Editorial Excellence


Editorial Staff

**Pat Hindle, Editor**
Pat parlayed his engineering background into a management role in marketing communications for several leading microwave semiconductor vendors. In his current role as MWJ editor, he is responsible for setting MWJ’s editorial direction and developing marketing opportunities for our clients.

**Cliff Drubin, Associate Technical Editor**
Cliff’s previous experience as a principal engineering fellow leading complex radar programs and managing editor of Raytheon’s corporate publication, Technology Today, serves his current responsibilities of ensuring the scientific merit of our technical content. Cliff is also the lead editor for our monthly commercial and defense reports.

**Gary Lerude, Technical Editor**
Before joining Microwave Journal, Gary’s career spanned the birth and commercialization of GaAs MMICs and now GaN. He’s held engineering, marketing, and business development management roles covering both commercial and defense markets. He currently applies that experience to manage MWJ’s technical content.

**Jennifer DiMarco, Managing Editor**
Jenn’s marketing and publishing experience along with her attention to detail is critical in the production of the magazine. A 13-year veteran of Microwave Journal, Jenn makes sure the magazine adheres to the highest standards of quality.

**Barbara Walsh, Multimedia Staff Editor**
Barbara has been a member of the Microwave Journal team since 2005. She offers support to authors, clients and readers. Barbara handles all past article requests and currently contributes the New Products and Around the Circuit sections of Microwave Journal.

**Richard Mumford, International Editor**
Serving as MWJ’s liaison to the international microwave community, Richard files his monthly international report and contributed articles from our London office.

**Leslie Nikou, Multimedia Staff Editor**
Leslie utilizes her experience as a news writer/producer to deliver polished editorial content in each print issue and online. Leslie’s monthly columns include the events calendar and marketing updates. She also produces the weekly Microwave Flash digital newsletter.

**Katie Huang, Staff Editor**
Katie brought her many years of experience with Portable Design China to MWJ China’s 2012 launch. She serves as the primary editorial contact in China, working with the entire editorial team to deliver MWJ’s technical expertise to the Chinese engineering community.

Microwave Journal is the only trade journal to peer review technical features before publication to ensure that they are accurate, timely and useful.

A recent survey of MWJ Subscribers* revealed the following insights:

- 67% have been subscribers for 5 years or more, 28% have been subscribers for 20+ years
- 66% spend at least an hour reading each issue
- 47% keep each issue for future reference
- 73% pass their copy along to at least one other person
- 74% have bought, specified or approved the purchase of products/services based on information seen in MWJ

*Source: An emailed survey sent to 34,844 Microwave Journal subscribers with a 5.5% response rate.
Your MWJ display ad is seen in print, digital and mobile formats.

A Global Audience of Design Engineers

MWJ is the most read, most useful and top choice for RF/microwave engineers. MWJ clients benefit from added-value exposure and social media promotion.

50,000
Magazine Subscribers

55,397
Web Registrants

Targeted Audience

Here’s how attendees at the 2014 IEEE MTT-S International Microwave Symposium ranked publications serving the RF/MW industry.*

<table>
<thead>
<tr>
<th>Question</th>
<th>Publication</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Which of the following publications do you read?</td>
<td>Microwave Journal</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Microwaves &amp; RF</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>High Frequency Electronics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Microwave Product Digest</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Microwave Engineering Europe</td>
<td>5</td>
</tr>
<tr>
<td>2. Which one of the following publications is most useful to your work?</td>
<td>Microwave Journal</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Microwaves &amp; RF</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Microwave Product Digest</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>High Frequency Electronics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Microwave Engineering Europe</td>
<td>5</td>
</tr>
<tr>
<td>3. Which magazine would you receive if you could only choose one?</td>
<td>Microwave Journal</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Microwaves &amp; RF</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>High Frequency Electronics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Microwave Product Digest</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Microwave Engineering Europe</td>
<td>5</td>
</tr>
</tbody>
</table>

*Source: Survey conducted by MP Associates, exhibition managers of IMS, as part of their post-show analysis. Does not include society publications.
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>EDITORIAL THEME</th>
<th>BONUS DISTRIBUTION</th>
<th>AD CLOSE</th>
<th>AD MATERIAL DUE</th>
<th>ADVERTISER BONUS FEATURE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radar and Antennas</td>
<td>DesignCon Santa Clara, CA January 27-30</td>
<td>December 10th</td>
<td>December 17th</td>
<td>Catalog Update</td>
</tr>
<tr>
<td>MARCH</td>
<td>Test and Measurement</td>
<td>Microwave &amp; RF Paris, France April 1-2 EDI CON Electronic Design Innovation Conference Beijing, China April 16-16</td>
<td>WAMICON Cocoa Beach, FL April 13-15</td>
<td>February 11th</td>
<td>February 18th</td>
</tr>
<tr>
<td>MARCH</td>
<td>Supplement Cables and Connectors</td>
<td>IEEE MTT-S IMS Phoenix, AZ May 16-22</td>
<td>February 6th</td>
<td>February 17th</td>
<td>Literature Showcase</td>
</tr>
<tr>
<td>APRIL</td>
<td>IEEE MTT-S IMS Show Issue</td>
<td>IEEE MTT-S IMS Phoenix, AZ May 16-22 AUVSI Atlanta, GA May 4-7</td>
<td>IEEE MTT-S IMS Show Daily Sponsorship Opportunities</td>
<td>March 11th</td>
<td>March 18th</td>
</tr>
<tr>
<td>MAY</td>
<td>Amplifiers and Oscillators</td>
<td>Space Tech Expo Long Beach, CA May 19-21</td>
<td>April 10th</td>
<td>April 17th</td>
<td>Catalog Update</td>
</tr>
<tr>
<td>MAY</td>
<td>Supplement Aerospace &amp; Defense Electronics</td>
<td>EW Europe Stockholm, Sweden May 25-28</td>
<td>EuMW Paris, France September 6-11</td>
<td>April 7th</td>
<td>April 16th</td>
</tr>
<tr>
<td>JUNE</td>
<td>Semiconductors MMICs/RFICs</td>
<td>IEEE EMC/EMC Europe Dresden, Germany August 16-22</td>
<td>May 8th</td>
<td>May 15th</td>
<td>Web Update</td>
</tr>
<tr>
<td>JULY</td>
<td>RF &amp; Microwave Software and Design</td>
<td>EuMW Paris, France September 6-11 CTIA Super Mobility Week Las Vegas, NV September 9-11</td>
<td>EuMW Show Daily Sponsorship Opportunities</td>
<td>July 10th</td>
<td>July 17th</td>
</tr>
<tr>
<td>AUGUST</td>
<td>European Microwave Week Show Issue</td>
<td>AMTA 2015 Long Beach, CA October 25-30</td>
<td>August 13th</td>
<td>August 20th</td>
<td>Web Update</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Satellite and Radio Communications</td>
<td>MILCOM Tampa, FL October 26-28</td>
<td>August 10th</td>
<td>August 19th</td>
<td>Literature Showcase</td>
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<tr>
<td>SEPTEMBER</td>
<td>Supplement Military Microwaves</td>
<td>Asia Pacific Microwave Conference Nanjing, China December 1-4</td>
<td>IEEE AutoTest National Harbor, MD November 2-5</td>
<td>September 10th</td>
<td>September 17th</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Passive &amp; Control Components</td>
<td>Government and Military Electronics</td>
<td>GDMACTech St. Louis, MO March 23-26</td>
<td>October 9th</td>
<td>October 16th</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Mobile Communications and Infrastructure</td>
<td>Mobile World Congress Barcelona, Spain February 2016</td>
<td>October 6th</td>
<td>October 13th</td>
<td>Company Showcase</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Supplement Industrial, Scientific and Medical Applications</td>
<td>IEEE MTT-S Radio and Wireless Symposium January 2016</td>
<td>November 11th</td>
<td>November 18th</td>
<td>Web Update</td>
</tr>
</tbody>
</table>
Special Supplements*

Cables and Connectors
March
Bonus Distribution: IEEE MTT-S IMS

Aerospace & Defense Electronics
May
Bonus Distribution: EW Europe EuMW

Military Microwaves
September
Bonus Distribution: MILCOM

Mobile Communications & Infrastructure
November
Bonus Distribution: Mobile World Congress 2016

Added-value Bonus Features for MWJ Advertisers*

Catalog Updates
Qualified advertisers receive two FREE 1/6 page, 4C features to promote their catalog or brochure.

Web Updates
This 1/6 page quarterly feature is available FREE to advertisers and features a graphic from the company’s website.

Software and Mobile Apps
FREE to qualified advertisers, this 1/6 page feature highlights engineering design tools and mobile apps.

High Impact Print

Inserts/Outserts/Belly Bands
Inserts and outserts are a cost-effective way to get your brochure, data sheet, white paper or similar literature into the hands and screens of 50,000 design engineers. Belly bands wrap your message around the cover for maximum exposure and are ideal for show issues and new product launches. Supply printed or have MWJ print.

Augmented Reality
AR is cutting-edge technology that allows advertisers to create a digital experience for readers by embedding video and other rich media into their ads, connecting the reader to enhanced content. It brings your ad to life by adding layers of digital information which can be launched with the readers’ smartphone or tablet.

Cost: $500 per setup

*See the 2015 Editorial Calendar, page 4, for details
The Home Page of the Microwave Industry

Reach more than 55,000 registered users with your banner ad, exclusive sponsorship, webinar or white paper.

mwjournal.com is the RF/microwave professionals’ portal to the latest news, industry events, market data, new product information, technical articles and resources.

Home Page Ad Opportunities:
1. Leaderboard
   728 pixels wide x 90 pixels high
   Run of Site
   Maximum of 3 sponsors in rotation
   $3,150/month
   3-consecutive-month minimum

2. Beltway
   120 x 60
   Home Page
   No rotation
   $2,500/month
   3-consecutive-month minimum

3. Skyscraper
   160 x 600
   Home Page
   Maximum of 3 sponsors in rotation
   $2,125/month
   3-consecutive-month minimum

4. Baseboard
   728 x 90
   Run of Site
   Maximum of 3 sponsors in rotation
   $2,125/month
   3-consecutive-month minimum

5. Boombox
   300 x 250
   Run of Site
   Maximum of 3 sponsors in rotation
   $3,150/month (above fold)
   $2,700/month (below fold)

All rates on these pages are at the net rate.

In-Article Advertising:
300 x 250
Positioned within all current and archived issue articles. Maximum of 3 sponsors in rotation.
$2,300/month (above fold)
$1,900/month (below fold)

Formats: jpg, gif, swf and other image formats (animation is acceptable) or third party ad codes such as BurstMedia, ValueClick, FlyCast, etc.
File size: under 60k

Which of the following websites do you find most useful?

- mwjournal.com 36%
- microwaves101.com 27%
- rfcafe.com 13%
- mwrf.com 6%
- rfglobalnet.com 6%

*Source: An emailed survey sent to 34,844 Microwave Journal subscribers with a 5.5% rate of response. Four other websites were cited at 5% or less.

41,000 visitors per month on average;
115,000 page views per month
High Impact/Rich Media
Rich media options take online advertising messages beyond static banners, allowing a deeper user experience and more involved messaging. Rich media options include, but are not limited to:

Welcome ads (also known as Cover, Roadblock or Interstitial) Ad Unit:
Cover ads are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user’s browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 640x480 or 800x600 pixels
Formats: gif, animated gif, jpeg, Flash
File Size: 40k or less
Most 3rd Party Ad tags can be accommodated but require testing prior to deployment
$2,900/week (net)

Wallpaper Ad Unit:
Wallpaper ads are high impact image ads that display in the empty space in the left and right sides of the browser window around the website content.

Banner sizes: 1260x590, 1260x625, 1260x845, 1380x720, 1580x870 pixels
File format: gif, jpeg, no animation
File size: 80k or less
$2,900/week (net) - Two consecutive weeks maximum

Custom Rich Media:
Expandable pencil banner that pushes down when the page is loaded or on mouse over (993 pixels wide placed below main navigation bar and expands to 300 pixels tall).

Channel Marketing
MWJ website content is segmented by market sector to enable our audience to quickly view content relevant to their particular interests. This content includes news, articles, events and white papers. For advertisers, these channels provide the opportunity to target these specific buyers with multiple messages. Exclusive sponsorship provides ownership of the channel with four banner ads appearing on the landing page and all content pages of the channel. Dedicated email promotions drive traffic to the channels.

Current Channels Include:
- 5G/ Massive MIMO
- Aerospace & Defense
- Cellular/4G/LTE
- Industrial/Scientific/Medical
- RFID/GPS/Location
- RFIC
- Small/Pico/Femto Cells
- Software/EDA
- Test & Measurement
Additional channels are available on request.
Microwave FLASH
Distributed weekly to more than 39,000 subscribers
Microwave FLASH delivers the latest news, industry outlook, white papers and upcoming events to a global audience of RF/microwave professionals every week.
Sponsorship includes:
- 600 x 77 Leaderboard Banner
- Website link

Cost:
$ 3,000 per edition
$ 3,500 for the IMS editions of May 13 and May 20 and the EuMW editions of September 2 and 9

Also Available:
Embedded Ad: $1,500 Character limit (with spaces) 425

Microwave ADVISOR
Distributed weekly to more than 37,000 subscribers
Microwave ADVISOR delivers the latest product announcements to a targeted audience of buyers.
Exclusive sponsorship includes:
- 600 x 77 Leaderboard Banner
- Website link

Cost:
$ 2,600 per edition
$ 3,000 for the IMS editions of May 12 and 19 and the EuMW editions of September 1 and 8

Military Microwaves
Distributed monthly to more than 30,000 subscribers
This targeted newsletter delivers news, new products and upcoming events. It features in-depth analysis of the defense sector by renowned industry experts.

Cost:
Leaderboard: $ 2,600 per edition
Boombox: $ 2,600 per edition

Also Available:
Embedded Ad: $1,500 Character limit (with spaces) 425
Microwave Messenger
MWJ now offers ePostcards for maximum impact. Customize your message and pick your targeted audience of 10,000 design engineers from our database.

Specifications:
- One image at 393 x 284 pixels
- Up to 75 words of text
- Logo
- Website link

Cost: $3,000 per broadcast

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Show Daily Newsletters
Distributed to more than 30,000 subscribers

Microwave Journal provides extensive coverage of the IEEE MTT-S IMS, EDI CON and European Microwave Week events with pre-show, post-show and daily reporting from the conferences and exhibitions.

A limited number of exclusive sponsorships are available for each event, providing the opportunity to drive traffic to your booth and to reach those engineers not attending the live event.

- Banner Ad
- Exhibition Spotlight

Cost: $3,000 per edition

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Custom Newsletters
Microwave FLASH Focus – Distributed to more than 35,000 subscribers

Let the editors of Microwave Journal create a content-rich newsletter focused on your company’s products, market or technology.

The newsletter includes technical articles, current news, industry analysis and upcoming events, all of which are relevant to your company’s products or services.

Exclusive sponsorship includes:
- 600 x 77 leaderboard banner
- Two embedded ads within the body of the newsletter
- Your products/news/white papers/technical articles included in the content

Cost: $5,000
White Paper Program
Deliver your company’s technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels, including:

- Inclusion in the monthly print advertisement with company logo
- Inclusion in the print magazine “Online Table of Contents”
- Placement on the HOMEPAGE of mwjournal.com during 1st month
- Inclusion in the Microwave FLASH newsletter, delivered to 36,000 subscribers
- Archived in the eLearning/White Papers section of the MWJ website permanently
- Sales leads captured and delivered via email

**Net Cost:**
1X = $1,500; 4X = $5,000; 6X = $7,500; 12X = $12,000

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Frequency Matters
A NEW program in which MWJ editors present the latest industry news, products and upcoming events in a professionally videotaped and edited bi-weekly format. Your sponsorship includes:

- Logo on promotional items including an email blast for each episode and homepage featured item
- Logo on video landing page
- Logo on video introduction and sponsorship mention on each episode

**Net Cost:** $2,500/month
Three consecutive month minimum

Video Promotional Program
Drive traffic to your corporate videos or product demonstration videos:

- Highlighted on the MWJ homepage “Featured News” section
- Highlighted on MWJ’s “Featured Video” section
- Promoted on LinkedIn groups and on Facebook and Twitter
- Dedicated email broadcast promoting video

**Net Cost:** $ 5,000

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Social Media
Social media is an important component to many companies’ marketing programs. Microwave Journal has actively built numerous social media communities, including the LinkedIn “RF and Microwave” group, with membership of 25,000. Our Facebook presence has more than doubled in the past year to 2,200 and our Twitter followers are in the thousands and growing rapidly.

At MWJ, we work with our clients to promote their news, product launches and events through multiple social media channels as an impactful added-value that is unique to MWJ advertisers.
Webinars and Online Panels

Generate Qualified Leads

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects.

Choose from a custom webinar that delivers your company’s new product launch and technological expertise, or the Besser and Strategy Analytics series’ that offers free RF/microwave training and market analysis. These webinars attract large audiences and provide great branding opportunities for your company.

Sponsorship Includes:

- Sponsor’s executives participate on the panel (custom webinars only)
- Event promotion on mwjournal.com
- Event promotion in email newsletters
- Event promotion in Microwave Journal
- Attendee names and demographics
- Sponsor’s slides and message
- Sponsor’s logo on all webinar materials: Banner ads, Email invitations and Registration Page
- Numerous email blasts to MWJ database

Benefits Include:

- Excellent lead generation
- Full contact information provided on all registrants
- Allows for potential direct follow-up contact with attendees
- Ability to add qualifying questions to the registration form
- Available for “on demand” viewing, providing long-term lead-generation
- Q&A session provides market insight and audience interaction

**FACTS:**

- MWJ Webinars attracted more than 400 registrants on average in 2014.
- MWJ promoted and/or produced more than 70 webinars in 2014.
Microwave Journal
Buyer’s Guide
Maximize your exposure to qualified buyers

With a database of more than 1,250 companies, the MWJ online Buyer’s Guide is the RF/microwave engineers’ source for products and services. Users navigate logically through sharply defined product categories in their search. Traffic is directed to the Buyer’s Guide from within the website and the Microwave ADVISOR newsletter, making this one of the most active sections of the site.

All Vendor View companies have their products included in rotation in the weekly Microwave ADVISOR newsletter, driving traffic to their storefront and generating qualified leads.

The Vendor View is a Buyer’s Guide storefront that gives your company premium exposure in all relevant product categories. It moves your company to the top of the search results and provides engineers with one-stop access to your company’s news releases, product announcements, white papers, literature, articles, events and multimedia presentations. Users can link directly to your website, generating high quality sales leads instantly.

$6,000/yr for up to 6 product categories; $1,000 for every additional 6 categories
12–month minimum

Print advertisers receive a 50% discount on Vendor Views

Buyer’s Guide Ad Opportunities:

1. Premium Boombox
   300 x 250
   Appears on Buyer’s Guide Homepage and on every sub-category.
   Maximum of 3 sponsors in rotation
   $1,300/month
   3-consecutive-month minimum

2. Boombox
   300 x 250
   Appears on Buyer’s Guide Homepage and on every sub-category.
   Maximum of 3 sponsors in rotation
   $650/month
   3-consecutive-month minimum

Classifieds

NEW Microwave Journal now offers a classified section on our website. Companies or individuals can post ads for used equipment, recruitment, sales reps/distributors and miscellaneous items. Simply go to mwjournal.com/classifieds, enter the information and pay the nominal cost of $50 per listing by credit card. It couldn’t be easier!
Digital Edition
15,000 Qualified MWJ Subscribers receive the digital edition of the magazine
In addition to your display ad, there are numerous opportunities to expand your presence in the digital edition with sponsorships, banner ads, interactive and rich media.

Advertising options include:

Cover Sponsorship
Location: Right side following cover
Size: Full Page

Blow-In
Location: Overlays page(s) of choice
Size: 500w x 300h pixels (max)

Leaderboard Ad
Location: Above the issue
Size: 728w x 90h pixels

Button Ad
Location: Bottom of Table of Contents
Size: 180w x 150h pixels (max)

Belly Band
Location: Overlays page(s) of choice
Size: 500w x 175h or 800w x 175h for spread

Navigation Bar Ad
Location: Above the issue, in the toolbar
Size: 230w x 28h pixels

New Issue Email Alert

Visit mwjournal.com/advertising for additional specs and rates

Mobile App
5,000 users and growing!
The Microwave Journal mobile app is available for Android and iOS smartphones and tablets and includes a mobile version of the magazine plus RSS feed updates for items such as industry news and blog postings.

Advertising options include:

Sponsor Launch Images
Location: Displays on the device while the app loads
Size: Smartphone - 640w x 960h pixels
      Tablet - 1536w x 2048h pixels

Banner Ads
Location: Various views throughout app
Size: Small - 320w x 50h pixels
      Medium - 728w x 90h pixels
      Large - 960w x 90h pixels

Interstitial Ads
Location: Between article pages
Size: To appear full screen

Full Page Print Ads
Location: Between article pages
Size: To appear full screen

Multimedia (Video/Audio)
Location: Select page, page position
Size: 100 MB maximum

Interactive Modules (Slideshow/Animation)
Location: Select page, page position
Size: Portrait - 576w x 768h pixels
      Landscape - 768w x 576h pixels
# Microwave Journal China

10,000 Qualified Circulation

Join the growing list of advertisers that are utilizing the Microwave Journal brand to expand their presence in China.

## 2015 Schedule:

<table>
<thead>
<tr>
<th>Theme</th>
<th>JAN/FEB</th>
<th>MAR/APR</th>
<th>MAY/JUN</th>
<th>JUL/AUG</th>
<th>SEP/OCT</th>
<th>NOV/DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wireless Communications</td>
<td>Test and Measurement</td>
<td>Connectivity Solutions</td>
<td>Antennas &amp; EMC/EMI</td>
<td>RF Semiconductors &amp; Software</td>
<td>Passive and Control Components</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>Mobile World Congress Barcelona March 2-5</td>
<td>electronica China Shanghai March 17-19</td>
<td>IEEE MTT-S IMS Phoenix, AZ May 16-22</td>
<td>EMC/MW China Beijing July</td>
<td>PT-EXPO Beijing September</td>
<td>China Hi-Tech Fair Shenzhen November</td>
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<tr>
<td></td>
<td>EDI CON China Beijing April 14-16</td>
<td></td>
<td></td>
<td>Portable Innovate Shenzhen August 1-3</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>EuMW Paris September 6-11</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Space Deadline | December 19th | February 20th | April 25th | June 27th | August 22nd | October 24th |
| Material Deadline | December 26th | February 25th | May 2nd | July 3rd | August 29th | October 31st |

### Rates:

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
<th>1/4 PAGE</th>
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<tr>
<td>1X</td>
<td>$3,150</td>
<td>$3,390</td>
<td>$1,980</td>
<td>$1,520</td>
<td>$1,100</td>
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<td>3X</td>
<td>$2,940</td>
<td>$2,240</td>
<td>$1,840</td>
<td>$1,370</td>
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<td>6X</td>
<td>$2,730</td>
<td>$2,080</td>
<td>$1,730</td>
<td>$1,260</td>
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<tr>
<td>12X</td>
<td>$2,420</td>
<td>$1,840</td>
<td>$1,580</td>
<td>$1,100</td>
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### Special Positions:

<table>
<thead>
<tr>
<th>Position</th>
<th>US $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover II</td>
<td>4,200</td>
</tr>
<tr>
<td>Cover III</td>
<td>3,680</td>
</tr>
<tr>
<td>Cover IV</td>
<td>5,040</td>
</tr>
<tr>
<td>Page one</td>
<td>4,200</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>3,990</td>
</tr>
<tr>
<td>Facing Editor Desk</td>
<td>3,990</td>
</tr>
<tr>
<td>Other specified positions</td>
<td>+ 10%</td>
</tr>
</tbody>
</table>

### eMagazine Rates:

<table>
<thead>
<tr>
<th>Position</th>
<th>US $ per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>eMagazine download</td>
<td>FREE</td>
</tr>
<tr>
<td>Notice - Sponsor logo</td>
<td>$520</td>
</tr>
<tr>
<td>Login page - Text ad</td>
<td>$720</td>
</tr>
<tr>
<td>Select issue - Sponsor logo</td>
<td>$360</td>
</tr>
<tr>
<td>Refer a friend - Text ad</td>
<td>$520</td>
</tr>
<tr>
<td>Menu Bar (all pages) - Sponsor logo</td>
<td>$280</td>
</tr>
</tbody>
</table>

### Enhanced Ad:

<table>
<thead>
<tr>
<th>Position</th>
<th>US $ per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web link (one)</td>
<td>FREE</td>
</tr>
<tr>
<td>Web link (each additional)</td>
<td>$30</td>
</tr>
<tr>
<td>Add-on Flash function</td>
<td>$650</td>
</tr>
<tr>
<td>Add-on Button with web links Button</td>
<td>$250</td>
</tr>
<tr>
<td>Add-on additional Full Page ad</td>
<td>$650</td>
</tr>
</tbody>
</table>

---

All rates are at the GROSS amount. See page 18 for ad specifications.
Website Rates:

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
<th>US $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Banner (Exclusive)</td>
<td>640 x 400</td>
<td>one week: $500; two weeks: $ 950; four weeks: $1,800</td>
</tr>
<tr>
<td>Leaderboard (Top Banner)</td>
<td>728 x 90</td>
<td>$2,100</td>
</tr>
<tr>
<td>R1, 2 Rectangular Banner</td>
<td>120 x 120</td>
<td>$1,300</td>
</tr>
<tr>
<td>L1 Rectangular Banner</td>
<td>180 x 150</td>
<td>$1,300</td>
</tr>
<tr>
<td>L2 Skyscraper</td>
<td>180 x 600</td>
<td>$1,500</td>
</tr>
<tr>
<td>L3, 4, 5 Rectangular Banner</td>
<td>180 x 150</td>
<td>$700</td>
</tr>
<tr>
<td>Anchor (Bottom Banner)</td>
<td>728 x 90</td>
<td>$1,000</td>
</tr>
<tr>
<td>Prime Products</td>
<td>140 x 100</td>
<td>$945</td>
</tr>
<tr>
<td>Logo Sponsor</td>
<td>100 x 50</td>
<td>$320</td>
</tr>
</tbody>
</table>

Exclusive Banner add 50%, exclusive top/bottom add 100% $8,000

Run of Site. Maximum 3 sponsors in rotation.

eFocus eNewsletter Rates:

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
<th>Format</th>
<th>US $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>728 x 90</td>
<td>JPG/GIF</td>
<td>$2,100</td>
</tr>
<tr>
<td>Banner 1</td>
<td>300 x 60</td>
<td>JPG/GIF</td>
<td>$1,300</td>
</tr>
<tr>
<td>Banner 2</td>
<td>300 x 60</td>
<td>JPG/GIF</td>
<td>$1,150</td>
</tr>
<tr>
<td>Banner 3</td>
<td>300 x 60</td>
<td>JPG/GIF</td>
<td>$1,000</td>
</tr>
<tr>
<td>Video Snapshot 1</td>
<td>N/A</td>
<td>JPG/GIF</td>
<td>$700</td>
</tr>
<tr>
<td>Video Snapshot 2</td>
<td>N/A</td>
<td>JPG/GIF</td>
<td>$700</td>
</tr>
<tr>
<td>Video Snapshot 3</td>
<td>N/A</td>
<td>JPG/GIF</td>
<td>$700</td>
</tr>
</tbody>
</table>

Geographical

37.6% East China
23.5% South China
19.6% North China
14.1% West China
5.2% Central China

Reach our extensive online audience with your banner ad, eNewsletter sponsorship, webinar or white paper. MWJournalChina.com is the leading source for industry news, events, market data, new product information, expert blogs, technical articles and forums.

mwjournalchina.com
network in Europe

EUROPE’S PREMIER MICROWAVE, RF, WIRELESS AND RADAR EVENT

EuMW 2015 will be held in Paris. Bringing industry, academia and commerce together, European Microwave Week 2015 is a SIX day event, including THREE cutting edge conferences and ONE exciting trade and technology exhibition featuring leading players from across the globe. EuMW 2015 will offer you the unique opportunity to be connected to the future of microwave technology.

2014 Highlights

• 8000 sqm of gross exhibition space
• 5000 key visitors from around the globe
• 1700 - 2000 conference delegates
• In excess of 250 international exhibitors

European Microwave Week

Organized by:

European Microwave Association

Exhibition Organized by:

Official Publication:

horizon house®

Microwave Journal
EDI CON is an industry-driven conference/exhibition targeting RF, microwave, EMC/EMI, and high-speed digital design engineers and system integrators developing products for today’s communication, computing, RFID, wireless, navigation, aerospace and related markets. The integrated technical program and exhibition presents hands-on, practical solutions for enhancing physical design at the semiconductor, module, PCB and system-levels.

THE EVENT FOR RF/MICROWAVE, HIGH SPEED DIGITAL AND EMC/EMI DESIGN

2014 Highlights

• 1979 total attendance
• 1466 unique delegates
• 78 exhibiting companies
• 19 attending media organizations

Hero Sponsor:

Diamond Sponsor:

Corporate Sponsor:

Gold Sponsors:

Organized by:

www.EDICONCHINA.com
All rates at Gross in US Dollars, international rates determined by current exchange rates.
Black and white, per page and fractions. All measurements are width x height.

### Full Page

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$7540</td>
</tr>
<tr>
<td>3x</td>
<td>$7050</td>
</tr>
<tr>
<td>6x</td>
<td>$6680</td>
</tr>
<tr>
<td>12x</td>
<td>$6370</td>
</tr>
<tr>
<td>18x</td>
<td>$6155</td>
</tr>
<tr>
<td>24x</td>
<td>$5975</td>
</tr>
<tr>
<td>30x</td>
<td>$5815</td>
</tr>
<tr>
<td>36x</td>
<td>$5690</td>
</tr>
</tbody>
</table>

Mechanical Requirements:
- Trim: 7-13/16" x 10-3/4" (198mm x 273mm)
- Bleed: 8-5/16" x 11-1/4" (211mm x 286mm)

### 1/2 Page - Horizontal & Vertical

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4685</td>
</tr>
<tr>
<td>3x</td>
<td>$4375</td>
</tr>
<tr>
<td>6x</td>
<td>$4150</td>
</tr>
<tr>
<td>12x</td>
<td>$3950</td>
</tr>
<tr>
<td>18x</td>
<td>$3815</td>
</tr>
<tr>
<td>24x</td>
<td>$3695</td>
</tr>
<tr>
<td>30x</td>
<td>$3600</td>
</tr>
<tr>
<td>36x</td>
<td>$3525</td>
</tr>
</tbody>
</table>

Mechanical Requirements: Horizontal
- Trim: 7" x 4-7/8" (178mm x 124mm)
- Bleed: 8-5/16" x 5-7/8" (211mm x 149mm)

### Vertical

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4685</td>
</tr>
<tr>
<td>3x</td>
<td>$4375</td>
</tr>
<tr>
<td>6x</td>
<td>$4150</td>
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<tr>
<td>12x</td>
<td>$3950</td>
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<tr>
<td>18x</td>
<td>$3815</td>
</tr>
<tr>
<td>24x</td>
<td>$3695</td>
</tr>
<tr>
<td>30x</td>
<td>$3600</td>
</tr>
<tr>
<td>36x</td>
<td>$3525</td>
</tr>
</tbody>
</table>

Mechanical Requirements: Horizontal
- Trim: 7" x 4-7/8" (178mm x 124mm)

### 1/3 Page - Horizontal, Vertical, Square

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3555</td>
</tr>
<tr>
<td>3x</td>
<td>$3320</td>
</tr>
<tr>
<td>6x</td>
<td>$3145</td>
</tr>
<tr>
<td>12x</td>
<td>$3005</td>
</tr>
<tr>
<td>18x</td>
<td>$2900</td>
</tr>
<tr>
<td>24x</td>
<td>$2795</td>
</tr>
<tr>
<td>30x</td>
<td>$2735</td>
</tr>
<tr>
<td>36x</td>
<td>$2655</td>
</tr>
</tbody>
</table>

Mechanical Requirements: Horizontal
- Trim: 7" x 3-3/8" (178mm x 88mm)

### Vertical

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5735</td>
</tr>
<tr>
<td>3x</td>
<td>$5360</td>
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<tr>
<td>6x</td>
<td>$5065</td>
</tr>
<tr>
<td>12x</td>
<td>$4840</td>
</tr>
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<td>18x</td>
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<tr>
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<td>$4525</td>
</tr>
<tr>
<td>30x</td>
<td>$4415</td>
</tr>
<tr>
<td>36x</td>
<td>$4305</td>
</tr>
</tbody>
</table>

Mechanical Requirements: Vertical
- Trim: 2-3/16" x 10" (56mm x 254mm)

### 1/2 Page Island

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4685</td>
</tr>
<tr>
<td>3x</td>
<td>$4375</td>
</tr>
<tr>
<td>6x</td>
<td>$4150</td>
</tr>
<tr>
<td>12x</td>
<td>$3950</td>
</tr>
<tr>
<td>18x</td>
<td>$3815</td>
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<tr>
<td>24x</td>
<td>$3695</td>
</tr>
<tr>
<td>30x</td>
<td>$3600</td>
</tr>
<tr>
<td>36x</td>
<td>$3525</td>
</tr>
</tbody>
</table>

Mechanical Requirements:
- Trim: 4-9/16" x 7-1/2" (116mm x 190mm)

### 2/3 Page Vertical

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2560</td>
</tr>
<tr>
<td>3x</td>
<td>$2400</td>
</tr>
<tr>
<td>6x</td>
<td>$2275</td>
</tr>
<tr>
<td>12x</td>
<td>$2175</td>
</tr>
<tr>
<td>18x</td>
<td>$2050</td>
</tr>
<tr>
<td>24x</td>
<td>$2025</td>
</tr>
<tr>
<td>30x</td>
<td>$1980</td>
</tr>
<tr>
<td>36x</td>
<td>$1940</td>
</tr>
</tbody>
</table>

Mechanical Requirements:
- Trim: 3-3/8" x 4-7/8" (86mm x 124mm)

### 1/4 Page

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2005</td>
</tr>
<tr>
<td>3x</td>
<td>$1875</td>
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<tr>
<td>6x</td>
<td>$1765</td>
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<td>12x</td>
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<tr>
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<td>$1585</td>
</tr>
<tr>
<td>30x</td>
<td>$1550</td>
</tr>
<tr>
<td>36x</td>
<td>$1500</td>
</tr>
</tbody>
</table>

Mechanical Requirements:
- Trim: 2-3/16" x 4-7/8" (56mm x 124mm)

### 1/6 Page

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$870</td>
</tr>
<tr>
<td>3x</td>
<td>$815</td>
</tr>
<tr>
<td>6x</td>
<td>$760</td>
</tr>
<tr>
<td>12x</td>
<td>$715</td>
</tr>
<tr>
<td>18x</td>
<td>$700</td>
</tr>
<tr>
<td>24x</td>
<td>$675</td>
</tr>
<tr>
<td>30x</td>
<td>$650</td>
</tr>
<tr>
<td>36x</td>
<td>$620</td>
</tr>
</tbody>
</table>

### Two-Page Spread

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$11710</td>
</tr>
<tr>
<td>3x</td>
<td>$10950</td>
</tr>
<tr>
<td>6x</td>
<td>$10360</td>
</tr>
<tr>
<td>12x</td>
<td>$9900</td>
</tr>
<tr>
<td>18x</td>
<td>$9545</td>
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<tr>
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<td>$9250</td>
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<tr>
<td>30x</td>
<td>$9010</td>
</tr>
<tr>
<td>36x</td>
<td>$8795</td>
</tr>
</tbody>
</table>

### Micro Ad

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$870</td>
</tr>
<tr>
<td>3x</td>
<td>$815</td>
</tr>
<tr>
<td>6x</td>
<td>$760</td>
</tr>
<tr>
<td>12x</td>
<td>$715</td>
</tr>
<tr>
<td>18x</td>
<td>$700</td>
</tr>
<tr>
<td>24x</td>
<td>$675</td>
</tr>
<tr>
<td>30x</td>
<td>$650</td>
</tr>
<tr>
<td>36x</td>
<td>$620</td>
</tr>
</tbody>
</table>

### Printing Process
- Web Offset

### Binding Method
- Perfect Bound

### Line Screen
- 133

### Max Density
- 4 Color: 300%

### Materials
- The preferred format for submitting finished ads is a hi-res (300 dpi) PDF file with all fonts and hi-res CMYK images embedded.
- Please see our materials specifications site for additional information: [www.bpc.com/premedia/brown_specs_v4.01.pdf](http://www.bpc.com/premedia/brown_specs_v4.01.pdf)

### Safety
- Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges (Non-bleed ads are listed at the maximum outside dimensions for that space)

### Gutter Safety for Spreads
- Allow 1/4" on each side of Gutter for 1/2" total gutter safety

### Shipping
- You may ship your advertising materials in any of three ways:
  - Physical shipment of advertising materials
    - Attn: Ed Kiessling
      - Microwave Journal
      - 685 Canton Street
      - Norwood, MA 02062
  - Email your advertising materials — files under 10 MB to
    - ads@mwjournal.com
  - Files over 10 MB — Send your materials to our FTP site Call Ed Kiessling at (781) 619-1963 for details
- For any additional ad related questions, please contact:
  - Ed Kiessling
  - Tel: (781) 619-1963
  - ekiessling@mwjournal.com

Orders and contracts are accepted subject to change in rates upon notice from the publisher. Contracts may be cancelled at the time of cancellation. In such an event, the advertiser and/or agency shall be liable for the frequency rate earned at the time of cancellation.

Front covers are not solid. Rates for second, third and fourth covers and preferred positions are available on request.

Visit [mwjournal.com/advertising](http://mwjournal.com/advertising) for Digital Ad Submission Requirements and “Terms and Conditions”
Research Services
Gain a better understanding of your customer’s needs, forecast market trends or explore potential opportunities with our professional research services.

MWJ will work with you to design an effective survey, determine the most targeted audience, deliver it via email and compile the results. All research commissioned by advertisers is conducted on a strictly proprietary and confidential basis.

Consult with your sales representative to discuss your specific needs and to find a custom solution within your budget.

List Rentals
Deliver your message to your targeted audience with an email or postal list rental. Contact our list rental manager:

**Statistics**
For postal information, contact:
Jennifer Felling
Email: j.felling@statistics.com
Phone: (203) 778-8700 ext. 138

For email information, contact:
Turk Hassan
Email: t.hassan@statistics.com
Phone: (203) 778-8700 ext. 144

Discounted rates for contract advertisers.

Reprints
Use Microwave Journal reprints for your promotions.

Take advantage of your editorial coverage in MWJ with high quality, reasonably priced reprints. Use them for promotional mailings, at trade shows or for other marketing initiatives.

Discounted rates for contract advertisers.
Sales Offices

USA
Carl Sheffres
Publisher
685 Canton Street
Norwood, MA 02062
Tel: (800) 966-8526
Tel: (781) 619-1949
Fax: (781) 769-5037
csheffres@mwjournal.com

Eastern and Central Time Zones
Michael Hallman
Eastern Reg. Sales Mgr.
4 Valley View Court
Middletown, MD 21769
Tel: (301) 371-8830
Fax: (301) 371-8832
mhallman@mwjournal.com
NJ, Mid-Atlantic, Southeast, Midwest, TX

Chuck Boyd
Northeast Reg. Sales Mgr.
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Norwood, MA 02062
Tel: (781) 619-1942
Fax: (781) 769-5037
cboyd@mwjournal.com
New England, New York, Eastern Canada

Pacific and Mountain Time Zones
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Western Reg. Sales Mgr.
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Santa Cruz, CA 95060
Tel: (831) 426-4143
Fax: (831) 515-5444
blandy@mwjournal.com
CA, AZ, OR, WA, ID, NV, UT, NM, CO, WY, MT, ND, SD, NE & Western Canada

Ed Kiessling
Traffic Manager
Inside Sales Rep/ Eastern US
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Norwood, MA 02062
Tel: (781) 619-1963
Fax: (781) 769-6178
ekiessling@mwjournal.com

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Tel: +44 207 596 8740
Fax: +44 207 596 8749
rvaughan@horizonhouse.com

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Fax: +49 7125 407 31 08
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Shanghai: +86 21 62511200
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Fax: +972 3 570 6526
liat@oreet-marcom.com

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Tel: +82 2 481-3411
Fax: +82 2 481-3414
yschinn@horizonhouse.com

Japan
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Adachi-Ku
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Tel: +81 90 2551 1996
Tel: +81 3 5691 3335
Fax: +81 3 5691 3336
amskatsu@dream.com

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