The Leading Media Brand Serving the RF/Microwave Industry
Microwave Journal is the only trade journal to peer review technical features before publication to ensure that they are accurate, timely and useful.

Editorial Review Board

Dr. I.J. Bahl
F.M. Bashore
A. Chenakin
H. Howe, Jr.
Dr. T. Itoh

Dr. S. Maas
R. Pengelly
Dr. Ajay K. Poddar
Dr. J. Rautio

Dr. U. Rohde
Dr. P. Staekker
D. Swanson
D. Vye
Prof. K. Wu

Editorial Staff

Carl Sheffres
Publisher
Carl has been a part of MWJ for 32 years, leading the brand through the ever-evolving media landscape. He directs the sales and editorial teams while constantly searching for new business opportunities and partnerships. He also plays a prominent role in organizing the live events produced by the company.
csheffres@mwjournal.com
@csheffres

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. He is active on social media and at events doing panels, interviews and videos.
phindle@mwjournal.com
@pathindle - 3,200 followers
LinkedIn - 5,800 followers

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.
glerude@mwjournal.com
@MWJ.Gary - 1,500 followers
LinkedIn - 3,100 followers

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.
cdrubin@mwjournal.com

Jennifer DiMarco
Managing Editor
Jenn’s marketing and publishing experience along with her attention to detail is critical in the production of the print, digital and online content. A 18-year veteran of Microwave Journal, Jenn makes sure the content adheres to the highest standards of quality. She is also involved in the company’s events and manages print publication of guides and collateral pieces.
jdimarco@mwjournal.com
@jndimarco

Winson Xing
Managing Editor, China
Winson has nearly 21 years of experience as an editor of trade magazines covering telecom, optical communication, wireless communication, laser, LED technologies. He joined MWJ China in January 2016. He works with the entire editorial team to deliver MWJ’s technical expertise to the Chinese engineering community.
winsonx@actintl.com.hk

Janine Sullivan Love
Contributing Editor
Janine Love is a contributing editor to the Microwave Journal. She is also editor/associate publisher of Signal Integrity Journal, working closely with the editorial staff and Advisory Board to bring technical, high-value content to readers in digital, video, and print formats. In addition, she serves as the technical program director for EDI CON.
jlove@mwjournal.com
@tb_janine

Ashleigh West
Copy Editor
Ashleigh utilizes her specialized writing background to deliver polished editorial content in each print issue and for MWJ’s online content. Ashleigh’s monthly columns include the events calendar and marketing updates. She also produces the weekly Microwave Flash newsletter and the 5G monthly newsletter, and helps to co-manage MWJ’s social media presence across Facebook, Twitter and Instagram.
awest@mwjournal.com
@MWJEEditor

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.
bwalsh@mwjournal.com
@MWJBarb
Richardson RFPD has worked with Microwave Journal for many years, because they consistently deliver top-notch results with both print and digital ad placements. They reach our target audience, provide good metrics, and offer tremendous exposure via social media and video platforms. The entire Microwave Journal staff has a keen sense of industry trends, as well as being extremely responsive and helpful. We look forward to another successful year with Microwave Journal.

Cynthia Spears, Digital Marketing Specialist, Richardson RFPD
<table>
<thead>
<tr>
<th>MONTH</th>
<th>EDITORIAL THEME</th>
<th>AD CLOSE</th>
<th>AD MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Radar &amp; Antennas</td>
<td>December 10</td>
<td>December 13</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Satellite &amp; Radio Communications</td>
<td>January 10</td>
<td>January 15</td>
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<td>MARCH</td>
<td>Test &amp; Measurement</td>
<td>February 10</td>
<td>February 13</td>
</tr>
<tr>
<td>MARCH Supplement</td>
<td>Cables &amp; Connectors</td>
<td>February 5</td>
<td>February 10</td>
</tr>
<tr>
<td>APRIL</td>
<td>Amplifiers &amp; Oscillators</td>
<td>March 10</td>
<td>March 13</td>
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<td>MAY</td>
<td>5G &amp; IEEE MTT-S IMS Show Issue</td>
<td>April 10</td>
<td>April 15</td>
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<td>JUNE</td>
<td>Semiconductors, MMICs &amp; RFICs</td>
<td>May 11</td>
<td>May 14</td>
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<td>JUNE Supplement</td>
<td>Aerospace &amp; Defense Electronics</td>
<td>May 6</td>
<td>May 11</td>
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<tr>
<td>JULY</td>
<td>RF/Microwave Software &amp; Design</td>
<td>June 6</td>
<td>June 11</td>
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<tr>
<td>AUGUST</td>
<td>European Microwave Show Issue</td>
<td>July 10</td>
<td>July 15</td>
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<td>SEPTEMBER</td>
<td>mmWave Components &amp; Packaging</td>
<td>August 10</td>
<td>August 13</td>
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<tr>
<td>SEPTEMBER Supplement</td>
<td>Military &amp; Aerospace</td>
<td>August 5</td>
<td>August 10</td>
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<tr>
<td>OCTOBER</td>
<td>Passive &amp; Control Components</td>
<td>September 10</td>
<td>September 15</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>5G &amp; IoT</td>
<td>October 9</td>
<td>October 15</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Government &amp; Military Electronics</td>
<td>November 10</td>
<td>November 13</td>
</tr>
</tbody>
</table>

**March • June • September Supplements**

**Survey Says.....**

Microwave Journal is the #1 Print technical journal in the industry

**Reactel relies on Microwave Journal to get our message to the Design Engineers we need to reach. Whether it is Print, Digital, Newsletters or Trade Shows, no other media outlet delivers the audience like Microwave Journal.**

*Jim Assurian,*  
**Vice President, Reactel Incorporated**
PRINT ADVERTISING:
Available in two-page spread, full, 2/3, half, 1/3, 1/4, 1/6 and 1/9 pages.
Contact your sales representative for rates and packages.

All measurements are width x height.

**Full Page**

Size 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**

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

Vertical
Trim: 3-3/8” x 10
(86mm x 254mm)

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

Size Requirements: Horizontal
Trim 7” x 3-3/8”
(178mm x 86mm)

Vertical
Trim 2-3/16” x 10”
(56mm x 254mm)

Square
Trim 4-9/16” x 4-7/8”
(116mm x 124mm)

**1/4 Page**

Size Requirements:
Trim: 3-3/8” x 4-7/8”
(86mm x 124mm)

**1/6 Page**

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

**1/2 Page Island**

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

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

Size Requirements:
Trim 7” x 3-3/8”
(178mm x 86mm)

Vertical
Trim 2-3/16” x 10”
(56mm x 254mm)

Square
Trim 4-9/16” x 4-7/8”
(116mm x 124mm)

**Micro Ad**

Size Requirements:
Trim: 2-3/16” x 3”
(56mm x 76mm)

**Two-Page Spread**

Size Requirements:
Trim: 15-5/8” x 10-3/4”
(396mm x 273mm)

Bleed:
16-1/8” x 11-1/4”
(409mm x 285mm)

**Digital Edition**

18,000+ Qualified MWJ Subscribers receive the digital edition of the magazine and another 4,500 are users of our Mobile App edition. Your MWJ advertising is no longer just a “print ad” – it has a digital life!

mwjournal.com/advertising
<table>
<thead>
<tr>
<th>BANNER ADS</th>
<th>SIZE</th>
<th>LOCATION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. LEADERBOARD</td>
<td>728 x 90 468 x 60 300 x 50</td>
<td>Run of Site Maximum of 3 sponsors in rotation</td>
<td>3× months = $3,150/month</td>
</tr>
<tr>
<td>2. BASEBOARD</td>
<td>728 x 90 468 x 60 300 x 50</td>
<td>Run of Site Maximum of 3 sponsors in rotation</td>
<td>3× months = $2,125/month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Above the fold: 3× months = $3,150/month Below the fold: 3× months = $2,700/month</td>
</tr>
<tr>
<td>3. BOOMBOX</td>
<td>300 x 250</td>
<td>In Article Positioned within all current and archived issue articles Maximum of 3 Sponsors in rotation</td>
<td>Above the fold: 3× months = $2,300/month Below the fold: 3× months = $1,900/month</td>
</tr>
<tr>
<td>4. SPONSORED CONTENT</td>
<td></td>
<td>Featured Sponsored Content positions are available on the homepage</td>
<td>$750/week or $2,500/month</td>
</tr>
</tbody>
</table>

**HIGH IMPACT BANNER ADS**

| WELCOME ADS | 640 x 480 | Home Page | $4,000/week |
| WALLPAPER | 1260 x 590 1380 x 720 1580 x 870 | Left and right sides of the browser window around the website content. | $4,000/week |

**Welcome Ads Wallpaper**

**The Website**
- 157,000+ page views per month
- 68,000+ unique visitors per month
- 90,000+ registered users
<table>
<thead>
<tr>
<th>E-NEWSLETTER SPONSORSHIPS</th>
<th>FREQUENCY</th>
<th>REACH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microwave FLASH</td>
<td>Weekly, Wednesday</td>
<td>35,000</td>
<td>Leaderboard = $3,000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Embedded = $1,500</td>
</tr>
<tr>
<td>Microwave ADVISOR</td>
<td>Weekly, Tuesday</td>
<td>32,000</td>
<td>Leaderboard = $2,600</td>
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<tr>
<td>Aerospace &amp; Defense Products</td>
<td>Monthly</td>
<td>30,000</td>
<td>Embedded</td>
</tr>
<tr>
<td>5G</td>
<td>Monthly</td>
<td>60,000</td>
<td>Top = $2,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Middle = $1,750</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bottom = $1,500</td>
</tr>
<tr>
<td>Show Daily</td>
<td>Daily During Show Coverage</td>
<td>30,000</td>
<td>$3,000 per edition</td>
</tr>
<tr>
<td>Customized: FLASH Focus</td>
<td>Available by Request</td>
<td>30,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Customized: Product Updates</td>
<td>Available by Request</td>
<td>10,000</td>
<td>Targeted</td>
</tr>
<tr>
<td>MICROWAVE MESSENGER ePOSTCARDS</td>
<td>Available by Request</td>
<td>10,000</td>
<td>1x = $3,000</td>
</tr>
<tr>
<td>CUSTOM eBLAST (Client Provided Content)</td>
<td>Available by Request</td>
<td>30,000</td>
<td>1x = $5,000</td>
</tr>
</tbody>
</table>
Digital: Content Marketing

Our 5G Semiconductor Solutions eBook with Microwave Journal was the most effective lead generation program we have utilized to date. We received over 800 leads in the first month, along with high profile promotion and exposure. A great success!

Christopher A. Marshall, CTO, Richardson Electronics

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**eBooks**

- $7,500
  - Co-Sponsored: @4,000

  - 2 dedicated email blasts
  - Inclusion in 1 weekly Flash email newsletter
  - 1 month exposure on home page
  - Social media postings on LinkedIn, targeted LinkedIn groups, Twitter and MWJ Facebook page
  - Sales leads captured and delivered via email

**WHITE PAPERS**

- $1,750
  - 1x

  - $6,000
  - 4x

  - $8,000
  - 6x

- 1x = $1,750
- 4x = $6,000
- 6x = $8,000

- 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 35,000 subscribers
- Dedicated monthly email promo
- Archived in the eLearning/White Papers section of the MWJ website permanently
- Sales leads captured and delivered via email

**WEBINARS**

**Sponsor-Provided Content:**

- Cost: $7,000

**MWJ-Provided Content:**

- Cost: $8,500 (Exclusive)
- $5,000 (Co-Sponsor)

- MWJ staff to moderate the webinar
- Promotion on mwjournal.com
- 2 dedicated email promos
- Promotion in eNewsletters
- Promotion in MWJ magazine (print & digital)
- Sponsors logo on all promo material and presentation slides
- Ability to add up to 4 additional, customized registration questions
- Sponsors receive full contact information on all registrants

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mwjournal.com/advertising
A bi-weekly video newsletter featuring customer videos is delivered to about 30,000 viewers to drive traffic to the video library for maximizing views. Selected videos are also highlighted on the home page and other pages on the site. The platform supplies analytics so that the sponsor sees the performance of each video. Available programs include:

**Video Platform Sponsor: $2,500/yr**
- Logo on the site as a sponsor
- Unlimited uploads of videos to the site (editor’s will approve all submissions)
- Editor’s will curate additional videos into the site as available
- Periodic video highlight in MWJ video newsletter
- Periodic highlight of videos on library landing pages

**Frequency Matters Sponsor: $2,000 per episode or 10 for $10K**
- Linked Logo on promotional items including an email blast for each episode
- Linked Logo on video landing page
- Logo and URL on video and sponsorship mentions at the end of each episode
- Inclusion in the print magazine house ad and online table of contents page
- Optional product promoted live on the show (once per month maximum)

**Video In Booth Demo Production at Trade Shows: $500/demo video; $750/interview video with editor**
Professional video crew will record and produce a 3-5 minute video at your booth during IMS, EuMW or EDI CON China (other events are available – recorded by MWJ Editors)

**$2K/Episode**
**$5K for 3-part series**
- Interview or technical discussion with company executive or expert
- Produced with MWJ Editor
- Featured on home page/social media
- Dedicated email blast

mwjournal.com/advertising
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 traffic to your content. $6,000 Annually Print advertisers receive a 50% discount on Vendor Views

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.

<table>
<thead>
<tr>
<th>BUYER’S GUIDE ADS</th>
<th>SIZE</th>
<th>LOCATION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PREMIUM BOOMBOX</td>
<td>300 x 250</td>
<td>Appears on Buyer’s Guide Homepage and on every sub-category. Maximum of 3 sponsors in rotation</td>
<td>3 consecutive months minimum = $1,300/month</td>
</tr>
<tr>
<td>2. BOOMBOX</td>
<td>300 x 250</td>
<td>Appears on Buyer’s Guide Homepage and on every sub-category. Maximum of 3 sponsors in rotation</td>
<td>3 consecutive months minimum = $650/month</td>
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</table>

All Vendor View companies have their products included in rotation in the weekly Microwave ADVISOR newsletter, driving traffic to their storefront.
May 13-14, 2020
China National Convention Center
Beijing, China
www.EDICONCHINA.com

Drawing 3000 delegates each year in China, EDI CON China celebrates electronic design innovation, covering topics critical for engineers working in RF, microwave, signal integrity, power integrity and EMC/EMI. The exhibition floor offers attendees the chance to learn more about your products, services, and experience demos. All exhibitors are also eligible for the EDI CON China Product Innovation Awards. Various levels of exhibition and sponsorship are available to boost your branding and lead generation opportunities.

• ~3000 unique delegates  • 100+ Exhibitors

September 13-18, 2020
Utrecht, The Netherlands
www.eumweek.com

EuMW 2020 will be held in The Netherlands. Bringing industry, academia and commerce together, European Microwave Week 2020 is a six-day event, including three cutting edge conferences and one dynamic trade and technology exhibition featuring leading companies from around the world. EuMW 2020 offers you the unique opportunity to talk and meet face-to-face with the engineers working on the future of microwave technology.

• ~4500 attendees  • 300+ Exhibitors

www.EDICONONLINE.com

For engineers who struggle to get out of the office, EDI CON Online offers an alternative, complete with free training from some of the leading minds in RF, microwave, signal integrity, power integrity and EMC/EMI. A cost-effective, lead-generating opportunity for sponsors, EDI CON Online 2020 features quarterly 1-day online events focused on a specific design track that your company can be a part of as a platinum sponsor (with keynote), track sponsor, and/or workshop sponsor to directly reach attendees with your messaging.

• ~1500 unique registrants

Contact sales for exhibition and sponsorship opportunities.
PRINT: Focused Issues Featuring

Jan: Radar and Antennas
Feb: Satellite and Radio Communications
Jun Supplement: A&D Electronics
Sep Supplement: Military & Aerospace
Dec: Gov't and Military Electronics

European Microwave Week Defense Forum
Sponsorship and speaking opportunities in Industry Defense & Security Forum run by MWJ

Focused E-newsletters
General military electronics focused products

High Impact Print
Bellyband
Inserts
Outserts

Webinars, White Papers and E-Books
Turn-key lead generation opportunities

Contact your MWJ Sales Rep for more information!
PRINT:
- Feb: Satellite & Radio Communications
- Mar: Test & Measurement
- May: 5G & IEEE MTT-S IMS Show Issue
- Sep: mmWave Components & Packaging
- Nov: 5G & IoT

Focused E-newsletters
5G Newsletters

High Impact Print
- Bellyband
- Inserts
- Outserts

Events
EDI CON Online

September 10, 2019: 5G/IoT (including EMC/EMI)
- Design of a Fully Integrated, Surface Mount 3.5 GHz Doherty GaN PA for 5G Applications
  Robert Smith, Plextek RFI
- EMC Success Strategies for the Internet of Things
  Mike Violette, Washington Laboratories & American Certification Body
- 5G Phased Array Antenna Design,
  Anil Pandey, Keysight Technologies
- mmWave Will Be The Critical 5G Link
  Joe Madden, Mobile Experts Inc.
- 5G and the Future of Low Latency Applications
  Caroline Y. Chan, Intel Corporation

Webinars, White Papers and E-Books
mwjournal.com/advertising
Microwave Journal China
10,000 Qualified Circulation

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

2020 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>
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<tbody>
<tr>
<td>Wireless Communications</td>
<td>Connectivity Solutions/ Interconnect</td>
<td>Test &amp; Measurement</td>
<td>RF Semiconductors &amp; Software</td>
<td>Antennas &amp; EMC/EMI</td>
<td>Passive and Control Components</td>
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<tr>
<th>Space Deadline</th>
<th>January 3</th>
<th>February 21</th>
<th>April 23</th>
<th>June 26</th>
<th>August 22</th>
<th>October 30</th>
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<tr>
<td>Material Deadline</td>
<td>January 10</td>
<td>February 28</td>
<td>April 29</td>
<td>July 3</td>
<td>August 29</td>
<td>November 6</td>
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Rates:

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<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>$3,500</td>
<td>$2,680</td>
<td>$2,200</td>
<td>$1,700</td>
<td>$1,225</td>
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<tr>
<td>3X</td>
<td>$3,300</td>
<td>$2,500</td>
<td>$2,070</td>
<td>$1,550</td>
<td>$1,150</td>
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<tr>
<td>6X</td>
<td>$3,050</td>
<td>$2,300</td>
<td>$1,900</td>
<td>$1,400</td>
<td>$1,100</td>
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<tr>
<td>12X</td>
<td>$2,700</td>
<td>$2,050</td>
<td>$1,775</td>
<td>$1,200</td>
<td>$990</td>
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E-magazine rates available on request.
All rates are at the GROSS amount.

Special Positions:

<table>
<thead>
<tr>
<th></th>
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</tr>
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<tr>
<td>Cover II</td>
<td>$4,490</td>
</tr>
<tr>
<td>Cover III</td>
<td>$3,940</td>
</tr>
<tr>
<td>Cover IV</td>
<td>$5,390</td>
</tr>
<tr>
<td>Page one</td>
<td>$4,490</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>$4,270</td>
</tr>
<tr>
<td>Facing Editor Desk</td>
<td>$4,270</td>
</tr>
<tr>
<td>Other specified positions</td>
<td>+ 10%</td>
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Postal List Rental = $250/CPM
### Website Rates:

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
<th>US $</th>
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<tbody>
<tr>
<td>Leaderboard (Top Banner)</td>
<td>728 x 90</td>
<td>$2,250</td>
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<tr>
<td>R1, 2 Banner</td>
<td>300 x 250</td>
<td>$1,390</td>
</tr>
<tr>
<td>R3, 4, 5 Banner</td>
<td>300 x 250</td>
<td>$950</td>
</tr>
<tr>
<td>Anchor (Bottom Banner)</td>
<td>728 x 90</td>
<td>$1,070</td>
</tr>
</tbody>
</table>

*Run of Site. Maximum 3 sponsors in rotation. Rates listed above are per month.*

<table>
<thead>
<tr>
<th>Welcome Banner</th>
<th>640 x 400</th>
<th>JPG/GIF</th>
<th>One Week</th>
<th>Two Week</th>
<th>Four Week</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$500</td>
<td>$900</td>
<td>$1,500</td>
</tr>
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</table>

### eFocus eNewsletter Rates:

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
<th>Format</th>
<th>US $</th>
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<tbody>
<tr>
<td>Top Banner</td>
<td>728 x 90</td>
<td>JPG/GIF</td>
<td>$2,250</td>
</tr>
<tr>
<td>Banner 1</td>
<td>300 x 60</td>
<td>JPG/GIF</td>
<td>$1,390</td>
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<tr>
<td>Banner 2</td>
<td>300 x 60</td>
<td>JPG/GIF</td>
<td>$1,230</td>
</tr>
<tr>
<td>Banner 3</td>
<td>300 x 60</td>
<td>JPG/GIF</td>
<td>$1,070</td>
</tr>
<tr>
<td>Video Snapshot 1</td>
<td>N/A</td>
<td></td>
<td>$750</td>
</tr>
<tr>
<td>Video Snapshot 2</td>
<td>N/A</td>
<td></td>
<td>$750</td>
</tr>
<tr>
<td>Video Snapshot 3</td>
<td>N/A</td>
<td></td>
<td>$750</td>
</tr>
</tbody>
</table>

### Resources Center: $500 (US $)
- Distribute your latest product information to 15,000 industry professionals
- Deliver in eNewsletter format, directly to the screens
- Readers can easily download, email addresses will be collected and provided to advertisers

### Geographical

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East China</td>
<td>37.6%</td>
</tr>
<tr>
<td>South China</td>
<td>23.5%</td>
</tr>
<tr>
<td>North China</td>
<td>19.5%</td>
</tr>
<tr>
<td>West China</td>
<td>14.1%</td>
</tr>
<tr>
<td>Central China</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

### Email Database:
- 28,000+ qualified contacts
- eDirectMail: $350/CPM (5K Minimum Order)

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