

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE	JUNE Supplement
EDITORIAL THEME	Radar & Antennas	Satellite & Radio Communications	Test & Measurement	Cables & Connectors	Amplifiers & Oscillators	5G & IEEE MTT-S IMS Show Issue	Diamond Anniversary Issue + Semiconductors & Packaging	Aerospace & Defense
BONUS DISTRIBUTION	DesignCon Santa Clara, CA January 30 - February 1 EMV Duesseldorf, Germany February 20-22 Military Radar Washington, DC February 26-28	Mobile World Congress Barcelona, Spain February 26-March 1 GOMACTech Miami, FL March 12-15 SATELLITE Washington, D.C. March 12-15	EDI CON China Electronic Design Innovation Conference Beijing, China March 20-22 Microwave & RF Paris, France March 21-22 WAMICON Sand Key, FL April 9-10 Expo Electronica Moscow, Russia April 17-19	IWCE Orlando, FL March 5-9 IEEE MTT-S IMS Philadelphia, PA June 10-15	AUVSI Xponential Denver, CO April 30-May 3 CS Mantech Austin, TX May 7-10	Space Tech Expo Pasadena, CA May 22-24 EW Europe Lausanne, Switzerland June 5-7 IEEE MTT-S IMS Philadelphia, PA June 10-15	Sensors Expo San Jose, CA June 26-28 SEMICON West San Francisco, CA July 11-13 BiCMOS and CSICS San Diego, CA October 14-18	Sensors Expo San Jose, CA June 26-28 MILSATCOM Arlington, VA June 27-28
Ad Close	December 11	January 10	February 9	February 6	March 9	April 10	May 10	May 7
Ad Material Due	December 14	January 15	February 14	February 9	March 14	April 16	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	High Frequency Components and PCBs + EDI CON Show Issue	Military Microwaves	Passive & Control Components	Government & Military Electronics	5G & IoT	
BONUS DISTRIBUTION	IEEE Symposium on EMC, SI & PI Long Beach, CA July 30-August 3	Mobile World Congress Americas CTIA Los Angeles, CA September 12-14 EuMW Madrid, Spain September 23-28	PCB West Santa Clara, CA September 11-13 IEEE Autotestcon National Harbor, MD September 17-20 EDI CON USA Santa Clara, CA October 17-19	EuMW Madrid, Spain September 23-28 EDI CON USA Santa Clara, CA October 17-19 MILCOM October 2018	AMTA Williamsburg, VA November 4-9 Asia Pacific Microwave Conference Kyoto, Japan November 6-9 electronica Munich, Germany November 13-16	ESC Silicon Valley December 2018	IEEE MTT-S Radio and Wireless Symposium January 2019 CES Las Vegas, NV January 2019	
		EuMW Show Daily Sponsorship Opportunities	EDI CON USA Show Daily Sponsorship Opportunities					
Ad Close	June 11	July 10	August 10	August 7	September 10	October 10	November 9	
Ad Material Due	June 14	July 13	August 15	August 10	September 13	October 15	November 14	
Advertiser Bonus	Catalog Update	Software & Mobile Apps	Web & Video Update	Company Showcase	Catalog Update	Software & Mobile Apps	Web & Video Update	

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2018 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/USA 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"> Company channel Unlimited videos Video newsletter

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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 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 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, 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)	<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