

	JULY	AUGUST	SEPTEMBER	SEPTEMBER Supplement	OCTOBER	NOVEMBER	DECEMBER
EDITORIAL THEME	RF/Microwave Software & Design	Trends in Test & Measurement	mmWave Components & Packaging	Military & Aerospace	Passive & Control Components	5G & IoT	EuMW Show Issue & Government/Military Electronics
BONUS DISTRIBUTION			AMTA Newport, RI November 1-6	EuMW Utrecht, The Netherlands January 10-15 Global MilSatCom London, UK November 10-12 AOC International Symposium & Convention Washington, D.C. December 8-10		WAMICON Clearwater Beach, FL December 1-3 CES Las Vegas, NV January 6-9, 2021	EuMW Utrecht, The Netherlands January 10-15
Ad Close	June 10	July 10	August 10	August 5	September 10	October 9	November 10
Ad Material Due	June 15	July 15	August 13	August 10	September 15	October 15	November 13
Advertiser Bonus	Catalog Update	Software & Mobile Apps	Web & Video Update	Company Showcase	Catalog Update	Software & Mobile Apps	Web & Video Update

Microwave Journal Sales Offices

USA Eastern and Central Time Zones	USA Pacific and Mountain Time Zones	International	Germany, Austria, Switzerland and Israel	Korea	Japan	China	
<p>Carl Sheffres Publisher 685 Canton Street Norwood, MA 02062 Tel: (800) 966-8526 Tel: (781) 619-1949 FAX: (781) 769-5037 csheffres@mwjournal.com</p> <p>Michael Hallman Associate Publisher 4 Valley View Court Middletown, MD 21769 Office: (301) 371-8830 Cell: (781) 363-0338 Tel: (781) 619-1949 FAX: (301) 371-8832 mhallman@mwjournal.com</p> <p>NJ, Mid-Atlantic, Southeast, Midwest, TX</p>	<p>Carl Sheffres Northeast Reg. Sales Mgr. 685 Canton Street Norwood, MA 02062 Tel: (800) 966-8526 Tel: (781) 619-1949 FAX: (781) 769-5037 csheffres@mwjournal.com</p> <p>New England, NY, Eastern Canada</p>	<p>Brian Landy Western Reg. Sales Mgr. 144 Segre Place Santa Cruz, CA 95060 Office: (831) 426-4143 Cell: (831) 713-9085 FAX: (831) 515-5444 blandy@mwjournal.com</p> <p>CA, AZ, OR, WA, ID, NV, UT, NM, CO, WY, MT, ND, SD, NE & Western Canada</p>	<p>Richard Vaughan International Sales Mgr. 16 Sussex Street London SW1V 4RW, UK Tel: +44 207 596 8742 Tel: +44 207 596 8740 FAX: +44 207 596 8749 rvaughan@horizonhouse.co.uk</p> <p>France Gaston Traboulsi 16 Sussex Street London SW1V 4RW Tel: +44 207 596 8742 gtraboulsi@horizonhouse.com</p>	<p>Brigitte Beranek WMS.Werbe- und Media Service Gerhart-Hauptmann-Street 33, D-72574 Bad Urach, Germany Tel: +49 7125 407 31 18 FAX: +49 7125 407 31 08 bberanek@horizonhouse.com</p> <p>Israel Dan Aronovic Tel: 972 50 799 1121 aronovic@actcom.co.il</p>	<p>Young-Seoh Chinn JES MEDIA, INC. F801, MisahausD EL Tower 35 Jojeongdae-Ro Hanam City, Gyeonggi-Do 12918 Korea Tel: +82 2 481-3411 Fax: +82 2 481-3414 yschinn@horizonhouse.com</p>	<p>Katsuhiko Ishii Ace Media Service Inc. 12-6, 4-Chome, Nishiiko, Adachi-Ku Tokyo 121-0824, Japan Tel: +81 3 5691 3335 FAX: +81 3 5691 3336 amskatsu@dream.com</p>	<p>Shenzhen Michael Tsui ACT International Tel: 86-755-25988571 FAX: 86-755-25988567 michaelt@actintl.com.hk</p> <p>Shanghai Linda Li ACT International Tel: 86-21-62511200 lindal@actintl.com.hk</p> <p>Beijing Cecily Bian ACT International Tel: +86 135 5262 1310 cecilyb@actintl.com.hk</p> <p>Hong Kong, Taiwan, Singapore Mark Mak ACT International Tel: 852-28386298 markm@actintl.com.hk</p>
<p>Ad Traffic: Ed Kiessling, Ad Traffic Manager; 685 Canton Street, Norwood, MA 02062; Tel: (781) 619-1963, Fax: (781) 769-6178 ekiessling@mwjournal.com</p>							

2020 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		
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
Catalog Update	Quarterly/1st of preceding month (January, April, July, October)	<ul style="list-style-type: none"> Free advertiser bonus feature of new catalogs/literature Submit a title/headline, ~80 word description, URL and high-res image of catalog/literature cover
Web & Video Update	Quarterly/1st of preceding month (March, June, September, December)	<ul style="list-style-type: none"> Free advertiser bonus feature of new/updated sites, web content or videos Submit a title/headline, ~80 word description, URL and high-res image of website/content
Software & Mobile Apps	1st of preceding month (February, August, November)	<ul style="list-style-type: none"> Free advertiser bonus feature of new/updated software and mobile apps Submit a title/headline, ~80 word description, URL and high-res image of app/content



Editorial Contacts:

Patrick Hindle (781) 619-1946
email: phindle@mwjournal.com

Gary Lerude (781) 619-1951
email: glerude@mwjournal.com

Jenn DiMarco (781) 619-1943
email: jdimarco@mwjournal.com