

## Color

1. Pantone colors – \$425 per color, per page or fraction of page; \$645 per color for two-page spread.
2. Four-color process (ROP) – Total \$965 per page or fraction of page, \$1545 for two-page spread.
3. Metallic sheens available for \$730 per color, per page or fraction of page; \$1195 for two-page spread.
4. Micro Ad – \$200/2 color, \$240/4 color.

## Bleed

No charge.

## Inserts

**Microwave Journal** welcomes all inquiries regarding inserts, outserts and other “novelty” promotions. Contact your sales representative for specifications and rates. All inserts are subject to the provisions of “Copy Regulations” (a).

## Digital Ad Submission Requirements

- a. In addition to being submitted electronically, material may also be furnished on CD/DVD discs and flash drives formatted for the Macintosh. Media should be clearly labeled with the advertiser and ad agency. In the case of more than one disc, indicate on each how many there are in total (i.e., (1 of 3), (2 of 3)). If there is more than one ad on a disc, all material for each ad should be contained in its own folder. Discs should be accompanied by a printout of the screen listing disc contents.
- b. The preferred format for submitting finished ads is a hi-res (300 dpi) pdf file with all fonts and hi-res CMYK images embedded. Do not downsample below 300 dpi when creating your pdf. Make sure your pdf includes crop marks, register marks and bleeds.  
In lieu of the above, finished ads should be created using Adobe CS or QuarkXPress products. Illustrations should be saved as CMYK TIFF or EPS files. Photographs should be furnished in CMYK TIFF or EPS format. Be sure to include all source files, including fonts.

- c. Ads to be created by **Microwave Journal** should be furnished as Word documents and saved in PC platform Microsoft Word for Windows or Macintosh platform Word or ASCII text. Photos, graphics and artwork can be sent separately and scanned in on the premises if necessary. Original materials should consist of a medium not already in dot form; we do not recommend previously printed media and half-tones.
- d. Please furnish any ads on disc by the 7th of the month prior to publication to allow proper time for the creation of proofs.
- e. If you're providing native files with fonts, be sure to use the actual typeface (for example, Bodoni BE Bold); do not use the style menu to apply characteristics, such as bold or italic.
- f. Live color and B&W photographs should be scanned at 300 dpi. Scanned-in line art, such as logos, performance graphs and schematics, should be scanned at 1200 dpi.

Visit [mwjournal.com/advertising](http://mwjournal.com/advertising) for “Terms and Conditions”

Orders and contracts are accepted subject to change in rates upon notice from the publisher. Contracts may be cancelled at the time the rate change becomes effective. In such an event, the advertiser and/or agency shall be liable for the frequency rate earned at the time of cancellation.

Front covers are not sold. Rates for second, third and fourth covers and preferred positions are available on request.

## Terms & Conditions

### Issuance and Closing Dates

- a. Date of publication is on or about the 10th of each month.
- b. Closing date for orders is the 10th of the month preceding the publication month. In the event the 10th falls on a holiday, Saturday or Sunday, the closing date will be the following business day.
- c. All cancellations must be received in writing in the Norwood, MA, office no later than 5:30 pm EST on the business day preceding the closing date for orders. Cover and/or preferred position contracts and/or orders are noncancellable.
- d. Ad material must be received at the Norwood, MA, office by the 17th of the month preceding the issue.
- e. Mail insertion orders, contracts, ad proofs and magazine insert samples to Microwave Journal, Ad Traffic, 685 Canton Street, Norwood, MA 02062. (781) 769-9750

### Commissions and Discounts

- a. A commission of 15% of gross billings for space, color, position and bleed paid to recognized agencies only. Discount 2% on net billings if paid within 10 days; net payable within 30 days. Payment must be made in the currency shown in the Rates Table.
- b. The publisher retains the right to cancel agency commissions on invoices overdue 60 days from original billing date.
- c. When accepting orders that are submitted by agencies with a disclaimer clause for liability of payment, the publisher retains the right to deal directly with advertisers on matters of collection. Further, cost of collection incurred as a result of said orders may be applied to agency commission and/or discount pertaining to said order.
- d. The publisher reserves the right to charge interest at the rate of 1-1/2% per month on the unpaid balance past due on any account without prior notice.

### General Terms

- a. All advertising orders and/or contracts are accepted subject to the terms, conditions and provisions as set forth in the current Rate Card.
- b. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that he feels is not in keeping with the standards of the publication and the right to refuse copy of the advertiser if, in the opinion of the publisher, the advertising claims are beyond the bounds of ethics and/or are questionable.
- c. Any attempt to duplicate or simulate the publisher's format, deliberate or otherwise, is not allowed, and the publisher retains the right to use the word “advertisement” with the copy if, in the publisher's opinion, the copy resembles editorial matter.
- d. The publisher assumes no liability for errors in key numbers or the advertiser index. The publisher assumes no liability whatsoever in the event he omits publishing an advertisement.
- e. If more or fewer insertions than specified in the contract are used within one year, charges will be adjusted in accordance with the established rates.
- f. Orders may be cancelled only if notice is received in writing at the Norwood, MA, office in accordance with the provision in “Issuance and Closing Dates” (c).
- g. Cover and/or preferred position contracts and/or orders are noncancellable.
- h. Any provisions, terms or conditions (printed or otherwise) appearing on the contract or order, billing instructions or copy instructions that conflict with the publisher's current Rate Card will not be binding upon the publisher.
- i. The publisher's legal liability for any error shall be limited to an amount not to exceed the net billing charge for the advertisement in question.
- j. The forwarding of an order is construed as acceptance of all the rates, provisions, terms and conditions as set forth in the current Rate Card. A failure to make the order correspond in price, classification or otherwise with the current Rate Card will be regarded as a clerical error only and publication will be made and charged upon the terms of the current Rate Card without further notification.

- k. Copy instructions pursuant to and pertaining to a verbal insertion order or contract shall constitute a binding insertion order or contract in the event a written insertion order or contract pursuant to such copy instructions is not received in the Norwood, MA, office before 5:30 pm EST on the business day preceding the closing date for orders.

### Copy Regulations

- a. The advertiser and/or its agency assume any and all liability for all content submitted. The advertiser and/or its agency agree to indemnify and save harmless the publisher from all costs, claims and legal proceedings for the unauthorized use of any person's name or photograph, any sketch or map, any work or label, any trademark or copyrighted material, or any libelous statement arising out of the contents submitted.
- b. When the advertising copy for space covered by an insertion order is not received by the closing date, the advertising copy run in the most recent issue will be inserted. Space will be billed even if there is not prior advertising material available.

### Circulation Information

- a. Audited by Business Publications Audit of Circulation Inc.
- b. Information concerning qualified circulations is reported in the recent BPA Audit Report on **Microwave Journal**, which is available upon request.
- c. Qualified recipients are those engineers, scientists, managers, executives, mathematicians, educators and consultants working at RF, microwave and lightwave frequencies in the fields of materials, antennas, tubes, transmission line components, solid-state devices, test instrumentation, equipment and systems.
- d. Subscriptions are free to qualified persons described in section (c). Paid domestic subscriptions are \$120.00 for one year, \$185.00 for two years. Back issues/single copies are \$10.00 each. Foreign subscriptions are \$200.00 for one year, \$370.00 for two years. Back issues/single copies are \$20.00 each. Foreign subscriptions must be prepaid in US funds drawn on a US bank.