



Datacard

MICROWAVE JOURNAL EMAIL

POSTAL LINK

54,036 Email Addresses \$285/M
 + Deployment Fee \$120/M

-----DATE-----
 September 2010

Microwave Journal Email are design engineers, project managers and executives with key decision-making power. These industry experts are directly involved in their firms' specifications and purchasing plans for a variety of products.

-----MINIMUM-ORDER-----
 5,000

They rely on Microwave Journal to get the best technical research and development news about wireless productivity and wave frequency. They work in both the commercial and military sectors - industries varying from radar and communications to automotive and security products. Subscribers are design engineers working in the RF, Microwave and Millimeter Wave spectrum. They are also computer-aided design analyzers who design amplifiers, oscillators and other components that make up cell phones, play stations and other useful handheld electronics.

-----MEDIA-----
 Email

-----SELECTIONS-----
 State \$10/M
 SCF \$10/M
 Zip \$10/M
 Business/Industry \$15/M
 Job Function \$15/M
 Product \$20/M
 Value of Purchase \$20/M

JOB FUNCTION:

General and/or Corporate Management	1,324
Design/Development Eng-Management	1,625
Design/Development Eng-Engineering	6,311
Engineering Services - Management	652
Engineering Services - Engineering	1,552
Research & Development - Management	479
Research & Development - Engineering	2,078
Manufacturing & Production - Management	304

---TRANSMISSION-RATES---

- * HTML \$50/F
- * Suppression \$150/F Min. (Under 300,000), \$600 Max. additional services/fees may apply
- * Tracking available upon request
- * Transmission: 24 working hours after test approval
- * All transmissions must be completed through

Manufacturing & Production - Engineering	498	Statistics
Engineering Support	563	
Purchasing & Procurement	161	---ADDITIONAL-CHARGES---
Applications Eng, Sales & Marketing	726	* 2 Test included, each
Educators	739	additional retest \$50/F
		* A/B Split \$150/M

BUSINESS/INDUSTRY:

Radar Systems	563	* Image hosting \$50/F per image
Ground Support Equipment	216	* Domain Suppression \$150/F
Communications Systems & Equipment	4,141	* Personalization available upon request \$10/M
Test & Measurement Equipment	1,149	* Additional services/fees may apply please inquire
Active Components	372	
Passive Components	783	
Materials, Hardware	201	
Industrial/Commercial Control	651	
Industrial/Academic/R&D Labs	1,064	
Government/Military: Research, Design and Engineering	1,227	Sample Mailing Piece Required
Cellular Systems & Equipment	688	
Automotives/Transportation	282	
Consumer Electronics	298	20% Commission to Recognized Brokers
User - Government/Military	960	
User - Industrial/Commercial	936	
User - Technical Library	151	Can Spam Suppression Required - Inquire for Pricing
Semiconductor, RFICS, MMICS	1,181	
Medical Equipment	359	

ANNUAL VALUE OF PURCHASE:

Less than \$10,000	3,479
\$10,000 - \$49,999	2,737
\$50,000 - \$99,999	2,640
\$100,000 - \$299,999	2,643
\$300,000 - \$499,999	1,437
\$500,000 or More	3,516

PRODUCTS:

Amplifiers (Low Noise)	8,802
Amplifiers (Power)	7,925
Tubes or Tube Amplifiers	3,115
Solid State Oscillators	5,398
Antennas & Accessories	7,523
CAD Software or Services	5,956
General Purpose CBL/Connectors	7,487
Precision/Laboratory CBL/Connectors	5,634
Switches (Mechanical)	5,636
Switches (Solid State)	6,525
Attenuators & Phase Shifters	5,657

Couplers, Hybrids & Power Dividers	7,641
Attenuators & Terminations	7,359
Filters	8,557
Resistors, Capacitors & Inductors	7,149
Isolators & Circulators	6,096
Power Meters	7,082
Signal & Sweep Generators	6,477
Synthesized Signal Sources	5,664
Spectrum Analyzers	7,962
Diodes	5,826
Bipolar Transistors	5,374
GAAS FETS, HBT	5,519
MMICS	5,100
RFICS	4,431
ASICS	2,827
Radar/Navigation	2,604
EW	2,275
Communications	4,816
DSP	4,243
A/D, D/A Converters	4,777
Saw Devices	3,646

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