

INTEGRATED MARKETING SOLUTIONS



2014

The **LEADING**
MEDIA BRAND

serving the
**RF/Microwave
Industry**

Microwave Journal
Frequency Matters. messenger

Did you know that *Microwave Journal* has dedicated "Channels" on the website that collect news, articles, webinars and other web resources by market segment onto a single landing page?

The Test & Measurement Channel is our special feature this month. Check out the [Test & Measurement Channel](#) now for continuous coverage of this market.

Microwave Journal China
微波杂志

EDI CON
2014 BEIJING CHINA



EuMW 2014
CONNECTING THE FUTURE
ROME, ITALY

Vol. 56 • No. 5
Microwave Journal
.com

May 2013
MTT-S IM Show Issue



Founded in 1958

Editorial Excellence

Experienced. Informed. Engaged.



Editorial Staff



David Vye, Editor

David's engineering experience in microwave semiconductor design and test led to a management position in RF software marketing before his current role as MWJ editor, where he is responsible for setting MWJ's editorial direction and developing marketing opportunities for our clients.



Pat Hindle, Technical Editor

Pat parlayed his engineering background into a management role in marketing communications for several leading microwave semiconductor vendors. He currently applies that experience to manage MWJ's technical content and online development.



Richard Mumford, International Editor

Richard applies his technical background as an engineer and journalist for various engineering magazines to his position as international editor. Serving as MWJ's liaison to the international microwave community, Richard files his monthly international report and contributed articles from our London office.



Cliff Drubin, Associate Technical Editor

Cliff's previous experience as a principal engineering fellow leading complex radar programs and managing editor of Raytheon's corporate publication, *Technology Today*, serves his current responsibilities of ensuring the scientific merit of our technical content. Cliff is also the lead editor for our monthly commercial and defense reports.



Jennifer DiMarco, Managing Editor

Jenn's marketing and publishing experience along with her attention to detail is critical in the production of the magazine. A 12-year veteran of Microwave Journal, Jenn makes sure the magazine adheres to the highest standards of quality.



Laura Glazer, Staff Editor

Laura uses her experience in technical publishing to contribute to Microwave Journal's high editorial standards. Laura supports our clients and contributes the monthly columns including the "New Products" section, "Around the Circuit" column, events calendar and marketing quarterly updates.



Katie Huang, China Editor

Katie brought her many years of experience with *Portable Design China* to MWJ China's 2012 launch. She serves as the primary editorial contact in China, working with the entire editorial team to deliver MWJ's technical expertise to the Chinese engineering community.



I have been in the PR business for more than 20 years, and have had countless clients in the RF/microwave space. Each of those clients has had a similar request – "Get me in Microwave Journal." It is the industry's technical publication by which most others are measured. One of the attributes that separates MJ from so many other technical media outlets is how its editorial staff works. Everyone I have ever dealt with at MJ has always been open to ideas, responsive, and respectful. My relationship with the editors is one that I truly value and is one of the reasons I enjoy my work as much as I do."

**Patrick Brightman,
Executive Vice President at Compass/SGW**

A recent survey of MWJ Subscribers* revealed the following insights:

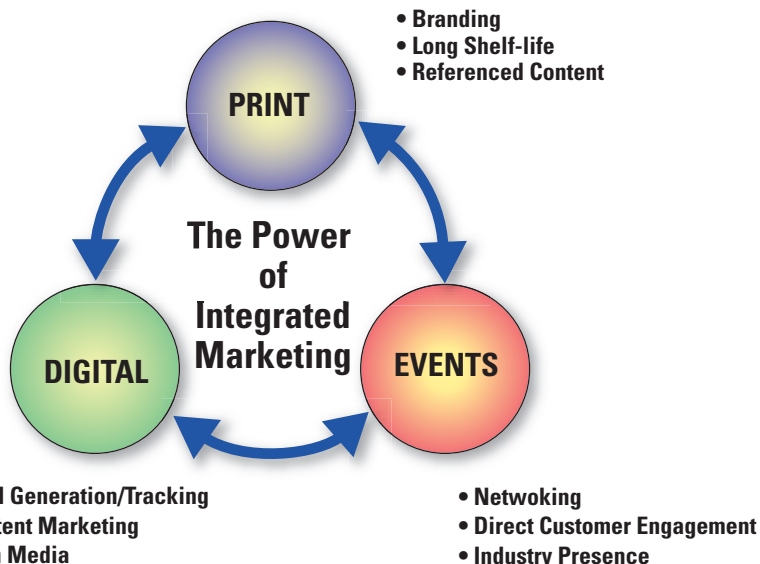
- **65%** have been subscribers for 5 years or more. **25%** have been subscribers for 20+ years
- **71%** spend at least an hour reading each issue
- **54%** keep each issue for future reference
- **73%** pass their copy along to at least one other person
- **76%** have bought, specified or approved the purchase of products/services based on information seen in MWJ

*Source: An emailed survey sent to 20,599 **Microwave Journal** subscribers with a 5% response rate.

Microwave Journal is the only trade journal to peer review technical features before publication to ensure that they are accurate, timely and useful.

A Portfolio of Proven Products

Your MWJ display ad is seen in print, digital and mobile formats.



A Global Audience of Design Engineers



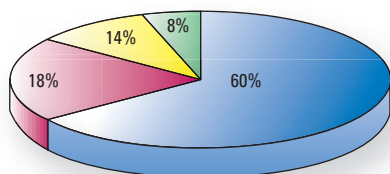
In 2013, I began marketing my company with Microwave Journal and have been very happy with their level of commitment as a marketing partner, and of the effectiveness of my integrated marketing program. I can attribute significant sales orders directly from advertising with Microwave Journal."

Yonghui Shu, President, SAGE Millimeter

50,000
Magazine Subscribers

56,000
Web Registrants

Targeted Audience



Here's how attendees at the 2013 IEEE MTT-S International Microwave Symposium ranked publications serving the RF/MW industry.*

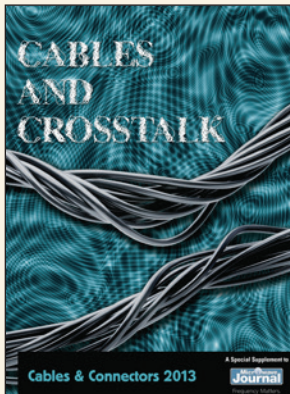
Question	Publication	Rank
1. Which of the following publications do you read?	Microwave Journal	1
	Microwaves & RF	2
	High Frequency Electronics	3
	Microwave Product Digest	4
	Microwave Engineering Europe	5
2. Which one of the following publications is most useful to your work?	Microwave Journal	1
	Microwaves & RF	2
	High Frequency Electronics	3
	Microwave Product Digest	4
	Microwave Engineering Europe	5
3. Which magazine would you receive if you could only choose one?	Microwave Journal	1
	Microwaves & RF	2
	High Frequency Electronics	3
	Microwave Product Digest	4
	Microwave Engineering Europe	5

*Source: Survey conducted by MP Associates, exhibition managers of IMS, as part of their post-show analysis. Does not include society publications.

2014 Editorial Calendar

	EDITORIAL THEME		BONUS DISTRIBUTION		AD CLOSE	AD MATERIAL DUE	ADVERTISER BONUS FEATURE
JANUARY	Radar and Antennas		NATE National Assoc. of Tower Erectors San Diego, CA February 24-27		December 10th	December 17th	Catalog Update
FEBRUARY	High Frequency Components, Boards and Systems		Mobile World Congress Barcelona, Spain February 24-27 SATELLITE 2014 Washington, DC March 11-13		January 10th	January 17th	Software & Mobile Apps
MARCH	Test and Measurement		EDI CON Electronic Design Innovation Conference Beijing, China April 8-10		February 11th	February 18th	Web Update
MARCH Supplement	Cables and Connectors		IEEE MTT-S IMS Tampa, FL June 1-6		February 10th	February 17th	Literature Showcase
APRIL	Amplifiers and Oscillators				March 11th	March 18th	Catalog Update
MAY	IEEE MTT-S IMS Show Issue		IEEE MTT-S IMS Tampa, FL June 1-6	IEEE MTT-S IMS <i>Show Daily Sponsorship Opportunities</i>	April 10th	April 17th	Exhibitor Highlight
JUNE	Semiconductors/ MMICs/RFICs				May 9th	May 16th	Web Update
JULY	RF & Microwave Software and Design		IEEE EMC Raleigh, NC August 3-7		June 10th	June 17th	Catalog Update
AUGUST	Satellite and Radio Communications		CTIA Super Mobility Week Las Vegas September 9-11		July 10th	July 17th	Software & Mobile Apps
AUGUST Supplement	Military Microwaves		EuMW Rome, Italy October 5-10 MILCOM Baltimore, MD October 6-8		July 7th	July 14th	Literature Showcase
SEPTEMBER	European Microwave Week Show Issue		EuMW Rome, Italy October 5-10 AMTA 2014 Tucson, AZ October 12-17	EuMW <i>Show Daily Sponsorship Opportunities</i>	August 12th	August 19th	Web Update
OCTOBER	Government and Military Electronics		Asia Pacific Microwave Conference Sendai, Japan November 4-7		September 10th	September 17th	Catalog Update
NOVEMBER	Passive & Control Components				October 10th	October 17th	Software & Mobile Apps
NOVEMBER Supplement	Mobile Communications and Infrastructure		Mobile World Congress Barcelona, Spain February 2015		October 6th	October 13th	Company Showcase
DECEMBER	Industrial, Scientific and Medical Applications		IEEE MTT-S Radio and Wireless Symposium January 2015		November 11th	November 18th	Web Update

Special Supplements*



Cables and Connectors
March
Bonus Distribution:
IEEE MTT-S IMS



Military Microwaves
August
Bonus Distribution:
EuMW
MILCOM



Mobile Communications & Infrastructure
November
Bonus Distribution:
Mobile World Congress 2015

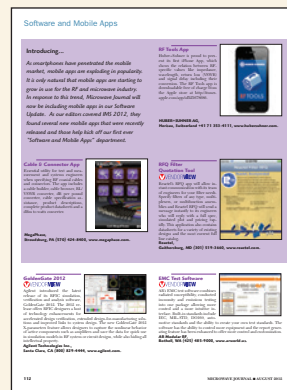
Added-value Bonus Features for MWJ Advertisers*



Catalog Updates
Qualified advertisers receive two FREE 1/6 page, 4C features to promote their catalog or brochure.



Web Updates
This 1/6 page quarterly feature is available FREE to advertisers and features a graphic from the company's website.



Software and Mobile Apps
FREE to qualified advertisers, this 1/6 page feature highlights engineering design tools and mobile apps.

High Impact Print



High Impact Print Inserts/Outserts/Belly Bands

Inserts and outserts are a cost-effective way to get your brochure, data sheet, whitepaper or similar literature into the hands and screens of 50,000 design engineers. Belly bands wrap your message around the cover for maximum exposure and are ideal for show issues and new product launches. Supply printed or have MWJ print.



Augmented Reality

AR is cutting-edge technology that allows advertisers to create a digital experience for readers by embedding video and other rich media into their ads, connecting the reader to enhanced content. It brings your ad to life by adding layers of digital information which can be launched with the readers' smartphone or tablet.

Online Advertising: Standard

The Home Page of the Microwave Industry

Reach more than 56,000 registered users with your banner ad, exclusive sponsorship, webinar or white paper.

mwjournal.com is the RF/microwave professionals' portal to the latest news, industry events, market data, new product information, technical articles and resources.

Home Page Ad Opportunities:

1. Leaderboard

728 pixels wide x 90 pixels high

Run of Site

Maximum of 3 sponsors in rotation

\$ 3,700/month

3-consecutive-month minimum

3. Skyscraper

160 x 600

Home Page

Maximum of 3 sponsors in rotation

\$ 2,500/month

3-consecutive-month minimum

All rates on these pages are at the gross rate.

2. Beltway

120 x 60

Home Page

No rotation

\$ 3,200/month

3-consecutive-month minimum

4. Baseboard

728 x 90

Run of Site

Maximum of 3 sponsors in rotation

\$ 2,500/month

3-consecutive-month minimum

5. Boombox

300 x 250

Run of Site

Maximum of 3 sponsors in rotation

\$ 3,700/month (above fold)

\$ 3,200/month (below fold)

In-Article Advertising:

300 x 250

Positioned within all current and archived issue articles. Maximum of 3 sponsors in rotation.

\$ 2,700/month (above fold)

\$ 2,200/month (below fold)

Formats: jpg, gif, swf and other image formats (animation is acceptable) or third party ad codes such as BurstMedia, ValueClick, FlyCast, etc.

File size: under 40k

Which of the following websites do you find most useful?

mwjournal.com	44%
microwaves101.com	23%
rfcafe.com	12%
mwrf.com	6%
rfglobalnet.com	5%

*Source: An emailed survey sent to 20,599 Microwave Journal subscribers with a 5% rate of response.



40,000 visitors
per month on average;
100,000 page views
per month

Online Advertising: High Impact/Rich Media

Rich media options take online advertising messages beyond static banners, allowing a deeper user experience and more involved messaging. Rich media options include, but are not limited to the following:



Welcome ads (also known as Cover, Roadblock or Interstitial) Ad Unit:

Cover ads are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 640x480 or 800x600 pixels

Formats: gif, animated gif, jpg, Flash

File Size: 40k or less

Most 3rd Party Ad tags can be accommodated but require testing prior to deployment

\$ 2,900/week (net)



Wallpaper Ad Unit:

Wallpaper ads are high impact image ads that display in the empty space in the left and right sides of the browser window around the website content. Resolution sizes are based on the top 5 most common screen resolution sizes of online users. The ads are not limited to serve to these resolution sizes only. For example, if a user's resolution size falls between the resolution sizes of the ad, the smaller resolution size will be served. The customer only needs to provide 5 images as specified (Microwave Journal scripts will serve up the proper sized ad image).

Banner sizes: 1260x590, 1260x625, 1260x845, 1380x720, 1580x870 pixels

File format: gif, jpg, no animation

File size: 80k or less

\$ 2,900/week (net) - Two consecutive weeks maximum



Page Peel or Peelback Ad Unit:

A small "dog ear" image appears in the upper right corner of the web page like a small portion of a book page and is animated to peel back to reveal the larger image upon mouse over.

Banner sizes: 125x125 or 500x500 pixels

File format: gif, jpg

File size: 40k or less

\$ 2,500/week (net)



Custom Rich Media:

Please consult your sales executive for custom Rich Media options not addressed in this spec guide as many 3rd party rich media ads can be implemented on mwjournal.com. Example: Expandable pencil banner that pushes down when the page is loaded or on mouse over (993 pixels wide placed below main navigation bar and expands to 300 pixels tall).

Microwave FLASH

Distributed weekly to more than 36,000 subscribers

Microwave FLASH delivers the latest news, industry outlook, white papers and upcoming events to a global audience of RF/microwave professionals every week.

Sponsorship includes:

- 600 x 77 Leaderboard Banner
- Website link



Cost:

\$ 3,500 (Gross) per edition

\$ 4,000 (Gross) for the IMS editions of May 28 and June 4 and the EuMW editions of October 1 & 8

Also Available:
Embedded Ad: \$1,500
Character limit (with spaces) 425

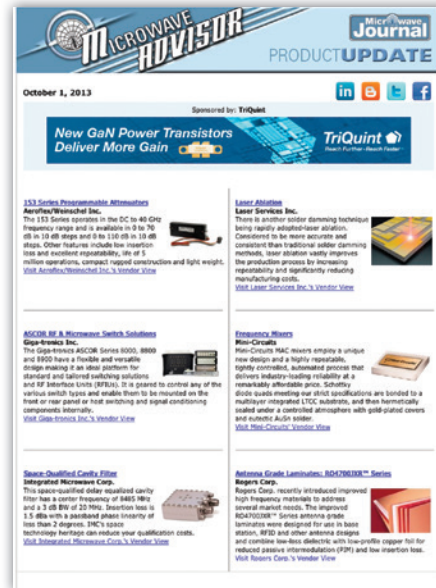
Microwave ADVISOR

Distributed weekly to more than 34,000 subscribers

Microwave ADVISOR delivers the latest product announcements to a targeted audience of buyers.

Exclusive sponsorship includes:

- 600 x 77 Leaderboard Banner
- Website link



Cost:

\$ 3,000 (Gross) per edition

\$ 3,500 (Gross) for the IMS editions of May 27 and June 3 and the EuMW editions of September 30 & October 7

Military Microwaves

Distributed monthly to more than 28,000 subscribers

This targeted newsletter delivers news, new products and upcoming events. It features in-depth analysis of the defense sector by renowned industry experts.

Cost:

Leaderboard: \$ 3,000 (Gross) per edition

Boombbox: \$ 3,000 (Gross) per edition

Also Available:

Embedded Ad: \$1,500
Character limit (with spaces) 425



Microwave Messenger NEW

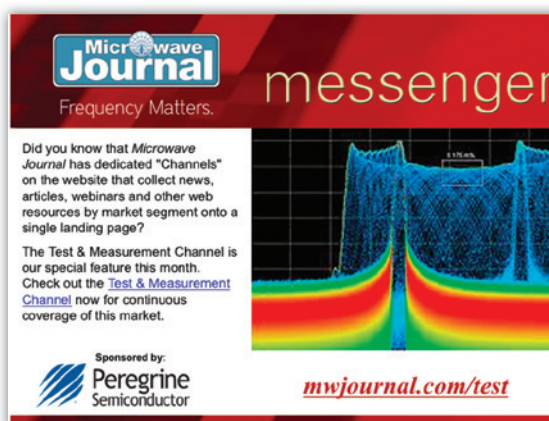
MWJ now offers ePostcards for maximum impact. Customize your message and pick your targeted audience of 10,000 design engineers from our database.

Specifications:

- One image at 393 x 284 pixels
- Up to 75 words of text
- Logo
- Website link

Cost:

\$ 3,000 (Gross) per broadcast



Show Daily Newsletters

Distributed to more than 34,000 subscribers

Microwave Journal provides extensive coverage of the IEEE MTT-S IMS and European Microwave Week events with pre-show, post-show and daily reporting from the conferences and exhibitions.

A limited number of exclusive sponsorships are available for each event, providing the opportunity to drive traffic to your booth and to reach those engineers not attending the live event.

- Banner Ad
- Exhibition Spotlight

Cost:

\$ 3,500 (Gross) per edition



Custom Newsletters

Microwave FLASH Focus – Distributed to more than 32,000 subscribers

Let the editors of Microwave Journal create a content-rich newsletter focused on your company's products, market or technology.

The newsletter includes technical articles, current news, industry analysis and upcoming events, all of which are relevant to your company's products or services.

Exclusive sponsorship includes:

- 600 x 77 leaderboard banner
- Two embedded ads within the body of the newsletter
- Your products/news/whitepapers/technical articles included in the content

Cost:

\$5,800 (Gross)





White Paper Program

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels, including:

- Inclusion in the monthly print advertisement with company logo
- Inclusion in the print magazine "Online Table of Contents"
- Placement on the HOMEPAGE of mwjournal.com during 1st month
- Inclusion in the Microwave FLASH newsletter, delivered to 36,000 subscribers
- Archived in the eLearning/White Papers section of the MWJ website permanently
- Sales leads captured and delivered via email

Cost:

1X = \$1,500 (Gross); 4X = \$5,000; 6X = \$7,500; 12X = \$12,000

White Paper Plus (WPP)

Take your White Paper to the next level with this custom integrated marketing program, which adds the power of print to your online message. The WPP program includes all of the features provided with the online WP program PLUS:

- Print insert in Microwave Journal
 - Posting online with the monthly current issue of the magazine
 - A dedicated email broadcast to an audience of 32,000, driving additional traffic to your paper
- Contact your sales representative for details and pricing.



Video Program

Video Promotional Program

Drive traffic to your corporate videos or product demonstration videos:

- Highlighted on the MWJ homepage "Featured News" section
- Highlighted on MWJ's "Featured Video" section
- Promoted on LinkedIn groups and on Facebook and Twitter
- Dedicated email broadcast promoting video

Cost:

\$ 3,500 (Gross)

"Frequency Matters" Sponsored Video Series

A NEW program in which MWJ editors present the latest industry news, products and upcoming events in a professionally videotaped and edited bi-weekly format. Your sponsorship includes:

- Logo on promotional items including an email blast and homepage featured item
- Logo on video landing page
- Logo on video introduction

The Power of Video Marketing

Discover the power of online video marketing, which offers benefits such as:

- An effective way to convey your message in a memorable way
- Stand out in the crowd – create that WOW factor
- Helps to convey complex information more clearly by demonstrating your solution

More and more businesses are discovering the power of video marketing. Talk to your sales rep to see if video marketing can help your business.

Previous Sponsors:

Agilent Technologies
Analog Devices
Anite
Anritsu
ANSYS
Avago
AWR
Azimuth Systems
COMSOL
CST
Cree Inc.
Dielectric Labs
EB (Elektrobit)
EMSCAN
Endwave Corp.
ETS-Lindgren
Freescale Semiconductor
K&L Microwave
LPKF
MACOM
Maury Microwave
MECA
Microwave Vision Group
Mini-Circuits
Mimix Broadband
National Instruments
NXP
Peregrine Semiconductor
Res-Net Microwave
Richardson RFPD Inc.
Rogers Corp.
Rohde & Schwarz
SATIMO
Scintera Networks
Skyworks Solutions
Sumitomo
Tektronix
TriQuint
WIN Semiconductors Corp.

Webinars

Generate Qualified Leads

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects.

Choose from a custom webinar that delivers your company's new product launch and technological expertise, or the Besser and Strategy Analytics series' that offers free RF/microwave training and market analysis. These webinars attract large audiences and provide great branding opportunities for your company.

Custom Webinars



Sponsored Content



Sponsorship Includes:

- Sponsor's executives participate on the panel (custom webinars only)
- Event promotion on mwjournal.com
- Event promotion in email newsletters
- Event promotion in Microwave Journal
- Attendee names and demographics
- Sponsor's slides and message
- Sponsor's logo on all webinar materials: Banner ads, Email invitations and Registration Page
- Numerous email blasts to MWJ database

Benefits Include:

- Excellent lead generation
- Full contact information provided on all registrants
- Allows for potential direct follow-up contact with attendees
- Ability to add qualifying questions to the registration form
- Available for "on demand" viewing, providing long-term lead-generation
- Q&A session provides market insight and audience interaction

FACTS: • MWJ Webinars attracted more than 530 registrants on average in 2013.

- MWJ promoted and/or produced more than 50 webinars in 2013.



Microwave Journal Buyer's Guide

Maximize your exposure to qualified buyers

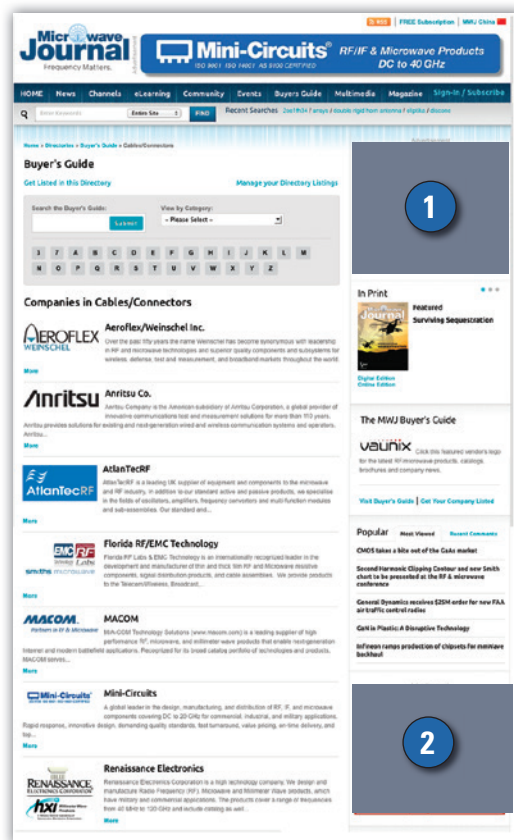
With a database of more than 1250 companies, the MWJ online Buyer's Guide is the RF/microwave engineers' source for products and services. Users navigate logically through sharply defined product categories in their search. Traffic is directed to the Buyer's Guide from within the website and the Microwave ADVISOR newsletter, making this one of the most active sections of the site.

All Vendor View companies have their products included in rotation in the weekly Microwave ADVISOR newsletter, driving traffic to their storefront and generating qualified leads.

The Vendor View is a Buyer's Guide storefront that gives your company premium exposure in all relevant product categories. It moves your company to the top of the search results and provides engineers with one-stop access to your company's news releases, product announcements, white papers, literature, articles, events and multimedia presentations. Users can link directly to your website, generating high quality sales leads instantly.

\$ 7,000/yr for up to 6 product categories; \$ 1,000 for every additional 6 categories
12-month minimum

Print advertisers receive a 50% discount on Vendor Views



Buyer's Guide Ad Opportunities:

1. Premium Boombox

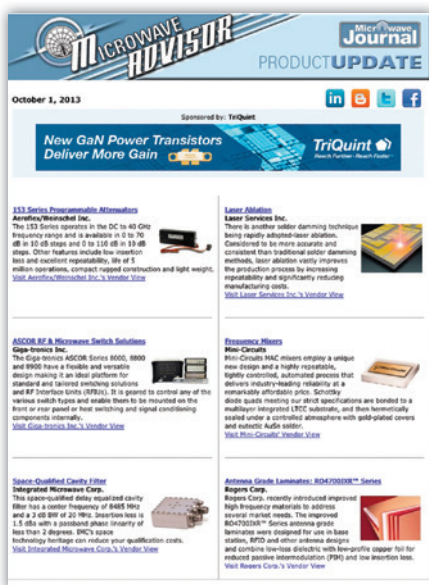
300 x 250

Appears on Buyer's Guide Homepage and on every sub-category.
Maximum of 3 sponsors in rotation
\$1,500/month
3-consecutive-month minimum

2. Boombox

300 x 250

Appears on Buyer's Guide Homepage and on every sub-category.
Maximum of 3 sponsors in rotation
\$750/month
3-consecutive-month minimum



Classifieds

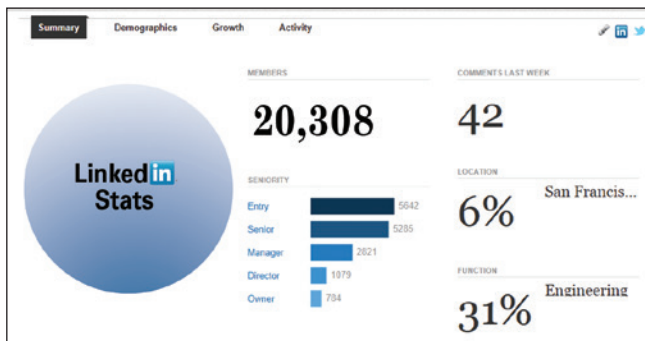
NEW Microwave Journal now offers a classified section on our website. Companies or individuals can post ads for used equipment, recruitment, sales reps/distributors and miscellaneous items. Simply go to mwjournal.com/classifieds, enter the information and pay the nominal cost of \$50 per listing by credit card. It couldn't be easier!

Channels, Social Media & Mobile App



I have been a communications director in the MW and RF industry for over 15 years. During my tenure in this industry, I have seen many trade publications and websites come and go. It's refreshing to see a publication that keeps its content relevant to current technologies, and truly caters to the IEEE communities we are trying to reach. I highly recommend Microwave Journal as one of the critical channels to reach Anritsu's core customers in the RF and microwave markets. Thanks MWJ. Keep it up!"

Katherine Van Diepen, Director Global Marketing Communications, Anritsu Company



Channel Marketing

Microwave Journal website content is segmented by market sector to enable our audience to quickly view content relevant to their interests. This content includes news, articles, events and white papers. For advertisers, these channels offer the opportunity to target these specific buyers with multiple messages. Exclusive sponsorship provides ownership of the channel with four banner ads appearing on the landing page and on all content pages of the channel.

Banner ads include the leaderboard, baseboard and upper and lower boomboxes.

Cost: \$10,000 (gross) for three months

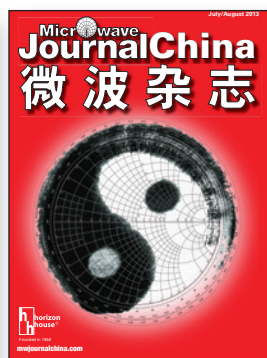
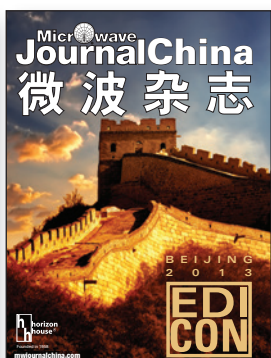
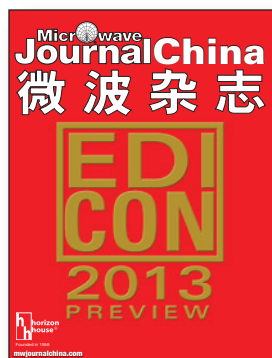
Social Media

Social media has become an important component to many companies' marketing programs. Microwave Journal has been an RF/microwave media pioneer on the social media platforms, launching the LinkedIn "RF and Microwave" community, with a membership nearing 20,000, a rapidly growing Facebook page with over 1000 members and thousands of followers on Twitter. MWJ was the first to use Pinterest as a promotional tool, adding value for our IEEE MTT-S IMS issue advertisers.

At Microwave Journal we work with our clients to extend the reach of their editorial and advertising messages with social media engagement to maximize results and generate activity.

Mobile App

The Microwave Journal mobile app is available for Android and iOS devices and includes a mobile version of the magazine plus RSS feed updates for items such as industry news, blog postings, etc. Subscribers will be able to view past issues, download each issue for offline reading, bookmark favorite articles and share comments. Various banner ads and other unique advertising opportunities (multimedia, blow-ins, etc.) are available for sponsorship within the app. Please contact your rep for more details.



Microwave Journal China 10,000 Qualified Circulation

Join the growing list of advertisers that are utilizing the Microwave Journal brand to expand their presence in China.

2014 Schedule:

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
Theme	Wireless Communications	Test and Measurement	Connectivity Solutions	Antennas & EMC/EMI	RF Semiconductors & Software	Passive and Control Components
Bonus Distribution	Mobile World Congress Barcelona February 24-27	electronica China Shanghai March 19-21 EDI CON China Beijing April 8-10	IEEE MTT-S IMS Tampa, FL June 1-6	EMC/MW China, Beijing July Portable Innovate Shenzhen August 1-3	PT-EXPO Beijing September EuMW Rome October 5-10 IME Oct, Shanghai	China Hi-Tech Fair Shenzhen November
Space Deadline	December 27th	February 28th	April 25th	June 27th	August 27th	October 17th
Material Deadline	January 2nd	March 6th	May 5th	July 3rd	September 3rd	October 24th

Rates:

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
1X	\$ 3,150	\$ 2,390	\$ 1,980	\$ 1,520	\$ 1,100
3X	\$ 2,940	\$ 2,240	\$ 1,840	\$ 1,370	\$ 1,020
6X	\$ 2,730	\$ 2,080	\$ 1,730	\$ 1,260	\$ 970
12X	\$ 2,420	\$ 1,840	\$ 1,580	\$ 1,100	\$ 890

Special Positions:

	US\$
Cover II	\$ 4,200
Cover III	\$ 3,680
Cover IV	\$ 5,040
Page one	\$ 4,200
Facing Table of Contents	\$ 3,990
Facing Editor Desk	\$ 3,990
Other specified positions	+ 10%

eMagazine Rates:

Position	US \$
eMagazine download	\$ 520
Notice - Sponsor logo	\$ 720
Login page - Text ad	\$ 360
Select issue - Sponsor logo	\$ 520
Refer a friend - Text ad	\$ 280
Menu Bar (all pages) - Sponsor logo	\$ 640
Enhanced Ad	US \$ per month
Web link (one)	FREE
Web link (each additional)	\$ 30
Add-on Flash function	\$ 650
Add-on Button with web links Button	\$ 250
Add-on additional Full Page ad	\$ 650

**All rates are at the GROSS amount.
See page 18 for ad specifications.**

Website Rates:

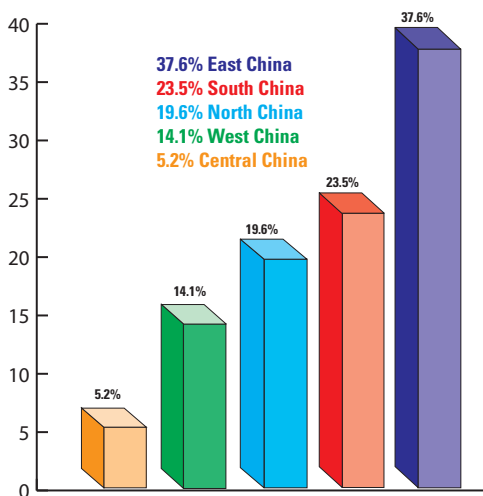
	Position	Dimensions	US \$
	Welcome Banner (Exclusive)	640 x 400	one week: \$500; two weeks \$ 950; four weeks: \$1,800
	Leaderboard (Top Banner)	728 x 90	\$ 2,100
R1, 2	Rectangular Banner	120 x 120	\$ 1,300
L1	Rectangular Banner	180 x 150	\$ 1,300
L2	Skyscraper	180 x 600	\$ 1,500
L3, 4, 5	Rectangular Banner	180 x 150	\$ 700
	Anchor (Bottom Banner)	728 x 90	\$ 1,000
	Prime Products	140 x 100	\$ 945
	Logo Sponsor	100 x 50	\$ 320
Exclusive Banner add 50%, exclusive top/bottom add 100%			\$ 8,000

Run of Site. Maximum 3 sponsors in rotation.

eFocus eNewsletter Rates:

Position	Dimensions	Format	US \$
Top Banner	728 x 90	JPG/GIF	\$ 2,100
Banner 1	300 x 60	JPG/GIF	\$ 1,300
Banner 2	300 x 60	JPG/GIF	\$ 1,150
Banner 3	300 x 60	JPG/GIF	\$ 1,000
Video Snapshot 1 (web hosting 6 months)	N/A		\$ 700
Video Snapshot 2 (web hosting 6 months)	N/A		\$ 700
Video Snapshot 3 (web hosting 6 months)	N/A		\$ 700

Geographical



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5-10 OCTOBER 2014
www.EUMWEEK.com

network in Europe

EUROPE'S PREMIER MICROWAVE, RF, WIRELESS AND RADAR EVENT

EuMW 2014 will be held in the extraordinary and beautiful 'Eternal City' of Rome. Bringing industry, academia and commerce together, European Microwave Week 2014 is a SIX day event, including THREE cutting edge conferences and ONE exciting trade and technology exhibition featuring leading players from across the globe. EuMW 2014 will offer you the unique opportunity to be connected to the future of microwave technology.

2013 Highlights

- 8000 sqm of gross exhibition space
- 5000 key visitors from around the globe
- 1700 - 2000 conference delegates
- In excess of 250 international exhibitors

Co-sponsored by:



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European Microwave Week



The 44th European Microwave Conference

Organized by:



European Microwave Association



The 9th European Microwave Integrated Circuits Conference



The 11th European Radar Conference

Exhibition Organized by:



Official Publication:



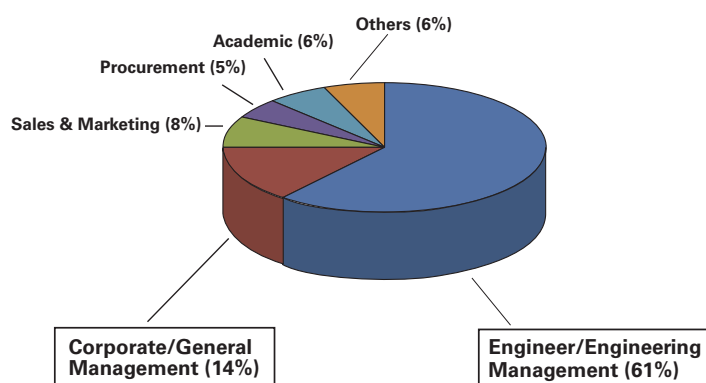
network in China

THE EVENT FOR RF/MICROWAVE, HIGH SPEED DIGITAL AND EMC/EMI DESIGN

EDI CON is an industry-driven conference/exhibition targeting RF, microwave, EMC/EMI, and high-speed digital design engineers and system integrators developing products for today's communication, computing, RFID, wireless, navigation, aerospace and related markets. The integrated technical program and exhibition presents hands-on, practical solutions for enhancing physical design at the semiconductor, module, PCB and system-levels.

2013 Highlights

- 2489 total attendance
- 1255 unique delegates
- 53 exhibiting companies
- 22 attending media organizations



Host Sponsor:



Agilent Technologies

Diamond Sponsor:



ROHDE & SCHWARZ

Corporate Sponsor:



Gold Sponsors:



Organized by:

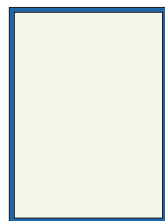


Print Rates & Specifications

All rates at Gross in US Dollars, international rates determined by current exchange rates.

Black and white, per page and fractions. All measurements are width x height.

Full Page

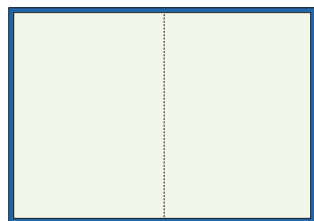


Insertions	Rate
1x	\$7540
3x	\$7050
6x	\$6680
12x	\$6370
18x	\$6155
24x	\$5975
30x	\$5815
36x	\$5690

Mechanical Requirements:

Trim: 7-13/16" x 10-3/4" (198mm x 273mm)
Bleed: 8-5/16" x 11-1/4" (211mm x 286mm)

Two-Page Spread

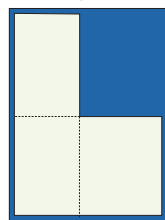


Insertions	Rate
1x	\$11710
3x	\$10950
6x	\$10360
12x	\$9900
18x	\$9545
24x	\$9250
30x	\$9010
36x	\$8795

Mechanical Requirements:

Trim: 15-5/8" x 10-3/4" (396mm x 273mm)
Bleed: 16-1/8" x 11-1/4" (409mm x 285mm)

1/2 Page - Horizontal & Vertical



Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

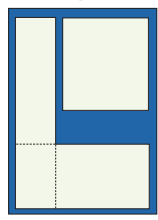
Mechanical Requirements: Horizontal

Trim: 7" x 4-7/8" (178mm x 124mm)
Bleed: 8-5/16" x 5-7/8" (211mm x 149mm)

Vertical

Trim: 3-3/8" x 10" (86mm x 254mm)

1/3 Page - Horizontal, Vertical, Square



Insertions	Rate
1x	\$3555
3x	\$3320
6x	\$3145
12x	\$3005
18x	\$2900
24x	\$2795
30x	\$2735
36x	\$2655

Mechanical Requirements: Horizontal

Trim: 7" x 3-3/8" (178mm x 86mm)

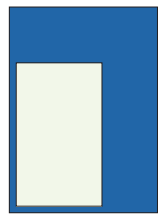
Vertical

Trim: 2-3/16" x 10" (56mm x 254mm)

Square

Trim: 4-9/16" x 4-7/8" (116mm x 124mm)

1/2 Page Island

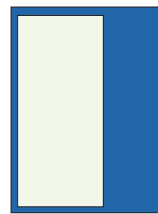


Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

Mechanical Requirements:

Trim: 4-9/16" x 7-1/2" (116mm x 190mm)

2/3 Page Vertical

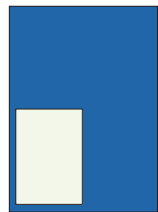


Insertions	Rate
1x	\$5735
3x	\$5360
6x	\$5065
12x	\$4840
18x	\$4680
24x	\$4525
30x	\$4415
36x	\$4305

Mechanical Requirements:

Trim: 4-9/16" x 10" (116mm x 254mm)

1/4 Page

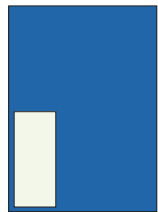


Insertions	Rate
1x	\$2560
3x	\$2400
6x	\$2275
12x	\$2175
18x	\$2090
24x	\$2025
30x	\$1980
36x	\$1940

Mechanical Requirements:

Trim: 3-3/8" x 4-7/8" (86mm x 124mm)

1/6 Page

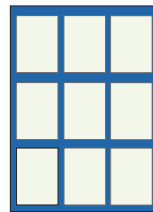


Insertions	Rate
1x	\$2005
3x	\$1875
6x	\$1765
12x	\$1700
18x	\$1635
24x	\$1585
30x	\$1550
36x	\$1500

Mechanical Requirements:

Trim: 2-3/16" x 4-7/8" (56mm x 124mm)

Micro Ad



Insertions	Rate
1x	\$870
3x	\$815
6x	\$760
12x	\$715
18x	\$700
24x	\$675
30x	\$650
36x	\$620

Mechanical Requirements:

Trim: 2-3/16" x 3" (56mm x 76mm)

Printing Process

Web Offset

Binding Method

Perfect Bound

Line Screen

133

Max Density

4 Color: 300%

Materials

The preferred format for submitting finished ads is a hi-res (300 dpi) pdf file with all fonts and hi-res CMYK images embedded.

Please see our materials specifications site for additional information:

www.bpc.com/premedia/brown_specs_v4.01.pdf

Safety

Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges

(Non-bleed ads are listed at the maximum outside dimensions for that space)

Gutter Safety for Spreads

Allow 1/4" on each side of Gutter for 1/2" total gutter safety

Shipping

You may ship your advertising materials in any of three ways:

- Physical shipment of advertising materials
Attn: Ed Kiessling
Microwave Journal®
685 Canton Street
Norwood, MA 02062
- Email your advertising materials – files under 10 MB to
– ads@mwjournal.com
- Files over 10 MB – Send your materials to our FTP site
Call Ed Kiessling at (781) 619-1963 for details

For any additional ad related questions, please contact:

Ed Kiessling
Tel: (781) 619-1963
ekiessling@mwjournal.com

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.

Digital/Mobile App Rates & Specifications

Your ad in Microwave Journal reaches our audience in whichever format they choose; print, digital or on their mobile devices. Increase your visibility in the digital and mobile editions with a banner ad, video or enhanced display ad.

Enhance Your Digital Edition Ad

The digital edition supports a 728x90 leaderboard ad above the issue, a button ad below the Table of Contents, and a navigation bar ad. Blow-ins can deliver surveys, web iFrames, or videos. Full page ads and cover ads can also be used to enhance your advertising message.

Leaderboard = \$ 1,000

Button Ad = \$ 750

Blow-In Ad = \$ 750

Mobilize Your Ad on the MWJ App

The MWJ Mobile app supports branded launch images that greet readers entering the app and banner ads that appear for various screens or interactions while inside of the app. For example, the Library of the iPad app lets the user preview all issues inside of the app. The Library view supports a banner below the issues. Other views, including search results, bookmarks, RSS feeds, and article text, support smaller-sized banner ads.

Sponsorship includes banner placement in Library Screen Navigator/Contents, RSS Screens, Search Results and Bookmarks and include URL link.

Cost = \$ 950/month for 3 consecutive months

\$ 750/month for 6 consecutive months

\$ 500/month for 12 consecutive months

Visit the online media kit for more information and specifications: mwjournal.com/advertising

Marketing Services

Research Services

Gain a better understanding of your customer's needs, forecast market trends or survey the effectiveness of your campaigns with our professional research services. MWJ will work with you to design an effective survey, determine the most targeted audience, deliver it via email and compile the results. All research commissioned by advertisers is conducted on a strictly proprietary and confidential basis.

Contact your sales representative for customized pricing.

List Rentals

Deliver your message to your targeted audience with an email or postal list rental. Contact our list rental manager:

Statistics

For postal information, contact:

Jennifer Felling

Email: j.felling@statlistics.com

Phone: (203) 778-8700 ext. 138

For email information, contact:

Turk Hassan

Email: t.hassan@statlistics.com

Phone: (203) 778-8700 ext. 144

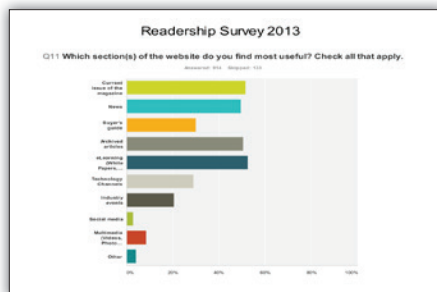
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