigor of the examinations. With awestruck enthusiasm, ISACA proudly announces and recognizes the previous year’s top scoring individuals for the CISA, CRISC, CISM, CGEIT and CDPSE exams worldwide.

**Hall of Fame**
This designation recognizes members who have shown exemplary dedication to advancing ISACA’s purpose through volunteer service, member engagement and other activities. The Hall of Fame enables ISACA members to recognize other ISACA members for their contributions to and leadership within the global organization.

**ISACA Award Presentations**
The ISACA Virtual Awards Gala was Thursday, 15 July at 9:00 US CT / 15:00 UTC. Due to the global nature of the ISACA Awards Program and ISACA’s priority to ensure the health and safety of all recipients and attendees, 2021 presentation as a virtual gala. Celebrated the achievements of our colleagues, chapters and industry partners.

Learn more about the ISACA Awards
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ISACA connects you to what’s next
Connecting more than 150,000 professionals in over 200 countries, ISACA® is a global leader in certification, training and education. We provide knowledge, standards, networking and career development for information systems audit, control, security, cybersecurity, risk, privacy and governance professionals. We advance and validate business-critical skills and knowledge through our globally respected certifications.