

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE	JUNE Supplement
<b>EDITORIAL THEME</b>	Radar & Antennas	Satellite & Radio Communications	Test & Measurement	Cables & Connectors	Amplifiers & Oscillators	5G & IEEE MTT-S IMS Show Issue	Semiconductors, MMICs & RFICs	Aerospace & Defense Electronics
<b>BONUS DISTRIBUTION</b>	DesignCon Santa Clara, CA January 28-30	MWC Barcelona Barcelona, Spain February 24-27 SATELLITE Washington, D.C. March 10-12 EMV Cologne, Germany March 17-20 RF & Microwave Paris, France March 18-19	WAMICON Clearwater Beach, FL April 15-17 EDI CON China Beijing, China May 12-13	WAMICON Clearwater Beach, FL April 15-17 EDI CON China Beijing, China May 12-13 IEEE MTT-S IMS Los Angeles, CA June 21-26	CS Mantech Tucson, AZ May 11-14 Space Tech Expo USA Long Beach, CA May 18-20	IEEE MTT-S IMS Los Angeles, CA June 21-26  IEEE MTT-S IMS Show Daily Sponsorship Opportunities		Military Space USA  MilSatCom USA
<b>Ad Close</b>	December 10	January 10	February 10	February 5	March 10	April 10	May 11	May 6
<b>Ad Material Due</b>	December 13	January 15	February 13	February 10	March 13	April 15	May 14	May 11
<b>Advertiser Bonus</b>	Catalog Update	Software & Mobile Apps	Web & Video Update	Company Showcase	Catalog Update	Product Highlight	Web & Video Update	Company Showcase

	JULY	AUGUST	SEPTEMBER	SEPTEMBER Supplement	OCTOBER	NOVEMBER	DECEMBER
<b>EDITORIAL THEME</b>	RF/Microwave Software & Design	European Microwave Show Issue	mmWave Components & Packaging	Military & Aerospace	Passive & Control Components	5G & IoT	Government & Military Electronics
<b>BONUS DISTRIBUTION</b>	IEEE EMC+SIPI Reno, NV July 27-31	EuMW Utrecht, The Netherlands September 13-18	5G Antenna Systems New York, NY AMTA Newport, RI November 1-6 Mobile World Congress Los Angeles, CA October 28-30  EuMW Show Daily Sponsorship Opportunities	EuMW Utrecht, The Netherlands September 13-18 AOC International Symposium & Convention Washington, D.C. December 8-10 Global MilSatCom London, UK	BCICTS Monterey, CA November 8-11 electronica München, Germany November 10-13 ARMMS	Space Tech Expo Europe Bremen, Germany November 17-19 Asia Pacific Microwave Conference Hong Kong November 10-13 CES Las Vegas, NV January 6-9, 2021  EuMW Show Daily Sponsorship Opportunities	
<b>Ad Close</b>	June 10	July 10	August 10	August 5	September 10	October 9	November 10
<b>Ad Material Due</b>	June 15	July 15	August 13	August 10	September 15	October 15	November 13
<b>Advertiser Bonus</b>	Catalog Update	Software & Mobile Apps	Web & Video Update	Company Showcase	Catalog Update	Software & Mobile Apps	Web & Video Update

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

Print		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
<b>Cover Feature</b>	Monthly/Minimum 3 months	<ul style="list-style-type: none"> <li>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</li> </ul>
<b>Technical Feature</b>	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> <li>Must involve significant technology that company is willing to share</li> <li>Must be generic; promotion of specific products not permitted</li> <li>Editor reviewed; author byline</li> <li>Runs several pages and includes all applicable graphs and formulas (2000 - 3000 words)</li> </ul>
<b>Application Note/Tutorial</b>	Monthly/Minimum 90–120 days	<ul style="list-style-type: none"> <li>While these typically are not as long as Technical Features, above notes apply</li> <li>Usually an application of a particular technology</li> </ul>
<b>Product Feature</b>	Monthly/Minimum 60 days	<ul style="list-style-type: none"> <li>Must involve significant and available product</li> <li>Exclusive story—not previously advertised or published</li> <li>Company name, phone number and URL address at end of feature</li> <li>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)</li> </ul>
<b>Tech Brief</b>	Monthly/Minimum 60 days	<ul style="list-style-type: none"> <li>Same as Product Feature but limited to 1/2 page (product photo plus ~ 300 words)</li> </ul>
<b>Perspective</b>	Monthly/Minimum 60 days	<ul style="list-style-type: none"> <li>Opinion piece written by executive on market/industry topics</li> </ul>
<b>Special Report</b>	Monthly/Variable	<ul style="list-style-type: none"> <li>Survey article covering technology or market trends, conditions, etc.</li> <li>Upcoming editorial for show previews</li> <li>Company supplied or written by <i>Microwave Journal</i> staff. Topic suggestions welcome.</li> </ul>
<b>Around the Circuit</b>	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> <li>Covers industry, contract, personnel and rep appointment news</li> <li>Color head-and-shoulder high-res photos will be used with personnel news</li> </ul>
<b>New Products</b>	Monthly/1st of preceding month (or sooner if possible)	<ul style="list-style-type: none"> <li>Submit an 80 word product description along with a high-res photo</li> </ul>
<b>Catalog Update</b>	Quarterly/1st of preceding month (January, April, July, October)	<ul style="list-style-type: none"> <li>Free advertiser bonus feature of new catalogs/literature</li> <li>Submit a title/headline, ~80 word description, URL and high-res image of catalog/literature cover</li> </ul>
<b>Web &amp; Video Update</b>	Quarterly/1st of preceding month (March, June, September, December)	<ul style="list-style-type: none"> <li>Free advertiser bonus feature of new/updated sites, web content or videos</li> <li>Submit a title/headline, ~80 word description, URL and high-res image of website/content</li> </ul>
<b>Software &amp; Mobile Apps</b>	1st of preceding month (February, August, November)	<ul style="list-style-type: none"> <li>Free advertiser bonus feature of new/updated software and mobile apps</li> <li>Submit a title/headline, ~80 word description, URL and high-res image of app/content</li> </ul>



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