

	JULY	AUGUST	SEPTEMBER	SEPTEMBER Supplement	OCTOBER	NOVEMBER	NOVEMBER Supplement	DECEMBER
EDITORIAL THEME	RF & Microwave Software and Design	European Microwave Week Show Issue	Satellite and Radio Communications	Military Microwaves	Passive & Control Components	Government and Military Electronics	Mobile Communications and Infrastructure	Industrial, Scientific and Medical Applications
BONUS DISTRIBUTION	IEEE EMC/EMC Europe Dresden, Germany August 16-22	EuMW Paris, France September 6-11 CTIA Super Mobility Week Las Vegas, NV September 9-11 EuMW Show Daily Sponsorship Opportunities	AMTA 2015 Long Beach, CA October 25-30	MILCOM Tampa, FL October 26-28	Asia Pacific Microwave Conference Nanjing, China December 1-4 IEEE AutoTest National Harbor, MD November 2-5	GOMACTech St. Louis, MO March 23-26	Mobile World Congress Barcelona, Spain February 2016	IEEE MTT-S Radio and Wireless Symposium January 2016
Ad Close	June 10th	July 10th	August 13th	August 10th	September 10th	October 9th	October 6th	November 11th
Ad Material Due	June 17th	July 17th	August 20th	August 19th	September 17th	October 16th	October 13th	November 18th
Advertiser Bonus Feature	Catalog Update	Software & Mobile Apps	Web Update	Literature Showcase	Catalog Update	Software & Mobile Apps	Company Showcase	Web Update

USA Eastern and Central Time Zones			USA Pacific and Mountain Time Zones	International	Germany, Austria and Switzerland	Israel	Korea	Japan	China		
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2015 Editorial Planning Guide

This fact sheet lists various editorial features of *Microwave Journal* and covers the most commonly asked questions about deadlines, content requirements and contact information.

Digital		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
White Papers	Monthly/Minimum 60 Days	<ul style="list-style-type: none"> Promoted in print magazine Hosted on home page for one month Archived in technical library Leads provided
Executive Interview	Monthly/Minimum 30 Days	<ul style="list-style-type: none"> This article is based on Q&A between MWJ editor and invited company executive. Selected executive will also have product feature article running same month in print. Contact editors for details. Promoted in print TOC & Product Feature Home page position for a month
Blogs	Various	<ul style="list-style-type: none"> This advice/opinion column and interactive forum is written by an invited industry expert, providing information on their area of expertise. Author is responsible for responding to reader comments. Promoted in print TOC Home page position for a month
Online Show Daily	IMS, EuMW, EDI CON accepted through week of show	<ul style="list-style-type: none"> Press releases and new product announcements associated with conference/exhibition Listed in news feed and part of show wrap-up report

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Frequency Matters.

Print		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
Cover Feature	Monthly/Minimum 3 months	<ul style="list-style-type: none"> The Cover Feature is written by an invited author who is a recognized expert in the field related to the editorial theme of the issue.
Technical Feature	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> Must involve significant technology that company is willing to share Must be generic; promotion of specific products not permitted Peer reviewed; author byline Runs several pages and includes all applicable graphs and formulas (2000 - 3000 words)
Application Note/Tutorial	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> While these typically are not as long as Technical Features, above notes apply Usually an application of a particular technology
Product Feature	Monthly/Minimum 60 days	<ul style="list-style-type: none"> Must involve significant and available product Exclusive story — not previously advertised or published Company name, phone number and URL address at end of feature Runs one to two pages; contains photos and graphs that enhance the text, including a color photo in the title area (700 - 1000 words)
Tech Brief	Monthly/Minimum 60 days	<ul style="list-style-type: none"> Same as Product Feature but limited to 1/2 page (picture plus - 300 words)
Perspective	Monthly/Minimum 60 days	<ul style="list-style-type: none"> Opinion piece written by executive on market/industry topics
Special Report	Monthly/Variable	<ul style="list-style-type: none"> Survey article covering technology or market trends, conditions, etc. May be researched and written by <i>Microwave Journal</i> staff; topic suggestions welcomed
Around the Circuit	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> Covers industry, financial, contract, personnel and rep appointment news Color head-and-shoulder photos will be used with personnel news
New Products	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> High resolution photo (300 dpi)/TIFF and JPG files welcomed
Catalog Update	Quarterly/1st of preceding month (January, May, July, October)	<ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers Submit a complete color version of the publication; cover only is also acceptable
Web Update	Quarterly/1st of preceding month (March, June, September, December)	<ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers Submit home page screen capture as a TIFF or JPG file
Software & Mobile Apps	1st of preceding month (February, August, November)	<ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers Features engineering design tools & mobile apps Screen capture of software in-use (300 dpi)/TIFF and JPG files welcomed