

Frequency Matters.



Microwave Journal has launched a powerful new video library that allows customers to upload unlimited videos that are indexed by application, market, event and company. The library also includes educational videos that the editors curate into the library plus webinars and demos that the MWJ staff produce and record. The Microwave Journal RF and microwave bi-weekly video update series, Frequency Matters, is also part of the library.

A new bi-weekly video newsletter has been created to feature customer videos and drive traffic to the video library for maximizing views. Selected videos are also highlighted on the home page and video landing pages. The new platform supplies analytics so that the customer sees the performance of each video. Below are the programs available:

Gold level sponsor - \$5,000/yr:

- Logo on the site as a top tier sponsor
- Unlimited uploads of videos to the site (editor's will approve all submissions)
- Editor's will curate additional videos into the site as available
- Periodic video highlight in MWJ video newsletter
- Periodic highlight of videos on library landing pages
- One free video demo in your booth at either EDI CON, IMS or EuMW (\$1000 for each additional video)

Silver level sponsor - \$2,500/yr

- Logo on the site as a silver level sponsor
- Unlimited uploads of videos to the site (editor's will approve all submissions)
- Periodic video highlight in MWJ video newsletter
- Periodic highlight of videos on library landing pages

Frequency Matters Sponsor

\$2,500/mo (min 3 consecutive months – maximum 2 sponsors)

- Linked Logo on promotional items including an email blast for each episode
- Linked Logo on video landing page
- Logo and URL on video and sponsorship mentions at the end of each episode
- Optional product promoted live on the show (once per month maximum)