

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE	JUNE Supplement
<b>EDITORIAL THEME</b>	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
<b>BONUS DISTRIBUTION</b>	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
<b>Ad Close</b>	December 10	January 10	February 11	February 6	March 11	April 10	May 10	May 7
<b>Ad Material Due</b>	December 13	January 15	February 14	February 11	March 14	April 15	May 15	May 10
<b>Advertiser Bonus</b>	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
<b>EDITORIAL THEME</b>	RF/Microwave Software & Design	European Microwave & EDI CON USA Shows Issue	Amplifiers & Oscillators	Military Microwaves	Passive & Control Components	Government & Military Electronics	5G & IoT
<b>BONUS DISTRIBUTION</b>	IEEE EMC+SIPI New Orleans, LA July 22-26	EDI CON USA Santa Clara, CA September 10-11  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
<b>Ad Close</b>	June 10	July 10	August 9	August 6	September 10	October 10	November 8
<b>Ad Material Due</b>	June 13	July 15	August 14	August 9	September 13	October 15	November 13
<b>Advertiser Bonus</b>	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
<b>Executive Interview</b>	Monthly/Minimum 30 Days	<ul style="list-style-type: none"> <li>This article is based on Q&amp;A between MWJ editor and invited company executive. Contact editors for details.</li> <li>Promoted in print TOC</li> <li>Home page promotion</li> </ul>
<b>Blogs</b>	Various	<ul style="list-style-type: none"> <li>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.</li> <li>Home page promotion</li> </ul>
<b>Online Show Daily</b>	IMS, EuMW, EDI CON China/USA accepted through week of show	<ul style="list-style-type: none"> <li>Press releases and new product announcements associated with conference/exhibition</li> <li>Listed in news feed and part of show wrap-up report</li> </ul>
Paid Sponsorship		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
<b>White Papers</b>	Monthly/Minimum 60 Days	<ul style="list-style-type: none"> <li>Promoted in print magazine</li> <li>Hosted on home page for one month</li> <li>Archived in technical library</li> <li>Leads provided</li> </ul>
<b>Videos</b>		<ul style="list-style-type: none"> <li>Video platform: Unlimited uploaded videos</li> <li>Custom trade show videos</li> <li>Frequency Matters sponsorship</li> </ul>
<b>eBooks</b>		<ul style="list-style-type: none"> <li>Editors select MWJ articles related to subject areas</li> <li>Includes optional promos and ad page from sponsor</li> <li>Promoted with website, emails &amp; social media</li> <li>Leads provided for downloads</li> </ul>

Print		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
<b>Cover Feature</b>	Monthly/Minimum 3 months	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Technical Feature</b>	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> <li>Must involve significant technology that company is willing to share</li> <li>Must be generic; promotion of specific products not permitted</li> <li>Peer reviewed; author byline</li> <li>Runs several pages and includes all applicable graphs and formulas (2000 - 3000 words)</li> </ul>
<b>Application Note/Tutorial</b>	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> <li>While these typically are not as long as Technical Features, above notes apply</li> <li>Usually an application of a particular technology</li> </ul>
<b>Product Feature</b>	Monthly/Minimum 60 days	<ul style="list-style-type: none"> <li>Must involve significant and available product</li> <li>Exclusive story — not previously advertised or published</li> <li>Company name, phone number and URL address at end of feature</li> <li>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)</li> </ul>
<b>Tech Brief</b>	Monthly/Minimum 60 days	<ul style="list-style-type: none"> <li>Same as Product Feature but limited to 1/2 page (product photo plus ~ 300 words)</li> </ul>
<b>Perspective</b>	Monthly/Minimum 60 days	<ul style="list-style-type: none"> <li>Opinion piece written by executive on market/industry topics</li> </ul>
<b>Special Report</b>	Monthly/Variable	<ul style="list-style-type: none"> <li>Survey article covering technology or market trends, conditions, etc.</li> <li>Upcoming editorial for show previews</li> <li>Company supplied or written by <i>Microwave Journal</i> staff. Topic suggestions welcome.</li> </ul>
<b>Around the Circuit</b>	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> <li>Covers industry, contract, personnel and rep appointment news</li> <li>Color head-and-shoulder high resolution photos will be used with personnel news</li> </ul>
<b>New Products</b>	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> <li>Submit an 80 word product description along with a high resolution photo</li> </ul>
<b>Catalog Update</b>	Quarterly/1st of preceding month (January, April, July, October)	<ul style="list-style-type: none"> <li>Free 1/6-page ad for contract advertisers</li> <li>Submit an 80 word description of new catalog highlights along with a high resolution cover graphic</li> </ul>
<b>Web &amp; Video Update</b>	Quarterly/1st of preceding month (March, June, September, December)	<ul style="list-style-type: none"> <li>Free 1/6-page ad for contract advertisers</li> <li>Submit an 80 word description of website features, new user tools and/or video highlights along with a high resolution image</li> </ul>
<b>Software &amp; Mobile Apps</b>	1st of preceding month (February, August, November)	<ul style="list-style-type: none"> <li>Free 1/6-page ad for contract advertisers</li> <li>Submit an 80 word description of software/app features or new user tools along with a high resolution image</li> </ul>



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