

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE	JUNE Supplement
EDITORIAL THEME	Radar & Antennas	Satellite & Radio Communications	Test & Measurement	Cables & Connectors	Amplifiers & Oscillators	5G & IEEE MTT-S IMS Show Issue	Semiconductors, MMICs & RFICs	Aerospace & Defense Electronics
BONUS DISTRIBUTION	DesignCon Santa Clara, CA January 26-28	MWC Barcelona Barcelona, Spain March 1-4 SATELLITE Washington, D.C. March 15-18 EMV Stuttgart, Germany March 23-25 RF & Microwave Paris, France	IEEE EMC & SIPI Raleigh, NC April 30-May 6	IEEE MTT-S IMS Atlanta, GA June 6-11	Space Tech Expo USA Long Beach, CA May 10-12 CS Mantech Orlando, FL May 24-27	IEEE MTT-S IMS Atlanta, GA June 6-11		Military Space USA Los Angeles, CA June 8-9 MilSatCom USA Arlington, VA June 23-24
Ad Close	December 10	January 11	February 10	February 5	March 10	April 12	May 10	May 5
Ad Material Due	December 15	January 14	February 16	February 10	March 15	April 15	May 13	May 10
Advertiser Bonus	Making Waves	Making Waves	Making Waves	Company Showcase	Making Waves	Product Highlight	Making Waves	Company Showcase

IEEE MTT-S IMS Show Daily Sponsorship Opportunities

	JULY	AUGUST	SEPTEMBER	SEPTEMBER Supplement	OCTOBER	NOVEMBER	DECEMBER
EDITORIAL THEME	RF/Microwave Software & Design	mmWave Components & Packaging	Automotive & EuMW Show Issue	Military & Aerospace	Passive & Control Components	5G & IoT	Government & Military Electronics
BONUS DISTRIBUTION			EuMW London, England October 10-15 AMTA Daytona Beach, FL October 24-29 EDI CON China Beijing, China	EuMW London, England October 10-15 AOC International Symposium & Convention-Washington, D.C.	IEEE COMCAS Tel Aviv, Israel November 1-3 Asia Pacific Microwave Conference	Space Tech Expo Europe Bremen, Germany November 16-18 CES Las Vegas, NV	
Ad Close	June 10	July 12	August 10	August 5	September 10	October 12	November 10
Ad Material Due	June 15	July 15	August 13	August 10	September 15	October 15	November 15
Advertiser Bonus	Making Waves	Making Waves	Making Waves	Company Showcase	Making Waves	Making Waves	Making Waves

EuMW Show Daily Sponsorship Opportunities

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2021 Editorial Planning Guide

This fact sheet lists various editorial features of *Microwave Journal* and covers the most commonly asked questions about deadlines, content requirements and contact information.

Digital Opportunities		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
Executive Interview	Monthly/Minimum 30 Days	<ul style="list-style-type: none"> This article is based on Q&A between MWJ editor and invited company executive. Contact editors for details. Promoted in print TOC Homepage promotion
Blogs	Various	<ul style="list-style-type: none"> This advice/opinion column and interactive forum is written by invited industry experts, providing information on their areas of expertise. Authors are responsible for responding to reader comments. Homepage promotion
Online Show Daily	IMS, EuMW, EDI CON China accepted through week of show	<ul style="list-style-type: none"> Press releases on news and product announcements associated with conference/exhibition Listed in news feed and part of show wrap-up report
Paid Sponsorship		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
White Papers	Monthly/Minimum 60 Days	<ul style="list-style-type: none"> Promoted in print magazine Hosted on home page for one month Archived in technical library Leads provided
Videos		<ul style="list-style-type: none"> Video platform: Unlimited uploaded videos Custom trade show videos Frequency Matters sponsorship
Podcasts		<ul style="list-style-type: none"> Interview with executive or technical expert Distribution on mobile platforms
eBooks		<ul style="list-style-type: none"> Editors select MWJ articles related to subject areas Promoted with website, emails and social media Leads provided for downloads

Print/Online		
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 Editor reviewed; author byline Runs several pages and includes all applicable graphs and formulas (2000 - 3000 words)
Application Note/ Tutorial	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> While these typically are not as long as Technical Features, above notes apply Usually an application of a particular technology
Product Feature	Monthly/Minimum 60 days	<ul style="list-style-type: none"> Must involve significant and available product Exclusive story—not previously advertised or published Company name, phone number and URL address at end of feature Runs one to two pages; contains photos and graphs that enhance the text, including a color product photo in the title area (700 - 1000 words)
Tech Brief	Monthly/Minimum 60 days	<ul style="list-style-type: none"> Same as Product Feature but limited to 1/2 page (product photo plus ~300 words)
Perspective	Monthly/Minimum 60 days	<ul style="list-style-type: none"> Opinion piece written by executive on market/industry topics
Special Report	Monthly/Variable	<ul style="list-style-type: none"> Survey article covering technology or market trends, conditions, etc. Upcoming editorial for show previews Company supplied or written by <i>Microwave Journal</i> staff. Topic suggestions welcome.
Around the Circuit	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> Covers industry, contract, personnel and rep appointment news Color head-and-shoulder high-res photos will be used with personnel news
New Products	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> Submit an 80 word product description along with a high-res photo
Making Waves	Monthly (exception May issue)	<ul style="list-style-type: none"> Free advertiser bonus that features a company highlight (video, podcast, website, mobile app, milestone, blog, etc.) Submit a title/headline, ~25 word description, URL and high-res image (300 dpi recommended)

