

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE	JUNE Supplement
EDITORIAL THEME	Radar & Antennas	High Frequency Components & PCBs	Test & Measurement	Cables & Connectors	Satellite & Radio Communications	5G & IEEE MTT-S IMS Show Issue	Semiconductors, MMICs & RFICs	Aerospace & Defense Electronics
BONUS DISTRIBUTION	DesignCon Santa Clara, CA January 29-31	MWC Barcelona Barcelona, Spain February 25-28 EMV Stuttgart, Germany March 19-21 RF & Microwave Paris, France March 20-21	EDI CON China Beijing, China April 1-3 WAMICON Cocoa Beach, FL April 8-9 Expo Electronica Moscow, Russia April 15-17	EDI CON China Beijing, China April 1-3 IEEE MTT-S IMS Boston, MA June 2-7	CS Mantech Minneapolis, MN April 29-May 2 SATELLITE Washington, D.C. May 6-9 EuMCE Prague, Czech Republic May 13-15 Space Tech Expo Pasadena, CA May 21-22	IEEE MTT-S IMS Boston, MA June 2-7	SEMICON West San Francisco, CA July 9-11	MilSatCom Los Angeles, CA June 11-12 MilSatCom Arlington, VA June 26-27
Ad Close	December 10	January 10	February 11	February 6	March 11	April 10	May 10	May 7
Ad Material Due	December 13	January 15	February 14	February 11	March 14	April 15	May 15	May 10
Advertiser Bonus	Catalog Update	Software & Mobile Apps	Web & Video Update	Company Showcase	Catalog Update	Exhibitor Highlight	Web & Video Update	Company Showcase

	JULY	AUGUST	SEPTEMBER	SEPTEMBER Supplement	OCTOBER	NOVEMBER	DECEMBER
EDITORIAL THEME	RF/Microwave Software & Design	European Microwave Show Issue	Amplifiers & Oscillators	Military Microwaves	Passive & Control Components	Government & Military Electronics	5G & IoT
BONUS DISTRIBUTION	IEEE EMC+SIPI New Orleans, LA July 22-26	EuMW Paris, France September 29-October 4	PCB West Santa Clara, CA September 9-11 AMTA San Diego, CA October 6-11	EuMW Paris, France September 29-October 4 ITC Las Vegas, NV October 21-24 Global MilSatCom London, UK November 5-7	Phased Array Systems and Technology Symposium Waltham, MA October 15-18 IEEE COMCAS Tel Aviv, Israel November 4-6	Space Tech Expo Europe Bremen, Germany November 19-21 Asia Pacific Microwave Conference Singapore December 10-13	CES Las Vegas, NV January 7-10, 2020
Ad Close	June 10	July 10	August 9	August 6	September 10	October 10	November 8
Ad Material Due	June 13	July 15	August 14	August 9	September 13	October 15	November 13
Advertiser Bonus	Catalog Update	Software & Mobile Apps	Web & Video Update	Company Showcase	Catalog Update	Software & Mobile Apps	Web & Video Update

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2019 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 Opportunities		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
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. Contact editors for details. Promoted in print TOC Home page promotion
Blogs	Various	<ul style="list-style-type: none"> This advice/opinion column and interactive forum is written by invited industry experts, providing information on their areas of expertise. Authors are responsible for responding to reader comments. Home page promotion
Online Show Daily	IMS, EuMW, EDI CON China 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
Paid Sponsorship		
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
Videos		<ul style="list-style-type: none"> Video platform: Unlimited uploaded videos Custom trade show videos Frequency Matters sponsorship
eBooks		<ul style="list-style-type: none"> Editors select MWJ articles related to subject areas Includes optional promos and ad page from sponsor Promoted with website, emails & social media Leads provided for downloads

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 product 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 (product photo 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. Upcoming editorial for show previews Company supplied or written by <i>Microwave Journal</i> staff. Topic suggestions welcome.
Around the Circuit	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> Covers industry, contract, personnel and rep appointment news Color head-and-shoulder high resolution photos will be used with personnel news
New Products	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> Submit an 80 word product description along with a high resolution photo
Catalog Update	Quarterly/1st of preceding month (January, April, July, October)	<ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers Submit an 80 word description of new catalog highlights along with a high resolution cover graphic
Web & Video 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 an 80 word description of website features, new user tools and/or video highlights along with a high resolution image
Software & Mobile Apps	1st of preceding month (February, August, November)	<ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers Submit an 80 word description of software/app features or new user tools along with a high resolution image



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