



Integrated Marketing Solutions  
The Leading Media Brand Serving the RF/Microwave Industry



# Editorial Excellence Experienced. Informed. Engaged.

## Editorial Staff



### **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.



### **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.



### **Richard Mumford, International Editor**

Richard applies his technical background as an engineer and journalist for various engineering magazines to his position as international editor. Serving as MWJ's liaison to the international microwave community, Richard files his monthly international report and contributed articles from our London office.



### **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.



### **Jennifer DiMarco, Managing Editor**

Jenn's marketing and publishing experience along with her attention to detail is critical in the production of the magazine. A 14-year veteran of *Microwave Journal*, Jenn makes sure the magazine adheres to the highest standards of quality.



### **Leslie Nikou, Multimedia Staff Editor**

Leslie utilizes her experience as a news writer/producer to deliver polished editorial content in each print issue and online. Leslie's monthly columns include the events calendar and marketing updates. She also produces the weekly *Microwave Flash* digital newsletter.



### **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*.



### **Katie Huang, Managing Editor, China**

Katie brought her many years of experience with *Portable Design China* to MWJ China's 2012 launch. She serves as the primary editorial contact in China, working with the entire editorial team to deliver MWJ's technical expertise to the Chinese engineering community.

## Editorial Review Board

Dr. I.J. Bahl	Dr. J.M. Osepchuk
F.M. Bashore	R. Pengelly
Dr. C.R. Boyd	Dr. Ajay K. Poddar
M. Goldfarb	Dr. J. Rautio
J.L. Heaton	Dr. U. Rohde
Dr. G. Heiter	Dr. P. Staecker
H. Howe, Jr.	F. Sullivan
Dr. T. Itoh	D. Swanson
Dr. J. Lasker	Dr. R.J. Trew
Dr. S. Maas	G.D. Vendelin
Dr. G.L. Matthaei	D. Vye
Dr. D.N. McQuiddy	Prof. K. Wu



*Microwave Journal is the only trade journal to peer review technical features before publication to ensure that they are accurate, timely and useful.*

## The Audience Leader

72,000

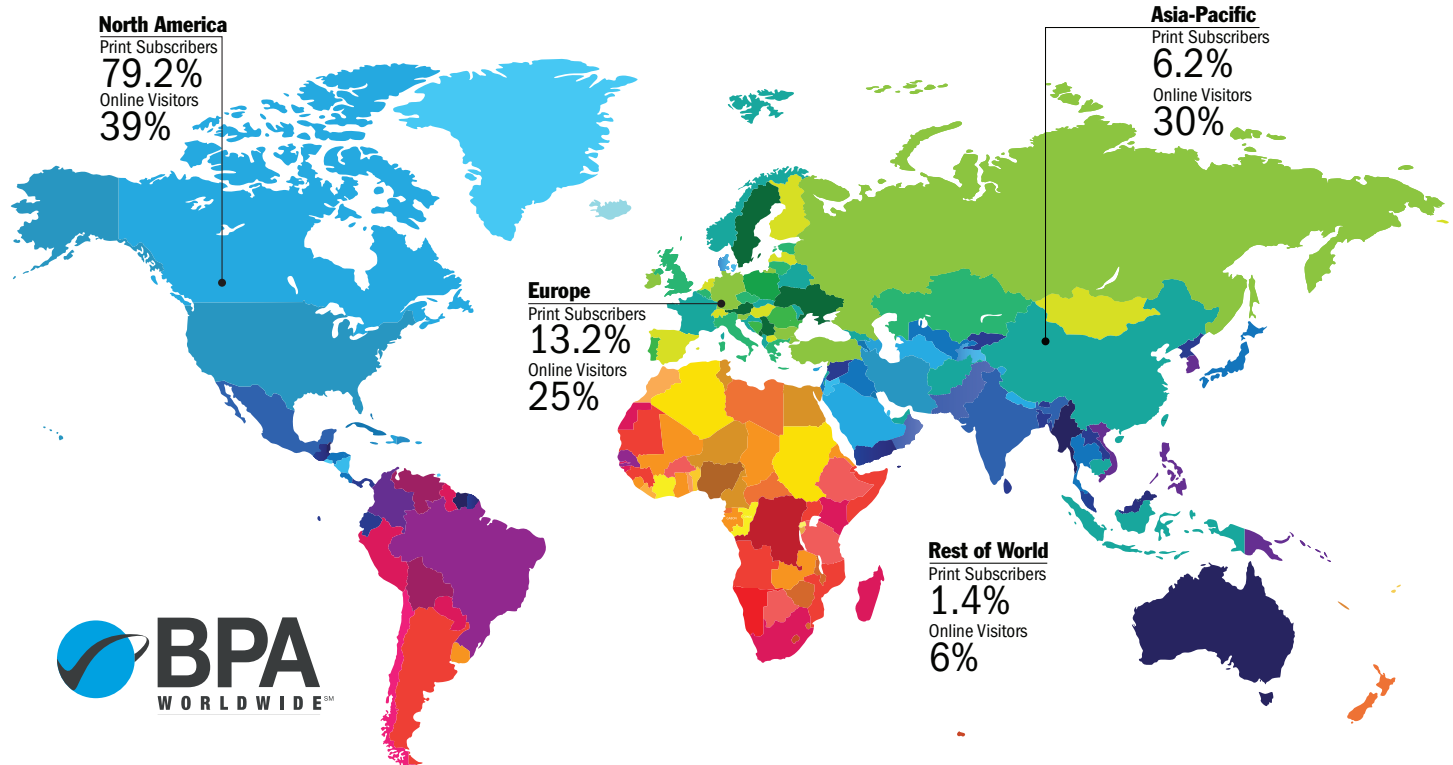
**Magazine Total Reach**

BPA-qualified subscribers 50,000  
Tradeshow and mobile distribution 22,000

124,000

**Online Total Reach**

Website user sessions/month 64,000  
e-Newsletter subscribers/month 60,000



### Microwave Journal Subscribers Are:

31%	Design & Development
26%	Engineering Services/Support
19%	Executive or Operating Management
11%	Research & Development
5%	Applications Engineering, Sales & Management
4%	Manufacturing & Production
3%	Academia
1%	Purchasing & Procurement

### A recent survey of MWJ Subscribers\* revealed the following insights:

- 71% have been subscribers for 5 years or more
- 29% have been subscribers for 20+ years
- 65% spend at least an hour reading each issue
- 47% keep each issue for future reference
- 70% pass their copy along to at least one other person
- 74% have bought, specified or approved the purchase of products/services based on information seen in MWJ

\*Source: An emailed survey sent to 35,228 Microwave Journal subscribers with a 5.25% response rate.

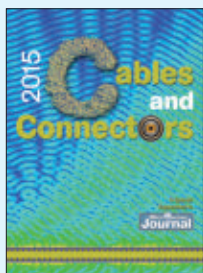


# 2016 Editorial Calendar

	EDITORIAL THEME	BONUS DISTRIBUTION		AD CLOSE	AD MATERIAL DUE	ADVERTISER BONUS FEATURE
JANUARY	Radar and Antennas	DesignCon Santa Clara, CA January 19-21	EMV Duesseldorf, Germany February 23-25	December 10	December 17	Catalog Update
FEBRUARY	High Frequency Components and PCBs	Mobile World Congress Barcelona, Spain February 22-25  GOMACTech Orlando, FL March 14-17	SATELLITE National Harbor, MD March 7-10	January 11	January 19	Software & Mobile Apps
MARCH	Test and Measurement	Microwave & RF Paris, France March 23-24  EDI CON China Beijing, China April 19-21	WAMICON Clearwater Beach, FL April 11-13	February 10	February 17	Web & Video Update
MARCH Supplement	Interconnect and Signal Integrity	IWCE Las Vegas, NV March 21-25  IEEE MTT-S IMS San Francisco, CA May 22-27	EW Europe Rotterdam, Netherlands May 10-12	February 5	February 12	Literature Showcase
APRIL	IEEE MTT-S IMS Show Issue 	IEEE MTT-S IMS San Francisco, CA May 22-27	AUVSI Xponential New Orleans, LA May 2-5	March 10	March 17	Exhibitor Highlight
MAY	Amplifiers and Oscillators	Space Tech Expo Pasadena, CA May 24-26	Aerospace Electrical Systems Expo Pasadena, CA May 24-26	April 11	April 18	Catalog Update
MAY Supplement	Aerospace & Defense Electronics	IEEE MTT-S IMS San Francisco, CA May 22-27  Aerospace Electrical Systems Expo Pasadena, CA May 24-26	Space Tech Expo Pasadena, CA May 24-26	April 6	April 13	Literature Showcase
JUNE	Semiconductors/MMICs/RFICs	Sensors Expo San Jose, CA June 21-23	Compound Semiconductor IC Symposium Austin, TX October 23-26	May 10	May 17	Web & Video Update
JULY	RF & Microwave Software and Design	IEEE EMC Ottawa, Ontario July 25-29		June 10	June 17	Catalog Update
AUGUST	Satellite and Radio Communications + EDI CON Show Issue	CTIA Super Mobility Las Vegas, NV September 7-9  EDI CON USA Boston, MA September 20-22	IEEE Autotestcon Anaheim, CA September 12-15	July 11	July 18	Software & Mobile Apps
AUGUST Supplement	Military Microwaves	EDI CON USA Boston, MA September 20-22  IEEE Phased Array Waltham, MA October 18-21	EuMW London, UK October 3-7  MILCOM November 1-3	July 6	July 13	Literature Showcase
SEPTEMBER	European Microwave Show Issue 	EuMW London, UK October 3-7		August 10	August 17	Web & Video Update
OCTOBER	Passive & Control Components	IEEE Phased Array Waltham, MA October 18-21  electronica Munich, Germany November 8-11	AMTA Austin, TX October 30-November 4	September 12	September 19	Catalog Update
NOVEMBER	Government and Military Electronics	Asia Pacific Microwave Conference New Delhi, India December 5-9		October 10	October 17	Software & Mobile Apps
NOVEMBER Supplement	5G and IoT	Mobile World Congress Barcelona, Spain February 2017		October 5	October 12	Company Showcase
DECEMBER	Industrial, Scientific and Medical Applications	IEEE MTT-S Radio and Wireless Symposium January 2017		November 10	November 17	Web & Video Update



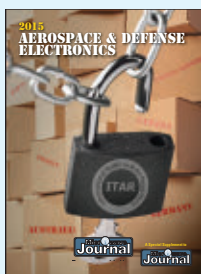
## Special Supplements\*



### Interconnect and Signal Integrity

March

Bonus Distribution:  
EW Europe, IWCE, IEEE MTT-S IMS



### Aerospace & Defense Electronics

May

Bonus Distribution:  
IEEE MTT-S IMS, Space Tech Expo, Aerospace  
Electrical Systems Expo



### Military Microwaves

August

Bonus Distribution:  
\*EDI CON USA, EuMW,  
IEEE Phased Array, MILCOM



### 5G and IoT

November

Bonus Distribution:  
Mobile World Congress 2017

## Added-value Bonus Features for MWJ Advertisers\*



### Catalog Updates

Qualified advertisers receive two FREE 1/6 page,  
4C features to promote their catalog or brochure.



### Web and Video Updates

This 1/6 page quarterly feature is available FREE to  
advertisers and features a graphic from the  
company's website.



### Software and Mobile Apps

FREE to qualified advertisers, this 1/6 page feature  
highlights engineering design tools and mobile apps.

## High Impact Print



### High Impact Print Inserts/Outserts/Belly Bands

Inserts and outserts are a cost-effective way to get  
your brochure, data sheet, white paper or similar  
literature into the hands and screens of 50,000 design  
engineers. Belly bands wrap your message around the  
cover for maximum exposure and are ideal for show  
issues and new product launches. Supply printed or  
have MWJ print.



### Augmented Reality

AR is cutting-edge technology that allows advertisers  
to create a digital experience for readers by embedding  
video and other rich media into their ads, connecting  
the reader to enhanced content. It brings your ad to life  
by adding layers of digital information which can be  
launched with the readers' smartphone or tablet.

**Cost:** \$ 500 per setup

## The Home Page of the Microwave Industry

Reach more than 61,000 registered users with your banner ad, exclusive sponsorship, webinar or white paper.

mwjournal.com is the RF/microwave professionals' portal to the latest news, industry events, market data, new product information, technical articles and resources.

### Home Page Ad Opportunities:

#### 1. Leaderboard

728 pixels wide x 90 pixels high  
Run of Site  
Maximum of 3 sponsors in rotation  
\$ 3,150/month  
3-consecutive-month minimum

#### 2. Beltway

120 x 60  
Home Page  
No rotation  
\$ 2,500/month  
3-consecutive-month minimum

#### 3. Skyscraper

160 x 600  
Home Page  
Maximum of 3 sponsors in rotation  
\$ 2,125/month  
3-consecutive-month minimum

#### 4. Baseboard

728 x 90  
Run of Site  
Maximum of 3 sponsors in rotation  
\$ 2,125/month  
3-consecutive-month minimum

#### 5. Boombox

300 x 250  
Run of Site  
Maximum of 3 sponsors in rotation  
\$ 3,150/month (above fold)  
\$ 2,700/month (below fold)

All rates on these pages are at the net rate.

### In-Article Advertising:

300 x 250

Positioned within all current and archived issue articles. Maximum of 3 sponsors in rotation.

\$ 2,300/month (above fold)

\$ 1,900/month (below fold)

Formats: jpg, gif, swf and other image formats (animation is acceptable) or third party ad codes such as BurstMedia, ValueClick, FlyCast, etc.

File size: under 60k

### Which of the following websites do you find most useful?

mwjournal.com	37%
microwaves101.com	25%
rfcafe.com	14%
mwrf.com	6%
rfglobalnet.com	5%

\*Source: An emailed survey sent to 35,228 Microwave Journal subscribers with a 5.25% rate of response. Four other websites were cited at 5% or less.

48,000 visitors per month on average;  
115,000 page views per month



## High Impact/Rich Media

Rich media options take online advertising messages beyond static banners, allowing a deeper user experience and more involved messaging. Rich media options include, but are not limited to:

### Welcome ads (also known as Cover, Roadblock or Interstitial) Ad Unit:



Cover ads are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and

then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 640x480 or 800x600 pixels

Formats: gif, animated gif, jpg, Flash

File Size: 80k or less

Most 3rd Party Ad tags can be accommodated but require testing prior to deployment

\$ 3,500/week (net)

### Wallpaper Ad Unit:



Wallpaper ads are high impact image ads that display in the empty space in the left and right sides of the browser window around the website content.

Banner sizes: 1260x590, 1260x625, 1260x845, 1380x720, 1580x870 pixels

File format: gif, jpg, no animation

File size: 80k or less

\$ 3,500/week (net) - Two consecutive weeks maximum

### Custom Rich Media

Many 3rd party rich media creative formats can be implemented on mwjournal.com. Examples include:

- Expandable Pencil banner
- Page Peel
- Floating/Interstitial

Consult your account manager for specific options and rates.

## Channel Marketing

MWJ website content is segmented by market sector to enable our audience to quickly view content relevant to their particular interests. This content includes news, articles, events and white papers. For advertisers, these channels provide the opportunity to target these specific buyers with multiple messages. Exclusive sponsorship provides ownership of the channel with four banner ads appearing on the landing page and all content pages of the channel. Dedicated email promotions drive traffic to the channels.

Current Channels Include:

- 5G/Massive MIMO
- Aerospace & Defense
- Cellular/4G/LTE
- EMC/EMI
- Industrial/Scientific/Medical
- IoT/M2M/V2V
- RFID/GPS/Location
- RFIC
- Software/EDA
- Test & Measurement

Additional channels are available on request.

\$3,000/per month (net)





## Microwave FLASH

Distributed weekly to more than 35,000 subscribers

Microwave FLASH delivers the latest news, industry outlook, white papers and upcoming events to a global audience of RF/microwave professionals every week.

Sponsorship includes:

- 600 x 77 Leaderboard Banner
- Website link



### Cost:

\$ 3,000 per edition  
\$ 3,500 for the IMS editions of May 18 and May 25 and the EuMW editions of September 28 and October 5

Also Available:  
Embedded Ad: \$1,500  
Character limit (with spaces) 425

## Microwave ADVISOR

Distributed weekly to more than 32,000 subscribers

Microwave ADVISOR delivers the latest product announcements to a targeted audience of buyers.

Exclusive sponsorship includes:

- 600 x 77 Leaderboard Banner
- Website link



### Cost:

\$ 2,600 per edition  
\$ 3,000 for the IMS editions of May 17 and 24 and the EuMW editions of September 27 and October 4

## New for 2016:

**Buy 4 newsletter sponsorships for the price of 3!**  
**Pick any combination of four Microwave FLASH and/or ADVISOR newsletters and pay only \$ 7,800 (Net)**

*\*Excludes IMS, EDI CON and EuMW editions*

## Military Microwaves

Distributed monthly to more than 28,000 subscribers

This targeted newsletter delivers news, new products and upcoming events. It features in-depth analysis of the defense sector by renowned industry experts.

### Cost:

Leaderboard: \$ 2,600 per edition

Boombbox: \$ 2,600 per edition

Also Available:

Embedded Ad: \$1,500

Character limit

(with spaces) 425





## Microwave Messenger

MWJ now offers ePostcards for maximum impact. Customize your message and pick your targeted audience of 10,000 design engineers from our database.

Specifications:

- One image at 393 x 284 pixels
- Up to 75 words of text
- Logo
- Website link

**Cost:**

\$ 3,000 per broadcast



## Show Daily Newsletters

Distributed to more than 30,000 subscribers

Microwave Journal provides extensive coverage of the IEEE MTT-S IMS, EDI CON and European Microwave Week events with pre-show, post-show and daily reporting from the conferences and exhibitions.

A limited number of exclusive sponsorships are available for each event, providing the opportunity to drive traffic to your booth and to reach those engineers not attending the live event.

- Boombox Ad
- Exhibition Spotlight

**Cost:**

\$ 3,000 per edition



## Custom Newsletters

Microwave FLASH Focus – Distributed to more than 30,000 subscribers

Let the editors of Microwave Journal create a content-rich newsletter focused on your company's products, market or technology.

The newsletter includes technical articles, current news, industry analysis and upcoming events, all of which are relevant to your company's products or services.

Exclusive sponsorship includes:

- 600 x 77 leaderboard banner
- Two embedded ads within the body of the newsletter
- Your products/news/white papers/technical articles included in the content, at editor's discretion

**Cost:**

\$ 5,000



## White Paper Program

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels, including:

- 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 1<sup>st</sup> month
- Inclusion in the Microwave FLASH newsletter, delivered to 35,000 subscribers
- Archived in the eLearning/White Papers section of the MWJ website permanently
- Sales leads captured and delivered via email

**Net Cost:** 1× = \$1,500; 4× = \$5,000; 6× = \$7,500; 12× = \$12,000



## Microwave Media Video Programs



Microwave Journal has launched a powerful new video library that allows customers to upload unlimited videos that are indexed by application, market, event and company. The library also includes educational videos that the editors curate into the library plus webinars and demos that the MWJ staff produce and record. The Microwave Journal RF and microwave bi-weekly video update series, Frequency Matters, is also part of the library.

A new bi-weekly video newsletter has been created to feature customer videos and drive traffic to the video library for maximizing views. Selected videos are also highlighted on the home page and video landing pages. The new platform supplies analytics so that the customer sees the performance of each video. Below are the programs available:



### Gold level sponsor \$5,000/yr

- Logo on the site as a top tier 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
- One free video demo in your booth at either EDI CON, IMS or EuMW (\$1000 for each additional video)

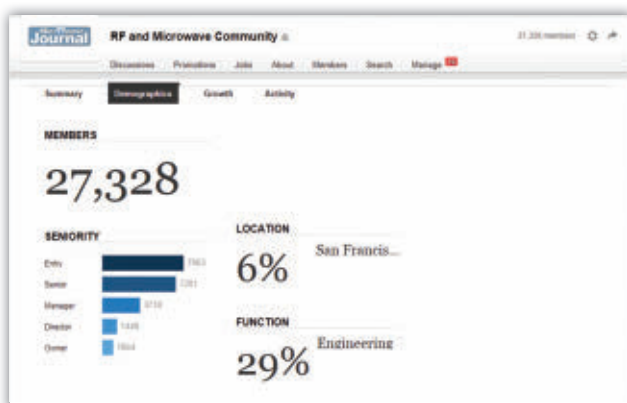
### Silver level sponsor \$2,500/yr

- Logo on the site as a silver level sponsor
- Unlimited uploads of videos to the site (editor's will approve all submissions)
- Periodic video highlight in MWJ video newsletter
- Periodic highlight of videos on library landing pages

### Frequency Matters Sponsor \$2,500/month

(minimum 3 consecutive months – maximum 2 sponsors)

- 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
- Optional product promoted live on the show (once per month maximum)
- Inclusion in the print magazine house ad



## Social Media

Social media is an important component to many companies' marketing programs. Microwave Journal has actively built numerous social media communities, including the LinkedIn "RF and Microwave" group, with membership of 27,000+. Our Facebook presence has grown in the past year to 2,800 and our Twitter followers are in the thousands and growing rapidly.

At MWJ, we work with our clients to promote their news, product launches and events through multiple social media channels as an impactful added-value that is unique to MWJ advertisers.



# Webinars and Online Panels

## Generate Qualified Leads

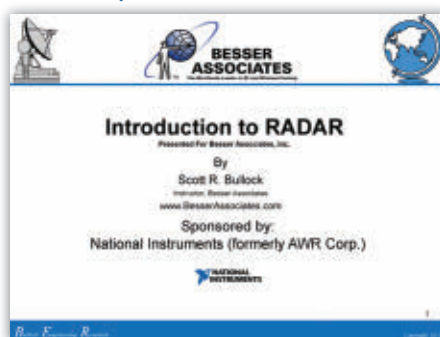
Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects.

Choose from a custom webinar that delivers your company's new product launch and technological expertise, or the Besser and Strategy Analytics series' that offers free RF/microwave training and market analysis. These webinars attract large audiences and provide great branding opportunities for your company.

### Previous Sponsors:

Altair HyperWorks  
Analog Devices  
Anite  
Anokiwave  
Anritsu  
Ansys  
Aurora Software  
Avago  
Azimuth Systems  
COMSOL  
Cree  
CST  
Delcross Technologies  
Eastern OptX  
Elektrobit  
EMSCAN  
EMSS/FEKO  
ETS-Lindgren  
Freescale Semiconductor  
Isola Group  
K&L Microwave  
Keysight Technologies  
LPKF Laser & Electronics  
MACOM  
MECA Electronics  
Microwave Vision Group  
Mini-Circuits  
National Instruments  
NI, formerly AWR  
NXP Semiconductors  
Peregrine Semiconductor  
Qorvo  
RFMW  
Richardson Electronics  
Richardson RFPD  
Rogers Corp.  
Rohde & Schwarz  
Scintera Networks  
Skyworks Solutions  
Sonnet Software  
Sumitomo  
Tech-X Corp.  
Tektronix  
WIN Semiconductors Corp.  
Wolfspeed, a Cree Company

### Sponsored Content



### Custom Webinars



### Sponsorship Includes:

- Sponsor's executives participate on the panel (custom webinars only)
- Event promotion on mwjournal.com
- Event promotion in email newsletters
- Event promotion in Microwave Journal
- Attendee names and demographics
- Sponsor's slides and message
- Sponsor's logo on all webinar materials: Banner ads, Email invitations and Registration Page
- Numerous email blasts to MWJ database

### Benefits Include:

- Excellent lead generation
- Full contact information provided on all registrants
- Allows for potential direct follow-up contact with attendees
- Ability to add qualifying questions to the registration form
- Available for "on demand" viewing, providing long-term lead-generation
- Q&A session provides market insight and audience interaction

- FACTS:**
- MWJ Webinars attracted more than 450 registrants on average.
  - MWJ promoted and/or produced more than 80 webinars in 2015.





## Microwave Journal 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.

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

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 high quality sales leads instantly.

\$ 6,000/yr for up to 6 product categories; \$ 1,000 for every additional 6 categories  
12-month minimum

**Print advertisers receive  
a 50% discount on  
Vendor Views**



## Buyer's Guide Ad Opportunities:

### 1. Premium Boombox

300 x 250

Appears on Buyer's Guide Homepage and on every sub-category.  
Maximum of 3 sponsors in rotation  
\$1,300/month  
3-consecutive-month minimum

### 2. Boombox

300 x 250

Appears on Buyer's Guide Homepage and on every sub-category.  
Maximum of 3 sponsors in rotation  
\$650/month  
3-consecutive-month minimum

**Advanced RF/SAW Components**  
Wireless Communications • Connectivity • Infrastructure Systems  
For superior and reliable solutions - Click to view information

**Compact Broadband Directional Coupler: 110067006**  
Krytar Inc.

KRYTAR, Inc. announces the continued expansion of its growing line of directional couplers with a new model offering 6 dB of coupling over the frequency range of 10 to 67 GHz, in a single, compact and lightweight package. The latest addition enhances the selection of multi-purpose, stripline designs that exhibit excellent coupling over a broadband frequency range of 10 to 67 GHz.

**Hermetic GaAs IC SPDT Absorptive Switch: ISO13286**  
Skyworks Solutions Inc.

Skyworks, through its Isotlink subsidiary, introduces a low-loss, high performance wideband DC to 8 GHz hermetic GaAs IC single-pole, double-throw (SPDT) absorptive switch. The ISO13286 is ideal for high reliability space, satellite, and defense applications. The device performs with 50 dB isolation at 4 GHz and low loss of 1.5 dB at 4 GHz. Testing is available to the screening requirements of MIL-PRF-38535 Class B and S.

## Classifieds

**NEW** Microwave Journal now offers a classified section on our website.

Companies or individuals can post ads for used equipment, recruitment, sales reps/distributors and miscellaneous items. Simply go to [mwjournal.com/classifieds](http://mwjournal.com/classifieds), enter the information and pay the nominal cost of \$50 per listing by credit card. It couldn't be easier!



## Digital Edition

**15,000 Qualified MWJ Subscribers receive the digital edition of the magazine**

In addition to your display ad, there are numerous opportunities to expand your presence in the digital edition with sponsorships, banner ads, interactive and rich media.

Advertising options include:

**Cover Sponsorship** **\$2,500**

**Location:** Right side following cover

**Size:** Full Page

**Blow-In** **\$750**

**Location:** Overlays page(s) of choice

**Size:** 500w x 300h pixels (max)

**Leaderboard Ad** **\$1,500**

**Location:** Above the issue

**Size:** 728w x 90h pixels

**Button Ad** **\$1,000**

**Location:** Bottom of Table of Contents

**Size:** 180w x 150h pixels (max)

**Belly Band** **\$2,500**

**Location:** Overlays page(s) of choice

**Size:** 500w x 175h or 800w x 175h for spread

**Navigation Bar Ad** **\$750**

**Location:** Above the issue, in the toolbar

**Size:** 230w x 28h pixels

**New Issue Email Alert** **\$2,500**



## Mobile App

**7,000 users and growing!**

The *Microwave Journal* mobile app is available for Android and iOS smartphones and tablets and includes a mobile version of the magazine plus RSS feed updates for items such as industry news and blog postings.

Advertising options include:

**Banner Ads** **\$500/month (3 month minimum)**

**Location:** Various views throughout app

**Size:** Small - 320w x 50h pixels

Medium - 728w x 90h pixels

Large - 960w x 90h pixels

**Sponsor Launch Images**

**Location:** Displays on the device while the app loads

**Size:** Smartphone - 640w x 960h pixels

Tablet - 1536w x 2048h pixels

**Interstitial Ads**

**Location:** Between article pages

**Size:** To appear full screen

**Full Page Print Ads**

**Location:** Between article pages

**Size:** To appear full screen

**Multimedia (Video/Audio)**

**Location:** Select page, page position

**Size:** 100 MB maximum

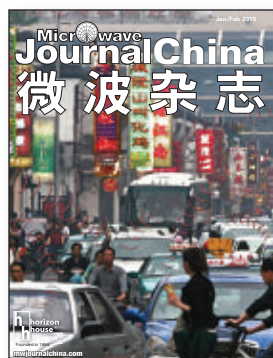
**Interactive Modules (Slideshow/Animation)**

**Location:** Select page, page position

**Size:** Portrait - 576w x 768h pixels

Landscape - 768w x 576h pixels

**Visit [mwjournal.com/advertising](http://mwjournal.com/advertising) for additional specs and rates**



## Microwave Journal China 10,000 Qualified Circulation

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

### 2016 Schedule:

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
<b>Theme</b>	Wireless Communications	Test and Measurement	Connectivity Solutions/Interconnect	Antennas & EMC/EMI	RF Semiconductors & Software	Passive and Control Components
<b>Bonus Distribution</b>	Mobile World Congress Barcelona, Spain February 22-25  electronica China Shanghai March 15-17	EDI CON China Beijing April 19-21	IEEE MTT-S IMS San Francisco, USA May 22-27	Embedded Expo Shenzhen August 24-26	IME Shanghai October  EuMW London, UK October 3-7	China Hi-Tech Fair ELEXCON Shenzhen November 16-21
<b>Space Deadline</b>	December 11	February 20	April 24	June 26	August 21	October 23
<b>Material Deadline</b>	December 18	February 25	May 1	July 3	August 28	October 30

### Rates:

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
<b>1X</b>	\$ 3,370	\$ 2,560	\$ 2,120	\$ 1,630	\$ 1,180
<b>3X</b>	\$ 3,150	\$ 2,400	\$ 1,970	\$ 1,470	\$ 1,090
<b>6X</b>	\$ 2,920	\$ 2,230	\$ 1,850	\$ 1,350	\$ 1,040
<b>12X</b>	\$ 2,590	\$ 1,970	\$ 1,690	\$ 1,180	\$ 950

E-magazine rates available on request.

### Special Positions:

	US\$
Cover II	\$ 4,490
Cover III	\$ 3,940
Cover IV	\$ 5,390
Page one	\$ 4,490
Facing Table of Contents	\$ 4,270
Facing Editor Desk	\$ 4,270
Other specified positions	+ 10%

**All rates are at the GROSS amount.  
See page 19 for ad specifications.**



## Website Rates:

	Position	Dimensions	US \$
	Welcome Banner (Exclusive)	640 x 400	one week: \$500; two weeks: \$ 950; four weeks: \$1,800
	Leaderboard (Top Banner)	728 x 90	\$ 2,250
<b>R1, 2</b>	Rectangular Banner	120 x 120	\$ 1,390
<b>L1</b>	Rectangular Banner	180 x 150	\$ 1,390
<b>L2</b>	Skyscraper	180 x 600	\$ 1,610
<b>L3, 4, 5</b>	Rectangular Banner	180 x 150	\$ 750
	Anchor (Bottom Banner)	728 x 90	\$ 1,070
	Prime Products	140 x 100	\$ 1,010
	Logo Sponsor	100 x 50	\$ 340
<b>Exclusive Banner add 50%, exclusive top/bottom add 100%</b>			<b>\$ 8,000</b>

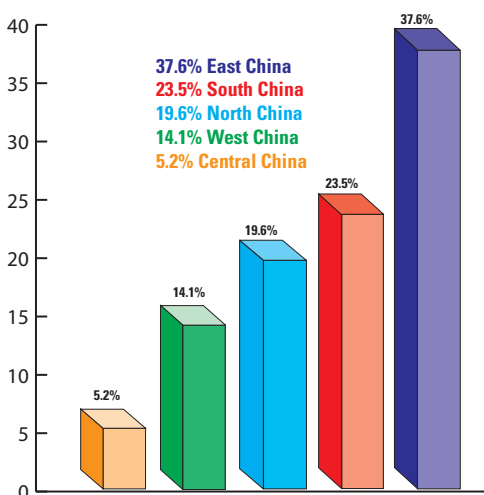
Run of Site. Maximum 3 sponsors in rotation.

Welcome Banner	640 x 400	JPG/GIF	One Week	Two Week	Four Week
			\$ 540	\$ 1,020	\$ 1,930

## eFocus eNewsletter Rates:

Position	Dimensions	Format	US \$
<b>Top Banner</b>	728 x 90	JPG/GIF	\$ 2,250
<b>Banner 1</b>	300 x 60	JPG/GIF	\$ 1,390
<b>Banner 2</b>	300 x 60	JPG/GIF	\$ 1,230
<b>Banner 3</b>	300 x 60	JPG/GIF	\$ 1,070
<b>Video Snapshot 1 (web hosting 6 months)</b>	N/A		\$ 750
<b>Video Snapshot 2 (web hosting 6 months)</b>	N/A		\$ 750
<b>Video Snapshot 3 (web hosting 6 months)</b>	N/A		\$ 750

## Geographical



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

# mwjournalchina.com





**APRIL 19-21, 2016**  
**China National Convention Center**  
**www.EDICONCHINA.com**

# network in China

## THE 4<sup>TH</sup> ANNUAL ELECTRONIC DESIGN INNOVATION CONFERENCE AN INDUSTRY DRIVEN EVENT FOR TODAY'S ENGINEERS

**\*New for 2016\***

The Electromagnetic Technology Conference (EMC)  
 Organized by the China Electrotechnical Society (CES)

Will be Co-Located with EDI CON

Bringing the EMC/EMI and RF/Microwave/High Speed Digital Communities Together

### New for 2016

#### New Pavilions

- Internet of Things (IoT)
- EMC/EMI

#### New 5G Demo Area

- (Available to premium sponsors)

### 2015 Highlights

- 2625 total attendance
- 2339 unique delegates
- 86 exhibiting companies
- 19 attending media organizations

#### Host Sponsor:



#### Diamond Sponsor:



#### Corporate Sponsor:



#### Gold Sponsors:



### Exhibition Costs

#### Gold Sponsor (limited to 6)

**Cost: \$20,000 (US)**

- 36 square meter booth
- 70 VIP passes (reception dinner)
- One 40 minute workshop
- Listing as Gold Sponsor on all signage, delegate bag and event marketing promotions

#### Silver Package

**Cost: \$13,000 (US)**

- 18 square meter booth
- 60 VIP passes (reception dinner)
- One 40 minute workshop

#### Bronze Package

**Cost: \$6,500 (US)**

- 9 square meter booth
- 50 VIP passes (reception dinner)
- One 20 minute talk in Commercial track

**Bronze Plus** - Full 40 minute workshop sponsorship available for additional \$2,500

#### Exhibit Only

**Cost: \$3,500 (US)**

- 9 square meter booth with shell scheme that includes: carpet, signage, table and 2 chairs.

#### Organized by:





SEPTEMBER 20-22, 2016  
Hynes Convention Center  
[www.EDICONUSA.com](http://www.EDICONUSA.com)

# network in the US

## ELECTRONIC DESIGN INNOVATION CONFERENCE A NEW KIND OF EVENT FOR RF/MICROWAVE, HIGH SPEED DIGITAL AND EMC/EMI DESIGN

EDI CON will take place in Boston, a major center of industry activity and engineering research. It will benefit from the high concentration of engineers locally and will feature expert speakers and exhibitors from across the globe.

### AN INDUSTRY DRIVEN EVENT FOR TODAY'S ENGINEER

#### Conference Features:

- Keynotes/presentations from industry executives and government officials
- Networking/Welcome Reception
- Peer-reviewed technical presentations
- Educational workshops
- Expert panels
- Training sessions

#### Conference Topics:

- RF, Microwave & High Speed Design
- Measurement & Modeling
- Systems Engineering
- 5G & IoT
- EMC/EMI
- A&D

#### Host Sponsor:



#### Diamond Sponsor:



#### Gold Sponsors:



#### Corporate Sponsor:



#### Exhibition Costs

##### Gold Sponsor (limited to 6)

Cost: \$20,000 (US)

- 20' x 20' booth space
- 70 VIP passes
- One 40 minute workshop
- Listing as Gold Sponsor on all signage, delegate bag and event marketing promotions

##### Silver Package

Cost: \$13,000 (US)

- 10' x 20' booth space
- 50 VIP passes
- One 40 minute workshop

##### Bronze Package

Cost: \$6,500 (US)

- 10' x 10' booth space
- 25 VIP passes
- One 20 minute talk in Commercial track

**Bronze Plus** - Full 40 minute workshop sponsorship available for additional \$2,500

##### Exhibit Only

Cost: \$3,500 (US)

- 10' x 10' booth space

#### Organized by:







**3-7 OCTOBER 2016**  
**ExCeL London, UK**  
**www.EUMWEEK.com**

## network in Europe

### EUROPE'S PREMIER MICROWAVE, RF, WIRELESS AND RADAR EVENT

EuMW 2016 will be held in London. Bringing industry, academia and commerce together, European Microwave Week 2016 is a SIX day event, including THREE cutting edge conferences and ONE exciting trade and technology exhibition featuring leading players from across the globe. EuMW 2016 will offer you the unique opportunity to be connected to the future of microwave technology.

#### 2015 Highlights

- 3000 sqm of net exhibition space
- 4000 key visitors from around the globe
- 1400 conference delegates
- In excess of 300 international exhibitors

Co-sponsored by:



Co-sponsored by:



Supported by:



Co-sponsored by:



Co-sponsored by:



European Microwave Week



The 46th European Microwave Conference



The 11th European Microwave Integrated Circuits Conference



The 13th European Radar Conference

Organized by:



European Microwave Association

Exhibition Organized by:



Official Publication:

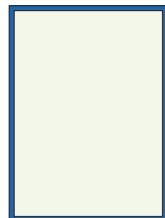


# Print Rates & Specifications

All rates at Gross in US Dollars, international rates determined by current exchange rates.

Black and white, per page and fractions. All measurements are width x height.

## Full Page

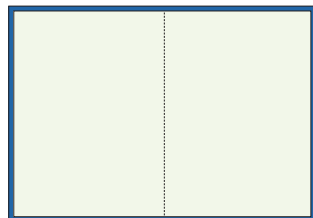


Insertions	Rate
1x	\$7540
3x	\$7050
6x	\$6680
12x	\$6370
18x	\$6155
24x	\$5975
30x	\$5815
36x	\$5690

### Mechanical 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

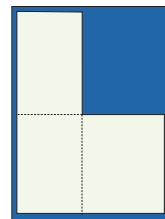


Insertions	Rate
1x	\$11710
3x	\$10950
6x	\$10360
12x	\$9900
18x	\$9545
24x	\$9250
30x	\$9010
36x	\$8795

### Mechanical 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



Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

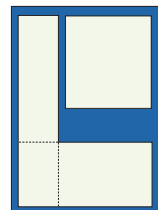
### Mechanical Requirements: Horizontal

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



Insertions	Rate
1x	\$3555
3x	\$3320
6x	\$3145
12x	\$3005
18x	\$2900
24x	\$2795
30x	\$2735
36x	\$2655

### Mechanical Requirements: Horizontal

Trim: 7" x 3-3/8" (178mm x 86mm)

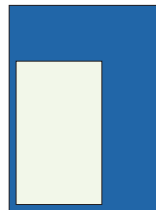
### Vertical

Trim: 2-3/16" x 10" (56mm x 254mm)

### Square

Trim: 4-9/16" x 4-7/8" (116mm x 124mm)

## 1/2 Page Island

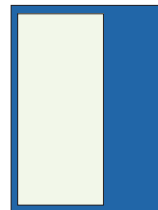


Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

### Mechanical Requirements:

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

## 2/3 Page Vertical

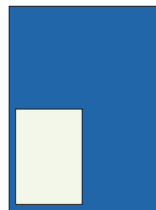


Insertions	Rate
1x	\$5735
3x	\$5360
6x	\$5065
12x	\$4840
18x	\$4680
24x	\$4525
30x	\$4415
36x	\$4305

### Mechanical Requirements:

Trim: 4-9/16" x 10" (116mm x 254mm)

## 1/4 Page

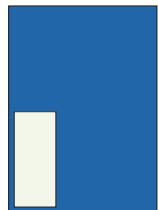


Insertions	Rate
1x	\$2560
3x	\$2400
6x	\$2275
12x	\$2175
18x	\$2090
24x	\$2025
30x	\$1980
36x	\$1940

### Mechanical Requirements:

Trim: 3-3/8" x 4-7/8" (86mm x 124mm)

## 1/6 Page

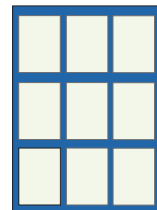


Insertions	Rate
1x	\$2005
3x	\$1875
6x	\$1765
12x	\$1700
18x	\$1635
24x	\$1585
30x	\$1550
36x	\$1500

### Mechanical Requirements:

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

## Micro Ad



Insertions	Rate
1x	\$870
3x	\$815
6x	\$760
12x	\$715
18x	\$700
24x	\$675
30x	\$650
36x	\$620

### Mechanical Requirements:

Trim: 2-3/16" x 3" (56mm x 76mm)

## Printing Process

Web Offset

## Binding Method

Perfect Bound

## Line Screen

133

## Max Density

4 Color: 300%

## Color

- Pantone colors – \$425 per color, per page or fraction of page; \$645 per color for two-page spread.
- Four-color process (ROP) – Total \$965 per page or fraction of page, \$1545 for two-page spread.
- Metallic sheens available for \$730 per color, per page or fraction of page; \$1195 for two-page spread.
- Micro Ad – \$200/2 color, \$240/4 color.

## Materials

The preferred format for submitting finished ads is a hi-res (300 dpi) pdf file with all fonts and hi-res CMYK images embedded.

Please see our materials specifications site for additional information:

[www.qg.com/prepress-tools](http://www.qg.com/prepress-tools)

## Safety

Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges (Non-bleed ads are listed at the maximum outside dimensions for that space)

## Gutter Safety for Spreads

Allow 1/4" on each side of Gutter for 1/2" total gutter safety

## Shipping

You may ship your advertising materials in any of three ways:

- Physical shipment of advertising materials  
Attn: Ed Kiessling  
Microwave Journal®  
685 Canton Street  
Norwood, MA 02062
- Email your advertising materials – files under 10 MB to – [ads@mwjournal.com](mailto:ads@mwjournal.com)
- Files over 10 MB – Send your materials to our FTP site  
Call Ed Kiessling at (781) 619-1963 for details

For any additional ad related questions, please contact:

Ed Kiessling  
Tel: (781) 619-1963  
[ekiessling@mwjournal.com](mailto:ekiessling@mwjournal.com)

Orders and contracts are accepted subject to change in rates upon notice from the publisher. Contracts may be cancelled at the time the rate change becomes effective. In such an event, the advertiser and/or agency shall be liable for the frequency rate earned at the time of cancellation.

Front covers are not sold. Rates for second, third and fourth covers and preferred positions are available on request.

# Sales Offices

## USA

**Carl Sheffres**  
Publisher

685 Canton Street  
Norwood, MA 02062  
Tel: (800) 966-8526  
Tel: (781) 619-1949  
Fax: (781) 769-5037  
csheffres@mwjournal.com

### Eastern and Central Time Zones

**Michael Hallman**  
Eastern Reg. Sales Mgr.

4 Valley View Court  
Middletown, MD 21769  
Office: (301) 371-8830  
Cell: (781) 363-0338  
Fax: (301) 371-8832  
mhallman@mwjournal.com

NJ, Mid-Atlantic, Southeast,  
Midwest, TX

**Chuck Boyd**  
Northeast Reg.  
Sales Mgr.

685 Canton Street  
Norwood, MA 02062  
Office: (781) 619-1942  
Cell: (617) 669-6761  
Fax: (781) 769-5037  
cboyd@mwjournal.com

New England, New York,  
Eastern Canada

### Pacific and Mountain Time Zones

**Brian Landy**  
Western Reg. Sales Mgr.

144 Segre Place  
Santa Cruz, CA 95060  
Office: (831) 426-4143  
Cell: (813) 713-9085  
Fax: (831) 515-5444  
blandy@mwjournal.com

CA, AZ, OR, WA, ID, NV, UT,  
NM, CO, WY, MT, ND, SD, NE &  
Western Canada

**Ed Kiessling**  
Traffic Manager  
Inside Sales Rep/  
Eastern US

685 Canton Street  
Norwood, MA 02062  
Tel: (781) 619-1963  
Fax: (781) 769-6178  
ekiessling@mwjournal.com

## International

**Richard Vaughan**  
International Sales Manager

16 Sussex Street  
London SW1V 4RW, England  
Tel: +44 207 596 8742  
Tel: +44 207 596 8740  
Fax: +44 207 596 8749  
rvaughan@horizonhouse.com

### Germany, Austria, and Switzerland (German-speaking)

**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

## China

Shenzhen  
**Michael Tsui**  
ACT International  
Tel: 86-755-25988571  
FAX: 86-10-58607751  
michaelt@actintl.com.hk

Shanghai  
**Linda Li**  
ACT International  
Tel: 86-21-62511200  
lindal@actintl.com.hk

Beijing  
**Oasis Guo**  
ACT International  
Tel: 86-13011108861  
oasisg@actintl.com.hk

Hong Kong, Taiwan, Singapore  
**Mark Mak**  
ACT International  
Tel: 852-28386298  
markm@actintl.com.hk

## Korea

**Young-Seoh Chinn**  
JES Media International  
2nd Floor, ANA Bldg.  
257-1, Myungil-Dong  
Kangdong-Gu  
Seoul, 134-070 Korea  
Tel: +82 2 481-3411  
Fax: +82 2 481-3414  
yschinn@horizonhouse.com

## Japan

**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

### List Rentals

Deliver your message to your targeted audience with an email or postal list rental. Contact our list rental manager:

### Statistics

For information, contact:

**Jennifer Felling**  
Email: j.felling@statistics.com  
Phone: (203) 456-3339  
Fax: (203) 917-3764

*Discounted rates for contract advertisers.*

# 57 years

**Celebrating 57 years of  
Publishing Excellence**

**Microwave  
Journal**

685 Canton Street  
Norwood, MA 02062  
www.mwjournal.com

Tel: (800) 966-8526  
(781) 769-9750  
Fax: (781) 769-5037