

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE
EDITORIAL THEME	Radar and Antennas	High Frequency Components, Boards and Systems	Test and Measurement	Cables and Connectors	Amplifiers and Oscillators	IEEE MTT-S IMS Show Issue	Semiconductors/MMICs/RFICs
BONUS DISTRIBUTION	NATE National Assoc. of Tower Erectors Fort Worth, TX February 18-21	Mobile World Congress Barcelona, Spain February 25-28 EDI CON Electronic Design Innovation Conference Beijing, China March 12-14 SATELLITE 2013 Washington, DC March 18-21	WAMICON Orlando, FL April 7-9	WAMICON Orlando, FL April 7-9 CTIA Wireless Las Vegas, NV May 21-23 IEEE MTT-S IMS Seattle, WA June 2-7	CTIA Wireless Las Vegas, NV May 21-23	IEEE MTT-S IMS Seattle, WA June 2-7 IEEE MTT-S IMS Show Daily Sponsorship Opportunities	
Ad Close	December 10th	January 10th	February 11th	February 9th	March 11th	April 10th	May 10th
Ad Material Due	December 17th	January 17th	February 18th	February 16th	March 18th	April 17th	May 17th
Advertiser Bonus Feature	Catalog Update	Software & Mobile Apps	Web Update	Literature Showcase	Catalog Update	Exhibitor Highlight	Web Update

	JULY	AUGUST	AUGUST Supplement	SEPTEMBER	OCTOBER	NOVEMBER	NOVEMBER Supplement	DECEMBER
EDITORIAL THEME	RF & Microwave Software and Design	Satellite and Radio Communications	Military Microwaves	European Microwave Week Show Issue	Government and Military Electronics	Passive & Control Components	Mobile Communications	Industrial, Scientific and Medical Applications
BONUS DISTRIBUTION	IEEE EMC Denver, CO August 5-9		EuMW Nuremburg, Germany October 6-11 MILCOM San Diego, CA November 19-21	EuMW Nuremburg, Germany October 6-11 AMTA 2013 Columbus, OH October 6-11	Asia Pacific Microwave Conference Coex, Seoul, Korea November 5-8 MILCOM San Diego, CA November 19-21 EuMW Show Daily Sponsorship Opportunities		Mobile World Congress 2014 CTIA Wireless 2014	IEEE MTT-S Radio and Wireless Symposium Newport Beach, CA January 19-22, 2014
Ad Close	June 10th	July 10th	July 7th	August 12th	September 10th	October 10th	October 6th	November 11th
Ad Material Due	June 17th	July 17th	July 14th	August 19th	September 17th	October 17th	October 13th	November 18th
Advertiser Bonus Feature	Catalog Update	Software & Mobile Apps	Literature Showcase	Web Update	Catalog Update	Software & Mobile Apps	Company Showcase	Web Update

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2013 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		
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
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, CTIA 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

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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
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 photo in the title area
Tech Brief	Monthly/Minimum 60 days	<ul style="list-style-type: none"> Same as Product Feature but limited to 1/2 page (picture 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. 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, financial, contract, personnel and rep appointment news Color head-and-shoulder photos will be used with personnel news
New Products	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> High resolution photo (300 dpi)/TIFF and JPG files welcomed
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 a complete color version of the publication; cover only is also acceptable
Web Update	Quarterly/1st of preceding month (March, June, September, December)	<ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers Submit home page screen capture as a TIFF or JPG file
Software & Mobile Apps	1st of preceding month (February, August, November)	<ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers Features engineering design tools & mobile apps Screen capture of software in-use (300 dpi)/TIFF and JPG files welcomed