Connect with Your Target Audience

165,000 IS & IT Professionals

2021 Media Kit

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

With the increasing number of cyberthreats, it is becoming critical for audit plans to include cybersecurity. ISACA’s new Cybersecurity Audit Certificate Program provides audit/assurance professionals with the knowledge needed to excel in cybersecurity audits, and IT risk professionals with an understanding of cyber-related risk and mitigating controls.

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

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

ISACA Demographics
A COMMUNITY OF 165,000 PROFESSIONALS

50% US and Canada
20% Europe
18% Asia and Middle East
5% Africa
3% Central & South America
3% Australia and New Zealand

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/Comunications
3% Education
ISACA Members by Job Level

- **Executive Management**: 13%
- **Management**: 51%
- **Professional Staff**: 36%

ISACA Members by Title

- **35%** Security, Risk and IS/IT Director/Manager/Consultant
- **17%** Security and IS/IT Staff
- **14%** Auditor
- **13%** CEO, CISO/CSO, CIO/CTO, CAE, CFO, Partner, Chief Compliance/Risk/Privacy Officer, VP/EVP
- **10%** IS & IT Audit Director/Manager/Consultant
- **6%** IS/IT Senior Auditor
- **4%** Other
- **2%** Professor/Teacher/Student

ISACA Members by Years in Information Technology and Organization Size

- **63%** 13+ years
- **21%** 7-12 years
- **9%** 4-6 years
- **6%** 3 years or less
- **7%** Not applicable

- **24%** 499 Employees or Fewer
- **35%** 10,000 or More Employees
- **23%** 1,500-9,999 Employees
- **11%** 500-1,499 Employees

84% 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 165,000 professionals 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 - 23%

@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.

ISACA Journal - 32%

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

The Nexus - 30%

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.

Email Sponsorship Rates

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<th><strong>SINGLE BANNER OR TEXT AD</strong></th>
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<th><strong>CAREER LASER</strong></th>
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Banner Ad:
- HTML graphic (150x300; maximum 30KB; jpg or png files only) linked to the sponsor’s website. 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 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 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 3,000 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!

- USD $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
### 2021 Email Schedule

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

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

### 2022 Email Schedule

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

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

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

- USD $25,000

**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 lead-in 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.
- 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 sponsored content.

Includes a FREE full page, full color advertisement!
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 | USD $2,500**
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 | USD $2,000**
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 about unanswered questions.

**Webinar Podcast | USD $2,000**
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 | USD $2,000**
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 | USD $1,000**
Promote your company or brand via commercial during one of our scheduled ISACA produced Podcasts. Do not worry about the hustle 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.

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<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>
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<td>Co-marketing of ISACA Journal article and podcast</td>
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<td>Promotion of conference session</td>
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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.
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.

**ISACA Blog Post | USD $1,000**

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

**Features:**

- Visibility to the ISACA Now blog audience (around 350,000 blog page views in 2019)
- 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.
ISACA 2021 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

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 website 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 Continuing Professional Education (CPE) credit, live polling features and video options for members

**AVERAGE: 1,750 REGISTRATIONS 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 2021 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. **Cybersecurity Nexus 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.

**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 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 where applicable.
- Award one (CPE) credit to ISACA members who view the webinar.
- Archive the webinar for 365 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: USD $22,500**

- 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, 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
## ISACA 2021 Webinar Program Schedule

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</table>

### GUARANTEED ROI

Each webinar provides an exclusive sponsorship opportunity with guaranteed leads. Webinars remain available for on-demand viewing for 365 days to ensure that the sponsorship continues to generate interest even after the event.
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  
  24 March 2021
- Cloud Security | State of Cybersecurity  
  22 September 2021

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 up to 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 [www.isaca.org/training-and-events/online-training/virtual-summits](http://www.isaca.org/training-and-events/online-training/virtual-summits)

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>
</tr>
</thead>
<tbody>
<tr>
<td>USD 25,000</td>
<td>USD 15,000</td>
<td>USD 10,000</td>
<td>USD 5,000</td>
<td>USD 2,500</td>
<td></td>
</tr>
<tr>
<td>Total leads provided based 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>3</td>
<td>3</td>
<td>2</td>
<td>1</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>

LIVE SUMMIT HOURS

<table>
<thead>
<tr>
<th>7:00 am–11:00 am Pacific</th>
<th>8:00 am–12:00 pm Mountain</th>
<th>9:00 am–1:00 pm Central</th>
<th>10:00 am–2:00 pm Eastern</th>
<th>2:00 pm–6:00 pm GMT</th>
</tr>
</thead>
</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
  - Event Break 1
- 10:15–11:15
  - Webinar 2
- 11:15–11:25
  - Event Break 2
- 11:25–12:25
  - Webinar 3
- 12:25–1:00
  - 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
- Professional Role
- 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 2021

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. 1</td>
<td>January/February</td>
<td>The New Workforce</td>
<td>SPONSORED CONTENT DUE**</td>
</tr>
</tbody>
</table>

*Data based on ISACA member profiles and Readership Survey August 2019. **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 ISACA 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 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>$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>
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</table>

SPECIAL POSITIONS

<table>
<thead>
<tr>
<th>SPECIAL POSITIONS</th>
<th>RATE</th>
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</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>$8,000</td>
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<tr>
<td>Back Cover</td>
<td>$9,500</td>
</tr>
<tr>
<td>Opposite Inside Front Cover</td>
<td>$8,000</td>
</tr>
</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>
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<tr>
<td>10,000</td>
<td>.75</td>
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<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 US mailing. Additional rates apply for international mailing.

Carrier Sheets and Bellybands

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

### Full and Fractional Ad Sizes are as follows:

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim Size</th>
<th>bleed Size (trim + bleed)</th>
<th>Live Area (bleed - area)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8½ x 11</td>
<td>8¾ x 11½</td>
<td>7½ x 10</td>
</tr>
<tr>
<td>Two-thirds Page</td>
<td>7½ x 7½</td>
<td>7½ x 10½</td>
<td>6½ x 9½</td>
</tr>
<tr>
<td>Half Page</td>
<td>7½ x 5</td>
<td>7½ x 6½</td>
<td>6½ x 7½</td>
</tr>
<tr>
<td>Half Page</td>
<td>3¼ x 10</td>
<td>3½ x 11½</td>
<td>2¼ x 11½</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3¼ x 5</td>
<td>3½ x 6½</td>
<td>2¼ x 6½</td>
</tr>
<tr>
<td>One-sixth Page</td>
<td>3½ x 3½</td>
<td>3¾ x 5½</td>
<td>2¾ x 5½</td>
</tr>
</tbody>
</table>

### 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 TrueType 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, all advertising 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, 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 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.
- Copyright Infringement. Ads must not use copyrights belonging to third parties unless express permission has been granted 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.
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