

2015



Skyscraper
BOOMBOX
Literature Showcase
eFocus Newsletter
List Rental
CHANNELS
LinkedIn
Facebook
Pinterest

Gatefolds
M/M NEWSLETTER

**INTEGRATED
MARKETING
SOLUTIONS**

FREQUENCY MATTERS

Lead Generation

EVENTS

Mobile

Military Microwaves Supplement
Cables & Connectors Supplement
WELCOME AD
LEADERBOARD

Aerospace & Defense Electronics Supplement
Mobile Communications Supplement
BPA

Print

Cover Flap
Classifieds
Dailies

Cover Ads
Branding
VIDEO
Wallpaper

Digital
Website

INSERTS

OUTSERTS

BELLYBAND

NEWSLETTERS

Augmented Reality
Rich Media ePostcards

MWJ China

The Leading Media Brand
Serving the
RF/Microwave Industry

EDI CON China

Metrics

Microwave FLASH
Microwave ADVISOR
Microwave Messenger

EUROPEAN MICROWAVE WEEK

Social Media
China Website NETWORKING

EDI CON USA

Mobile App
Content Marketing
Custom Newsletters
White Papers

DEFENSE & SECURITY FORUM

Webinars



Founded in 1958

Targeted Marketing
Catalog Update
Web Update
Software Update
Beltway
Baseboard

Market Research

Cover Ad

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 13-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, Staff Editor

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.

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



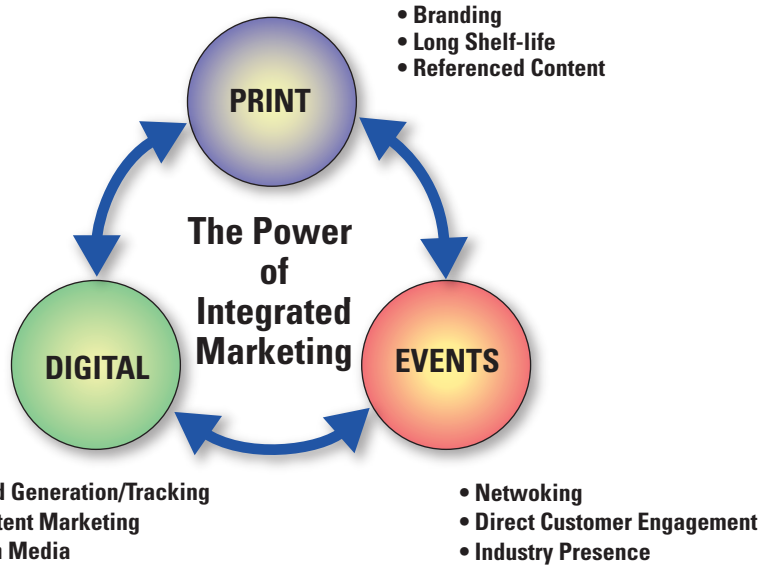
A recent survey of MWJ Subscribers* revealed the following insights:

- 67% have been subscribers for 5 years or more. 28% have been subscribers for 20+ years
- 66% spend at least an hour reading each issue
- 47% keep each issue for future reference
- 73% 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 34,844 *Microwave Journal* subscribers with a 5.5% response rate.

A Portfolio of Proven Products

Your MWJ display ad is seen in print, digital and mobile formats.



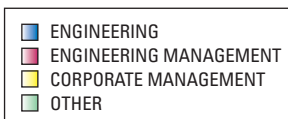
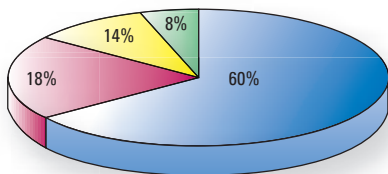
A Global Audience of Design Engineers

MWJ is the most read, most useful and top choice for RF/microwave engineers. MWJ clients benefit from added-value exposure and social media promotion.

50,000
Magazine Subscribers

55,397
Web Registrants

Targeted Audience



Here's how attendees at the 2014 IEEE MTT-S International Microwave Symposium ranked publications serving the RF/MW industry.*

Question	Publication	Rank
1. Which of the following publications do you read?	Microwave Journal	1
	Microwaves & RF	2
	High Frequency Electronics	3
	Microwave Product Digest	4
	Microwave Engineering Europe	5
2. Which one of the following publications is most useful to your work?	Microwave Journal	1
	Microwaves & RF	2
	Microwave Product Digest	3
	High Frequency Electronics	4
	Microwave Engineering Europe	5
3. Which magazine would you receive if you could only choose one?	Microwave Journal	1
	Microwaves & RF	2
	High Frequency Electronics	3
	Microwave Product Digest	4
	Microwave Engineering Europe	5

*Source: Survey conducted by MP Associates, exhibition managers of IMS, as part of their post-show analysis. Does not include society publications.

2015 Editorial Calendar

	EDITORIAL THEME	BONUS DISTRIBUTION		AD CLOSE	AD MATERIAL DUE	ADVERTISER BONUS FEATURE
JANUARY	Radar and Antennas	DesignCon Santa Clara, CA January 27-30		December 10th	December 17th	Catalog Update
FEBRUARY	High Frequency Components, Boards and Systems	SATELLITE 2015 Washington, DC March 16-19	IEEE EMC & SI Santa Clara, CA March 15-21	January 9th	January 16th	Software & Mobile Apps
		Mobile World Congress Barcelona, Spain March 2-5				
MARCH	Test and Measurement	Microwave & RF Paris, France April 1-2	WAMICON Cocoa Beach, FL April 13-15	February 11th	February 18th	Web Update
		EDI CON Electronic Design Innovation Conference Beijing, China April 14-16				
MARCH Supplement	Cables and Connectors	IEEE MTT-S IMS Phoenix, AZ May 16-22		February 6th	February 17th	Literature Showcase
APRIL	IEEE MTT-S IMS Show Issue 	IEEE MTT-S IMS Phoenix, AZ May 16-22	IEEE MTT-S IMS Show Daily Sponsorship Opportunities	March 11th	March 18th	Exhibitor Highlight
		AUVSI Atlanta, GA May 4-7		April 10th	April 17th	Catalog Update
MAY	Amplifiers and Oscillators	Space Tech Expo Long Beach, CA May 19-21				
MAY Supplement	Aerospace & Defense Electronics	EW Europe Stockholm, Sweden May 26-28	EuMW Paris, France September 6-11	April 7th	April 16th	Literature Showcase
JUNE	Semiconductors MMICs/RFICs			May 8th	May 15th	Web Update
JULY	RF & Microwave Software and Design	IEEE EMC/EMC Europe Dresden, Germany August 16-22		June 10th	June 17th	Catalog Update
AUGUST	European Microwave Week Show Issue 	EuMW Paris, France September 6-11	EuMW Show Daily Sponsorship Opportunities	July 10th	July 17th	Software & Mobile Apps
		CTIA Super Mobility Week Las Vegas, NV September 9-11		August 13th	August 20th	Web Update
SEPTEMBER	Satellite and Radio Communications	AMTA 2015 Long Beach, CA October 25-30				
SEPTEMBER Supplement	Military Microwaves	MILCOM Tampa, FL October 26-28		August 10th	August 19th	Literature Showcase
OCTOBER	Passive & Control Components	Asia Pacific Microwave Conference Nanjing, China December 1-4	IEEE AutoTest National Harbor, MD November 2-5	September 10th	September 17th	Catalog Update
NOVEMBER	Government and Military Electronics	GOMACTech St. Louis, MO March 23-26		October 9th	October 16th	Software & Mobile Apps
NOVEMBER Supplement	Mobile Communications and Infrastructure	Mobile World Congress Barcelona, Spain February 2016		October 6th	October 13th	Company Showcase
DECEMBER	Industrial, Scientific and Medical Applications	IEEE MTT-S Radio and Wireless Symposium January 2016		November 11th	November 18th	Web Update

Special Supplements*



Cables and Connectors

March
Bonus Distribution:
IEEE MTT-S IMS



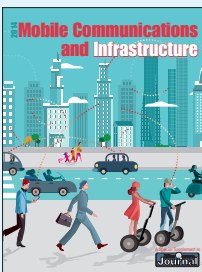
Aerospace & Defense Electronics

May
Bonus Distribution:
EW Europe
EuMW



Military Microwaves

September
Bonus Distribution:
MILCOM



Mobile Communications & Infrastructure

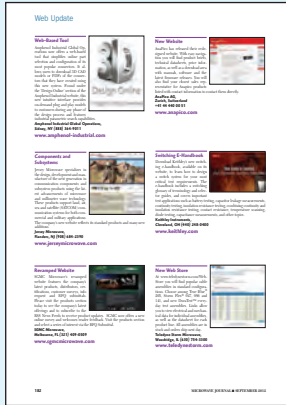
November
Bonus Distribution:
Mobile World Congress 2016

Added-value Bonus Features for MWJ Advertisers*



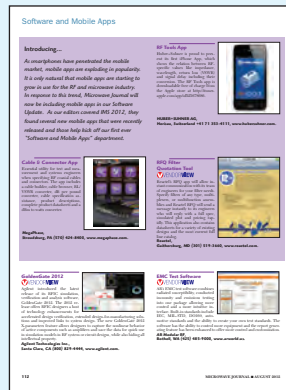
Catalog Updates

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



Web 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

Online Advertising: Standard

The Home Page of the Microwave Industry

Reach more than 55,000 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

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	36%
microwaves101.com	27%
rfcafe.com	13%
mwr.com	6%
rfglobalnet.com	6%

*Source: An emailed survey sent to 34,844 Microwave Journal subscribers with a 5.5% rate of response. Four other websites were cited at 5% or less.

The screenshot shows the Microwave Journal website home page. Red circles with numbers 1 through 5 are overlaid on the page to indicate advertising spots:

- 1:** Located at the top right of the page, above the navigation menu.
- 2:** Located in the 'What's New' section, above a 'MicroView' article.
- 3:** Located in the 'What's New' section, above an 'eLearning' article.
- 4:** Located at the bottom of the page, above the footer.
- 5:** Located in the 'What's New' section, above a 'Popular' article.

41,000 visitors
per month on average;
115,000 page views
per month

Online Advertising: High Impact/Channels

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: 40k or less

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

\$ 2,900/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

\$ 2,900/week (net) - Two consecutive weeks maximum

Custom Rich Media:



Please consult your sales executive for custom Rich Media options not addressed in this spec guide as many 3rd party rich media ads can be implemented on mwjournal.com. Example:

Expandable pencil banner that pushes down when the page is loaded or on mouse over (993 pixels wide placed below main navigation bar and expands to 300 pixels tall).

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
- Industrial/Scientific/Medical
- RFID/GPS/Location
- RFIC
- Small/Pico/Femto Cells
- Software/EDA
- Test & Measurement

Additional channels are available on request.



Microwave FLASH

Distributed weekly to more than 39,000 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 13 and May 20 and the EuMW editions of September 2 and 9

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

Microwave ADVISOR

Distributed weekly to more than 37,000 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 12 and 19 and the EuMW editions of September 1 and 8

Military Microwaves

Distributed monthly to more than 30,000 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

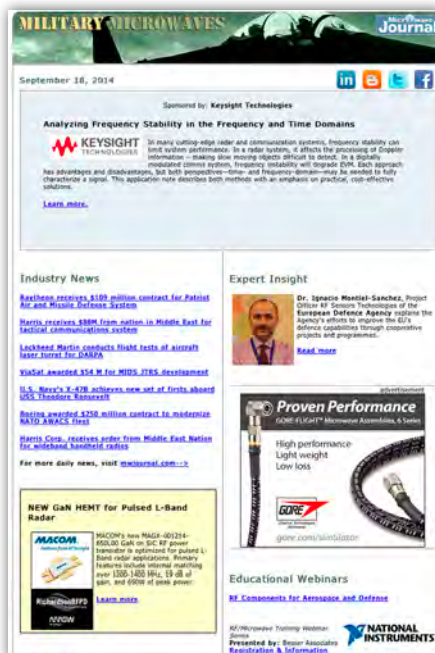
Boombbox: \$ 2,600 per edition

Also Available:

Embedded Ad: \$1,500

Character limit

(with spaces) 425





White Paper Program

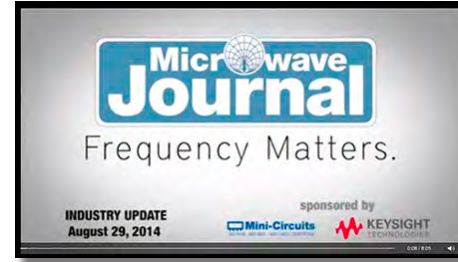
Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

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 1st month
- Inclusion in the Microwave FLASH newsletter, delivered to 36,000 subscribers
- Archived in the eLearning/White Papers section of the MWJ website permanently
- Sales leads captured and delivered via email

Net Cost:

1X = \$1,500; 4X = \$5,000; 6X = \$7,500; 12X = \$12,000



Frequency Matters

A NEW program in which MWJ editors present the latest industry news, products and upcoming events in a professionally videotaped and edited bi-weekly format. Your sponsorship includes:

- Logo on promotional items including an email blast for each episode and homepage featured item
- Logo on video landing page
- Logo on video introduction and sponsorship mention on each episode

Net Cost: \$2,500/month

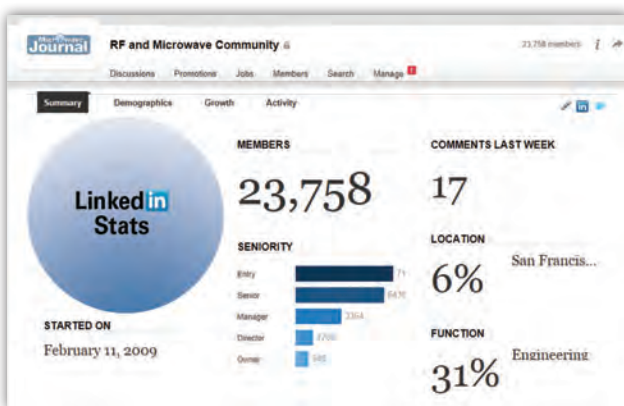
Three consecutive month minimum

Video Promotional Program

Drive traffic to your corporate videos or product demonstration videos:

- Highlighted on the MWJ homepage "Featured News" section
- Highlighted on MWJ's "Featured Video" section
- Promoted on LinkedIn groups and on Facebook and Twitter
- Dedicated email broadcast promoting video

Net Cost: \$ 5,000



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 25,000. Our Facebook presence has more than doubled in the past year to 2,200 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:

- Analog Devices
- Anite
- Anritsu
- Ansys
- Avago
- AWR
- Azimuth Systems
- COMSOL
- Cree
- CST
- 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
- Richardson RFPD/Arrow RF & Power
- Rogers Corp.
- Rohde & Schwarz
- Scintera Networks
- Skyworks Solutions
- Sonnet Software
- Sumitomo
- Tech-X Corp.
- Tektronix
- TriQuint
- WIN Semiconductors Corp.

Custom Webinars



Sponsored Content



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 400 registrants on average in 2014.
 - MWJ promoted and/or produced more than 70 webinars in 2014.



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

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, 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

Location: Right side following cover

Size: Full Page

Blow-In

Location: Overlays page(s) of choice

Size: 500w x 300h pixels (max)

Leaderboard Ad

Location: Above the issue

Size: 728w x 90h pixels

Button Ad

Location: Bottom of Table of Contents

Size: 180w x 150h pixels (max)

Belly Band

Location: Overlays page(s) of choice

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

Navigation Bar Ad

Location: Above the issue, in the toolbar

Size: 230w x 28h pixels

New Issue Email Alert



Mobile App

5,000 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:

Sponsor Launch Images

Location: Displays on the device while the app loads

Size: Smartphone - 640w x 960h pixels

Tablet - 1536w x 2048h pixels

Banner Ads

Location: Various views throughout app

Size: Small - 320w x 50h pixels

Medium - 728w x 90h pixels

Large - 960w x 90h 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 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.

2015 Schedule:

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
Theme	Wireless Communications	Test and Measurement	Connectivity Solutions	Antennas & EMC/EMI	RF Semiconductors & Software	Passive and Control Components
Bonus Distribution	Mobile World Congress Barcelona March 2-5	electronica China Shanghai March 17-19 EDI CON China Beijing April 14-16	IEEE MTT-S IMS Phoenix, AZ May 16-22	EMC/MW China, Beijing July Portable Innovate Shenzhen August 1-3 EuMW Paris September 6-11	PT-EXPO Beijing September IME October Shanghai	China Hi-Tech Fair Shenzhen November
Space Deadline	December 19th	February 20th	April 25th	June 27th	August 22nd	October 24th
Material Deadline	December 26th	February 25th	May 2nd	July 3rd	August 29th	October 31st

Rates:

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
1X	\$ 3,150	\$ 2,390	\$ 1,980	\$ 1,520	\$ 1,100
3X	\$ 2,940	\$ 2,240	\$ 1,840	\$ 1,370	\$ 1,020
6X	\$ 2,730	\$ 2,080	\$ 1,730	\$ 1,260	\$ 970
12X	\$ 2,420	\$ 1,840	\$ 1,580	\$ 1,100	\$ 890

Special Positions:

	US\$
Cover II	\$ 4,200
Cover III	\$ 3,680
Cover IV	\$ 5,040
Page one	\$ 4,200
Facing Table of Contents	\$ 3,990
Facing Editor Desk	\$ 3,990
Other specified positions	+ 10%

eMagazine Rates:

Position	US \$
eMagazine download	\$ 520
Notice - Sponsor logo	\$ 720
Login page - Text ad	\$ 360
Select issue - Sponsor logo	\$ 520
Refer a friend - Text ad	\$ 280
Menu Bar (all pages) - Sponsor logo	\$ 640
Enhanced Ad	US \$ per month
Web link (one)	FREE
Web link (each additional)	\$ 30
Add-on Flash function	\$ 650
Add-on Button with web links Button	\$ 250
Add-on additional Full Page ad	\$ 650

**All rates are at the GROSS amount.
See page 18 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	\$ 2,100
R1, 2	Rectangular Banner	120 x 120	\$ 1,300
L1	Rectangular Banner	180 x 150	\$ 1,300
L2	Skyscraper	180 x 600	\$ 1,500
L3, 4, 5	Rectangular Banner	180 x 150	\$ 700
	Anchor (Bottom Banner)	728 x 90	\$ 1,000
	Prime Products	140 x 100	\$ 945
	Logo Sponsor	100 x 50	\$ 320
Exclusive Banner add 50%, exclusive top/bottom add 100%			\$ 8,000

Run of Site. Maximum 3 sponsors in rotation.

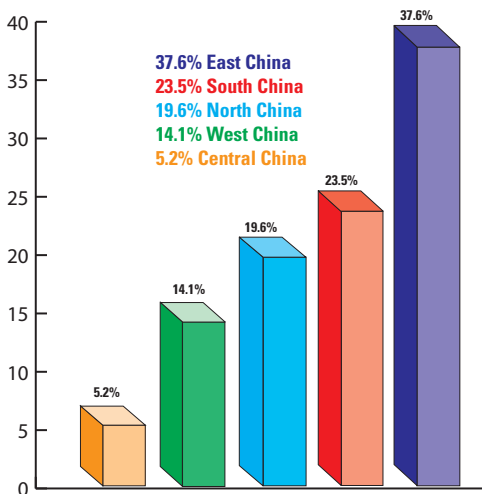
eFocus eNewsletter Rates:

Position	Dimensions	Format	US \$
Top Banner	728 x 90	JPG/GIF	\$ 2,100
Banner 1	300 x 60	JPG/GIF	\$ 1,300
Banner 2	300 x 60	JPG/GIF	\$ 1,150
Banner 3	300 x 60	JPG/GIF	\$ 1,000
Video Snapshot 1 (web hosting 6 months)	N/A		\$ 700
Video Snapshot 2 (web hosting 6 months)	N/A		\$ 700
Video Snapshot 3 (web hosting 6 months)	N/A		\$ 700



Logos Sponsor (random position)

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



6-11 SEPTEMBER 2015
www.EUMWEEK.com

network in Europe

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

EuMW 2015 will be held in Paris. Bringing industry, academia and commerce together, European Microwave Week 2015 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 2015 will offer you the unique opportunity to be connected to the future of microwave technology.

2014 Highlights

- 8000 sqm of gross exhibition space
- 5000 key visitors from around the globe
- 1700 - 2000 conference delegates
- In excess of 250 international exhibitors

Co-sponsored by:



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European Microwave Week



The 45th European Microwave Conference

Organized by:



European Microwave Association



The 10th European Microwave Integrated Circuits Conference



The 12th European Radar Conference

Exhibition Organized by:



Official Publication:





14-16 APRIL 2015
www.EDICONCHINA.com

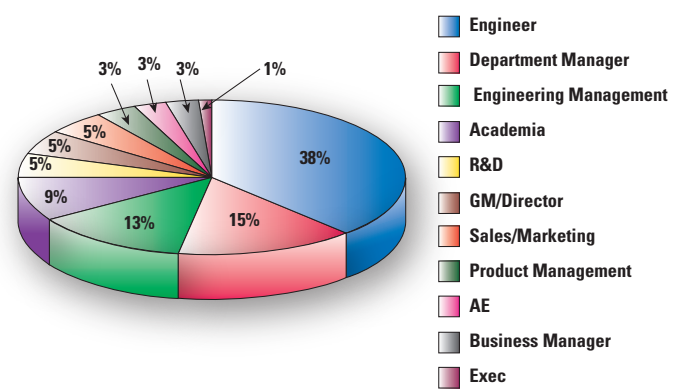
network in China

THE EVENT FOR RF/MICROWAVE, HIGH SPEED DIGITAL AND EMC/EMI DESIGN

EDI CON is an industry-driven conference/exhibition targeting RF, microwave, EMC/EMI, and high-speed digital design engineers and system integrators developing products for today's communication, computing, RFID, wireless, navigation, aerospace and related markets. The integrated technical program and exhibition presents hands-on, practical solutions for enhancing physical design at the semiconductor, module, PCB and system-levels.

2014 Highlights

- 1979 total attendance
- 1466 unique delegates
- 78 exhibiting companies
- 19 attending media organizations



Host Sponsor:



Diamond Sponsor:



Corporate Sponsor:



Gold Sponsors:



Organized by:

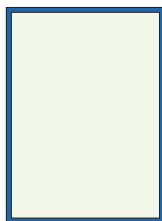


Print Rates & Specifications

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

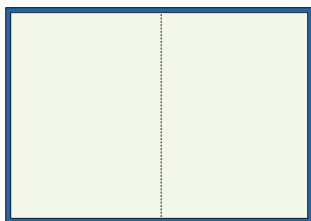


Insertions	Rate
1x	\$7540
3x	\$7050
6x	\$6680
12x	\$6370
18x	\$6155
24x	\$5975
30x	\$5815
36x	\$5690

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

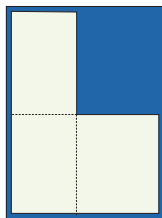


Insertions	Rate
1x	\$11710
3x	\$10950
6x	\$10360
12x	\$9900
18x	\$9545
24x	\$9250
30x	\$9010
36x	\$8795

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

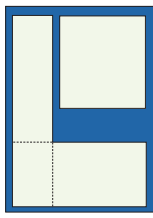
Mechanical Requirements: Horizontal

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)

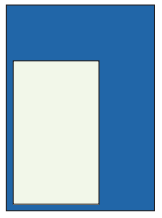
Vertical

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

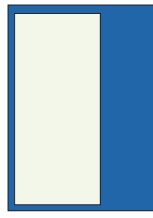


Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

Mechanical Requirements:

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

2/3 Page Vertical

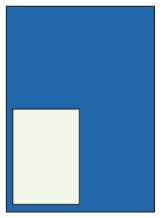


Insertions	Rate
1x	\$5735
3x	\$5360
6x	\$5065
12x	\$4840
18x	\$4680
24x	\$4525
30x	\$4415
36x	\$4305

Mechanical Requirements:

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

1/4 Page

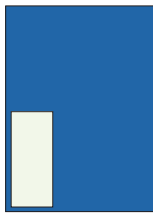


Insertions	Rate
1x	\$2560
3x	\$2400
6x	\$2275
12x	\$2175
18x	\$2090
24x	\$2025
30x	\$1980
36x	\$1940

Mechanical Requirements:

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

1/6 Page

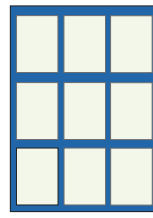


Insertions	Rate
1x	\$2005
3x	\$1875
6x	\$1765
12x	\$1700
18x	\$1635
24x	\$1585
30x	\$1550
36x	\$1500

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%

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.bpc.com/premedia/brown_specs_v4.01.pdf

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:

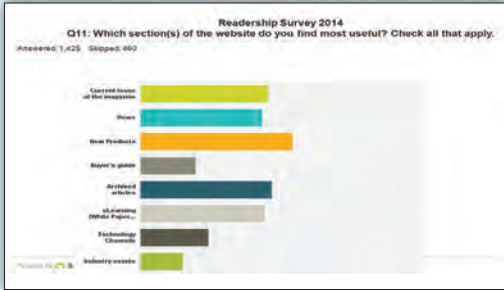
- Physical shipment of advertising materials
Attn: Ed Kiessling
Microwave Journal®
685 Canton Street
Norwood, MA 02062
- Email your advertising materials – files under 10 MB to – ads@mwjournal.com
- Files over 10 MB – Send your materials to our FTP site
Call Ed Kiessling at (781) 619-1963 for details

For any additional ad related questions, please contact:

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

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.



Research Services

Gain a better understanding of your customer's needs, forecast market trends or explore potential opportunities with our professional research services.

MWJ will work with you to design an effective survey, determine the most targeted audience, deliver it via email and compile the results. All research commissioned by advertisers is conducted on a strictly proprietary and confidential basis.

Consult with your sales representative to discuss your specific needs and to find a custom solution within your budget.



List Rentals

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

Statistics

For postal information, contact:

Jennifer Felling

Email: j.felling@statistics.com

Phone: (203) 778-8700 ext. 138

For email information, contact:

Turk Hassan

Email: t.hassan@statistics.com

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Discounted rates for contract advertisers.



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