

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE	JUNE Supplement
EDITORIAL THEME	Radar and Antennas	Satellite and Radio Communications	Test and Measurement	Cables and Connectors	Amplifiers and Oscillators	IEEE MTT-S IMS Show Issue	Semiconductors/MMICs/RFICs	Aerospace & Defense Electronics
BONUS DISTRIBUTION	DesignCon Santa Clara, CA January 31 - February 2 EMV Stuttgart, Germany March 28-30	Mobile World Congress Barcelona, Spain February 27-March 2 SATELLITE Washington, D.C. March 6-9 GOMACTech Reno, NV March 20-23	Microwave & RF Paris, France March 22-23 EDI CON China Electronic Design Innovation Conference Shanghai, China April 25-27 Expo Electronica Moscow, Russia April 25-27	IWCE Las Vegas, NV March 27-31 IEEE MTT-S IMS Honolulu, HI June 4-9	WAMICON Cocoa Beach, FL April 24-25 AUVSI Xponential Dallas, TX May 8-11	IEEE MTT-S IMS Honolulu, HI June 4-9 Space Tech Expo Pasadena, CA May 23-25 Aerospace Electrical Systems Expo Pasadena, CA May 23-25 IEEE MTT-S IMS Show Daily Sponsorship Opportunities	Sensors Expo San Jose, CA June 27-29	Sensors Expo San Jose, CA June 27-29 EDI CON USA Boston, MA September 11-13
Ad Close	December 8	January 10	February 10	February 7	March 10	April 10	May 10	May 5
Ad Material Due	December 15	January 17	February 17	February 14	March 17	April 17	May 17	May 12
Advertiser Bonus Feature	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 and Design	High Frequency Components and PCBs + EDI CON Show Issue	European Microwave Show Issue	Military Microwaves	Passive & Control Components	Government and Military Electronics	5G and IoT New: Company Profile	
BONUS DISTRIBUTION	IEEE EMC & Signal/Power Integrity National Harbor, MD August 7-11	IEEE Autotestcon Schaumburg, IL September 11-14 EDI CON USA Boston, MA September 11-13 EDI CON USA Show Daily Sponsorship Opportunities	EuMW Nuremberg, Germany October 8-13 IEEE CSICS Miami, FL October 22-25 EuMW Show Daily Sponsorship Opportunities	EuMW Nuremberg, Germany October 8-13 MILCOM Tampa, FL November 1-3	AMTA Atlanta, GA October 15-20 COMCAS Tel Aviv, Israel November 13-15 Asia Pacific Microwave Conference Kuala Lumpur, Malaysia November 13-16	IEEE MTT-S Radio and Wireless Symposium January 2018 Mobile World Congress Barcelona, Spain February 2018		
Ad Close	June 9	July 10	August 10	August 7	September 11	October 10	November 10	
Ad Material Due	June 16	July 17	August 17	August 14	September 18	October 17	November 17	
Advertiser Bonus Feature	Catalog Update	Software & Mobile Apps	Web & Video Update	Company Showcase	Catalog Update	Software & Mobile Apps	Company Profile	

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2017 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. 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 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