MEDIA KIT 2021

INTEGRATED MARKETING SOLUTIONS

PRINT
DIGITAL
EVENTS

The Leading Media Brand Serving the RF/Microwave Industry
Editorial Excellence


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. Staecker  
D. Swanson  
D. Vye  
Prof. K. Wu

Editorial Staff

Carl Sheffres  
Publisher
Carl has been a part of MWJ for 33 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 - 3,500 followers  
LinkedIn - 7,000 followers

Gary Lerude  
Technical Editor
Before joining Microwave Journal, Gary’s career spanned the birth and commercialization of GaAs MMICs and new 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  
@MWJGary - 1,800 followers  
LinkedIn - 4,000 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, event and online content. A 19-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  
@jdimarco

Winson Xing  
Managing Editor, China
Winson has nearly 22 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

Kelley Roche  
Copy Editor
Kelley joined the Microwave Journal team in February 2020. She utilizes her previous experience in the print industry to assist the editorial and sales teams with online news items and editorial review. Kelley also puts together the event sections each month, along with assisting with exposure on social media and weekly editorial production of the Flash Newsletter and bi-monthly 5G Newsletter.

kroche@mwjournal.com  
@MWJEditor - 1,200 followers

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

mvjournal.com/ERB
GLOBAL AUDIENCE

132,000 Unique Monthly Visitors
50,000 Print & Digital Subscribers
5000 Trade Show Tech Attendees
680 Average E-Book Downloads
400 Average Webinar Attendees
387,000 Total Reach

Total Breakdown of Social Media Users
- 13,000+ Twitter
- 5,100+ Facebook
- LinkedIn Groups
- 40,000 RF & Microwave
- 10,000 Test & Measurement

100,000 E-Newsletter Subscribers
5200+ Mobile App Users
> 25,000 views on average

First Party/Direct Leads
Brand Safety
Audited Audience
Quality Content
Proper Contextual Delivery
Peer Reviewed Articles

mwjournal.com
<table>
<thead>
<tr>
<th>Editorial Theme</th>
<th>Ad Close</th>
<th>Ad Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January Radar &amp; Antennas</td>
<td>December 10</td>
<td>December 15</td>
</tr>
<tr>
<td>February Satellite &amp; Radio Communications</td>
<td>January 11</td>
<td>January 14</td>
</tr>
<tr>
<td>March Test &amp; Measurement</td>
<td>February 10</td>
<td>February 16</td>
</tr>
<tr>
<td>March Supplement Cables &amp; Connectors</td>
<td>February 5</td>
<td>February 10</td>
</tr>
<tr>
<td>April Amplifiers &amp; Oscillators</td>
<td>March 10</td>
<td>March 15</td>
</tr>
<tr>
<td>May 5G &amp; IEEE MTT-S IMS Show Issue</td>
<td>April 12</td>
<td>April 15</td>
</tr>
<tr>
<td>June Semiconductors, MMICs &amp; RFICs</td>
<td>May 10</td>
<td>May 13</td>
</tr>
<tr>
<td>June Supplement Aerospace &amp; Defense Electronics</td>
<td>May 5</td>
<td>May 10</td>
</tr>
<tr>
<td>July RF/Microwave Software &amp; Design</td>
<td>June 10</td>
<td>June 15</td>
</tr>
<tr>
<td>August mmWave Technology</td>
<td>July 12</td>
<td>July 15</td>
</tr>
<tr>
<td>September Automotive &amp; EuMW Show Issue</td>
<td>August 10</td>
<td>August 13</td>
</tr>
<tr>
<td>September Supplement Military &amp; Aerospace</td>
<td>August 5</td>
<td>August 10</td>
</tr>
<tr>
<td>October Passive &amp; Control Components</td>
<td>September 10</td>
<td>September 15</td>
</tr>
<tr>
<td>November 5G &amp; IoT</td>
<td>October 12</td>
<td>October 15</td>
</tr>
<tr>
<td>December Government &amp; Military Electronics</td>
<td>November 10</td>
<td>November 15</td>
</tr>
</tbody>
</table>

March • June • September Supplements

10) Which PRINT technical journal or magazine do you use MOST for your work and to keep up-to-date on technical advancements? (select one choice)

- Microwave Journal: 17.9%
- Microwaves & RF: 9.4%
- Electronic Design: 3.1%
- High Frequency Electronics: 1.5%
- Defense Electronics: 0.4%

Survey Says...
Microwave Journal is the #1 Print technical journal in the industry

Richardson RFPD prefers Microwave Journal because they offer creative solutions for our evolving needs. Whether it involves traditional print or transformative digital communications, Microwave Journal is both a source of compelling editorial content in addition to sharing newsworthy events and novel developments of our industry.

– Mark Vitellaro, Director of Strategic Marketing, Richardson RFPD
MAGAZINE 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.

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)

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)

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)

2/3 Page Vertical

Size Requirements:
Trim: 4-9/16” x 10”
(116mm x 254mm)

Micro Ad

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

Digital Edition

23,000+ Qualified MWJ Subscribers receive the digital edition of the magazine and another 5,200 are users of our Mobile App edition. Your MWJ advertising is no longer just a “print ad” – it has a digital life!

mwjournal.com/SPECS
### High Impact Banner Ads

<table>
<thead>
<tr>
<th>WELCOME ADS</th>
<th>Size</th>
<th>Location</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>640 x 480</strong></td>
<td></td>
<td>Home Page</td>
<td>$4,000/week</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WALLPAPER</th>
<th>Size</th>
<th>Description</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1260 x 590</td>
<td></td>
<td>Left and right sides of the browser window around the website content.</td>
<td>$4,000/week</td>
</tr>
<tr>
<td>1380 x 720</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1580 x 870</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| SITE TAKEOVER        |            | Combination of Welcome Ads and Wallpaper | $7,000/week                   |

### Banner Ads

<table>
<thead>
<tr>
<th>BANNER ADS</th>
<th>SIZE</th>
<th>LOCATION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728 x 90, 468 x 60, 300 x 50</td>
<td>Run of Site</td>
<td>3x months = $3,150/month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum of 3 sponsors in rotation</td>
<td></td>
</tr>
<tr>
<td>BASEBOARD</td>
<td>728 x 90, 468 x 60, 300 x 50</td>
<td>Run of Site</td>
<td>3x months = $2,125/month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum of 3 sponsors in rotation</td>
<td></td>
</tr>
<tr>
<td>BOOMBOX</td>
<td>300 x 250</td>
<td>Run of Site</td>
<td>Above the fold: 3x months = $3,150/month Below the fold: 3x months = $2,700/month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum of 3 sponsors in rotation</td>
<td></td>
</tr>
<tr>
<td>SPONSORED CONTENT</td>
<td>Featured Sponsored Content positions are available on the homepage</td>
<td>Above the fold: 3x months = $2,300/month Below the fold: 3x months = $1,900/month</td>
<td>$750/week or $2,500/month</td>
</tr>
</tbody>
</table>

### The Website
- 244,000+ page views per month
- 132,000+ unique visitors per month
- 68,000+ registered users

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**Wallpaper**

**Welcome Ads**

mvjournal.com/DELIVERABLES
<table>
<thead>
<tr>
<th>E-NEWSLETTER SPONSORSHIPS</th>
<th>FREQUENCY</th>
<th>REACH</th>
<th>COST/SIZES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microwave FLASH</td>
<td>Weekly, Wednesday</td>
<td>35,000</td>
<td>Leaderboard = $3,000 (600 x 77 pixels) Embedded = $1,500 (200 x 200 pixels)</td>
</tr>
<tr>
<td>Microwave ADVISOR</td>
<td>Weekly, Tuesday</td>
<td>32,000</td>
<td>Leaderboard = $2,600 (600 x 77 pixels)</td>
</tr>
<tr>
<td>Aerospace &amp; Defense Products</td>
<td>2x per Month</td>
<td>30,000</td>
<td>Embedded 6x = $6,000</td>
</tr>
<tr>
<td>5G</td>
<td>2x per Month</td>
<td>60,000</td>
<td>Embedded Top = $2,000 Middle= $1,750 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: Product Updates</td>
<td>Available by Request</td>
<td>10,000 Targeted</td>
<td>$3,500</td>
</tr>
<tr>
<td>MICROWAVE MESSENGER ePOSTCARDS</td>
<td>Available by Request</td>
<td>10,000 Targeted</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>

For Detailed Specs & Deliverables, Click each E-Newsletter Above
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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**e-Books**

<table>
<thead>
<tr>
<th>Cost: $7,500</th>
<th>Cost: $4,000 (Co-Sponsor)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 dedicated email blasts</td>
<td></td>
</tr>
<tr>
<td>Inclusion in 1 weekly Flash email newsletter</td>
<td></td>
</tr>
<tr>
<td>1 month exposure on home page</td>
<td></td>
</tr>
<tr>
<td>Social media postings on LinkedIn, targeted LinkedIn groups, Twitter and MWJ Facebook page</td>
<td></td>
</tr>
<tr>
<td>Sales leads captured and delivered via email</td>
<td></td>
</tr>
</tbody>
</table>

**WHITE PAPERS**

<table>
<thead>
<tr>
<th>Cost: $2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion in the monthly print advertisement with company logo</td>
</tr>
<tr>
<td>Inclusion in the print magazine “Online Table of Contents”</td>
</tr>
<tr>
<td>Placement on the HOMEPAGE of mwjournal.com during 1st month</td>
</tr>
<tr>
<td>Inclusion in the Microwave FLASH newsletter, delivered to 35,000 subscribers</td>
</tr>
<tr>
<td>Dedicated monthly email promo</td>
</tr>
<tr>
<td>Archived in the eLearning/White Papers section of the MWJ website permanently</td>
</tr>
<tr>
<td>Sales leads captured and delivered via email</td>
</tr>
</tbody>
</table>

**WEBINARS**

<table>
<thead>
<tr>
<th>Sponsor-Provided Content:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost: $7,000</td>
</tr>
<tr>
<td>MWJ staff to moderate the webinar</td>
</tr>
<tr>
<td>Promotion on mwjournal.com</td>
</tr>
<tr>
<td>2 dedicated email promos</td>
</tr>
<tr>
<td>Promotion in eNewsletters</td>
</tr>
<tr>
<td>Promotion in MWJ magazine (print &amp; digital)</td>
</tr>
<tr>
<td>Sponsors logo on all promo material and presentation slides</td>
</tr>
<tr>
<td>Ability to add up to 4 additional, customized registration questions</td>
</tr>
<tr>
<td>Sponsors receive full contact information on all registrants</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MWJ-Provided Content:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost: $8,500 (Exclusive)</td>
</tr>
<tr>
<td>Cost: $5,000 (Co-Sponsor)</td>
</tr>
</tbody>
</table>

mwjournal.com/DELIVERABLES
A bi-weekly 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:

**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 quarter maximum)

**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

**Short Form Video: $1,000/demo or interview video**
MWJ will record and produce a 3-5 minute video demo or interview with an editor virtually or in-person (professional video crew at selected events) to be used for content marketing purposes. Promote your thought leadership, new product or event presence using video.

**$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
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 1,500 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><strong>1. PREMIUM BOOMBOX</strong></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><strong>2. BOOMBOX</strong></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>
</tr>
</tbody>
</table>

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

mwjournal.com/BUYERSGUIDE
IEEE MTT-S IMS • June 6-11, 2021
Atlanta, GA

Join us in Atlanta, 6-11 June 2021 at the intersection of communications, aerospace, automotive, IoT and other emerging technologies to learn the latest developments in MHz-to-THz theory, techniques, devices, systems and applications at the International Microwave Symposium (IMS). IMS2021 is the centerpiece of Microwave Week 2021 comprised of three conferences including the RFIC Symposium (www.rfic-ieee.org) and the ARFTG Conference (www.arftg.org). Microwave Week, with more than 9000 participants and 600 industrial exhibits of state-of-the-art microwave products, is the world’s largest gathering of RF and microwave professionals encompassing MHz to THz ranges and the most important forum for the latest research advances and practices in the field.

• 9000+ Attendees    • 600+ Exhibitors

EuMW 2021 • October 10-15, 2021
London, England

Bringing industry, academia and commerce together, European Microwave Week 2021 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 2021 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

EDI CON Online • August 4, 11, 18 & 25

EDI CON Online brings much needed technical training and information directly to engineers’ desktops and mobile devices. Free, real-time training with easy registration and access. Content is available online, for free, to attendees live and on-demand. Featuring 4 days of: Keynotes, Technical Sessions and Workshops. Covering topics in RF, Microwave, Signal Integrity, Power Integrity, and EMC/EMI. Attendees participate live (including Q&A) or watch later on demand. Sessions include video, traditional webinar, and screen sharing formats. Four focused tracks with seminars on: August 4 featuring 5G/Wi-Fi/IoT; August 11 highlighting PCB/Interconnect; August 18 focusing on Signal Integrity/Power Integrity and August 25 featuring Radar/Automotive/SATCOM.

• 2000+ unique registrants

EDI CON CHINA • April 22-24, 2022
National Convention Center • Beijing, China

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+ Attendees    • 100+ Exhibitors

mwjournal.com/EVENTS
Magazine: 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

Focused E-newsletters:
Twice a month
General military electronics focused products

High Impact Print:
Bellyband
Inserts
Outserts

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

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

mwjournal.com/ADVERTISING
Magazine:
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

MWJ China: Jan/Feb Wireless Communications

Events EDI CON Online

October 6, 2020: 5G/IoT/Automotive

- New Generations of Wireless and Their Impact on Measurement
  Roger Nichols, Keysight Technologies
- The Latest Trends in 5G: Market Update and Forecast, Deployment Status and Technology Advances
  Chris Pearson, 5G Americas
- WiFi 6E Chipset Characterization
  Walt Strickler
- The Next Generation of EM Analysis, Beowulf, from Sonnet
  Brian Rautio, Sonnet Software
- Characterizing and Mitigating Self-Generated EMI in Wireless & IoT Devices
  Ken Wyatt

Webinars, White Papers and E-Books

High Impact Print: Bellyband Inserts Outserts

Turn-key lead generation opportunities
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.

2021 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>Wireless Communications</td>
<td>4G/5G</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>
</tr>
<tr>
<td>Space Deadline</td>
<td>December 30</td>
<td>February 24</td>
<td>April 28</td>
<td>June 23</td>
<td>August 18</td>
<td>October 27</td>
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<tr>
<td>Material Deadline</td>
<td>January 6</td>
<td>March 3</td>
<td>May 5</td>
<td>June 30</td>
<td>August 25</td>
<td>November 3</td>
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Rates:

<table>
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<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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<tbody>
<tr>
<td>1X</td>
<td>$3,540</td>
<td>$2,690</td>
<td>$2,230</td>
<td>$1,710</td>
<td>$1,240</td>
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<tr>
<td>3X</td>
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<td>$2,520</td>
<td>$2,070</td>
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E-magazine rates available on request.

All rates are at the GROSS amount.

Special Positions:

<table>
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<th></th>
<th>$US</th>
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<tr>
<td>Cover II</td>
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<td>Cover III</td>
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<td>Cover IV</td>
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<td>Other specified positions</td>
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Postal List Rental = $250/CPM
Website Rates:

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<tr>
<th>Position</th>
<th>Dimensions</th>
<th>Format</th>
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<tr>
<td>A</td>
<td>728 x 90</td>
<td></td>
<td>$2,250</td>
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<tr>
<td>B</td>
<td>300 x 250</td>
<td>JPG, GIF</td>
<td>$1,390</td>
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<tr>
<td>C</td>
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<tr>
<td>Welcome Ad</td>
<td>800 x 450</td>
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<td></td>
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<td>$1,500/2 weeks</td>
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<tr>
<td>Wallpaper Ad</td>
<td>1350 x 600</td>
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<tr>
<td></td>
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<td></td>
<td>$1,100/2 weeks</td>
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</tbody>
</table>

Reach our extensive online audience with your banner ad, eNewsletter sponsorship, eBook, 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.

eNewsletter Rates:

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<td>Microwave Flash Embedded</td>
<td>350 x 180</td>
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<td>Microwave Product Updates</td>
<td>Ask for info</td>
<td></td>
<td>$1,500</td>
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<tr>
<td>Microwave Messenger</td>
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<tr>
<td>Custom eblast (Client Provided Content)</td>
<td>Ask for info</td>
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<td>$1,500</td>
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</table>
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