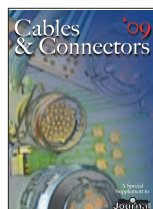


# Microwave Journal 2010 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	MARCH Supplement	APRIL	MAY	JUNE
<b>EDITORIAL THEME</b>	Radar and Antennas	High Frequency Components, Boards and Systems	Test and Measurement	Cables and Connectors	IEEE MTT-S IMS Show Issue	Amplifiers and Oscillators	Semiconductors MMICs/RFICs
<b>BONUS DISTRIBUTION</b>	NATE Nashville, TN February 15-18 Mobile World Congress Barcelona, Spain February 15-18	Satellite 2010 National Harbor, MD March 15-18	CTIA Wireless Las Vegas, NV March 23-25 WAMICON Melbourne, FL April 12-13	CTIA Wireless IEEE MTT-S IMS WAMICON	IEEE MTT-S IMS Anaheim, CA May 23-28	IEEE MTT-S IMS Online Show Daily Sponsorship Opportunities	
<b>Ad Close</b>	December 11th	January 8th	February 12th	February 10th	March 12th	April 9th	May 12th
<b>Ad Material Due</b>	December 18th	January 15th	February 19th	February 17th	March 19th	April 16th	May 19th
<b>Advertiser Bonus Feature</b>	Catalog Update	Software Update	Web Update	Literature Showcase	Exhibitor Profile	Catalog Update	Web Update
<b>MWJ/Besser Webinar</b>	Radar	LTE	RF/MW Power Amplifiers		Power Management for Wireless	Impedance Matching	Signal Integrity

	JULY	AUGUST	AUGUST Supplement	SEPTEMBER	OCTOBER	NOVEMBER	NOVEMBER Supplement	DECEMBER
<b>EDITORIAL THEME</b>	RF & Microwave Software and Design	Satellite and Radio Communications	Military Microwaves	EuMW Show Issue	Government and Military Electronics	Passive Components	2010 Product Review	Industrial, Scientific and Medical Applications
<b>BONUS DISTRIBUTION</b>	IEEE EMC Ft. Lauderdale, FL July 25-31		European Microwave Week Paris September 26-October 1 MILCOM San Jose, CA October 31-November 3	European Microwave Week Paris September 26-October 1 4G World Chicago, IL October 19-21	MILCOM San Jose, CA October 31-November 3	Asia Pacific Microwave Conference Yokohama, Japan December 7-10	Mobile World Congress Barcelona, Spain February 14-17, 2011	IEEE MTT-S Radio and Wireless Symposium Phoenix, AZ January, 2011
<b>Ad Close</b>	June 11th	July 9th	July 6th	August 12th	September 10th	October 12th	October 8th	November 12th
<b>Ad Material Due</b>	June 18th	July 16th	July 14th	August 19th	September 17th	October 19th	October 15th	November 19th
<b>Advertiser Bonus Feature</b>	Catalog Update	Software Update	Literature Showcase	Web Update and Exhibitor Profiles	Catalog Update	Software Update	Literature Showcase	Web Update
<b>MWJ/Besser Webinar</b>	MIMO	Passive Components		MMIC Design	Electrically Small Antennas	System Design		Component Modeling

## Special Supplements



### Cables and Connectors

March  
 Bonus Distribution:  
 IEEE MTT-S IMS  
 CTIA Wireless  
 WAMICON



### Military Microwaves

August  
 Bonus Distribution:  
 European Microwave Week  
 MILCOM



### 2010 Product Review

November  
 Bonus Distribution:  
 Mobile World Congress

# 2010 Editorial Planning Guide

This fact sheet lists various editorial features of *Microwave Journal* and covers the most commonly asked questions such as the person to contact, deadline and content requirements

Digital		
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>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. Selected executive will also have product feature article running same month in print. Contact editors for details.</li> <li>Promoted in print ToC &amp; Product Feature</li> <li>Home page position for month</li> </ul>
<b>Expert Advice</b>	Monthly/Minimum 30 Days	<ul style="list-style-type: none"> <li>This advice/opinion column and interactive forum is written by an invited industry expert, providing information on their area of expertise. Author is responsible for responding to reader comments.</li> <li>Promoted in print ToC</li> <li>Home page position for month</li> </ul>
<b>MWJ China Web Site</b>	Various/Real time	<ul style="list-style-type: none"> <li>Accepting editorial in Chinese (simple Mandarin)</li> </ul>
<b>Online Show Daily</b>	IMS, EuMW/ accepted through week of show	<ul style="list-style-type: none"> <li>Press releases and new product announcements associated with conference/exhibition.</li> <li>Listed in news feed and part of show wrap-up report.</li> </ul>

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Print		
FEATURE	FREQUENCY/DEADLINE	IMPORTANT NOTES
<b>Lead Story</b>	Monthly/Minimum 3 months	<ul style="list-style-type: none"> <li>The Lead story 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 Article</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>Peer reviewed; author byline</li> <li>Runs several pages and includes all applicable graphs and formulas</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 Articles, 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>Does not have to relate to the editorial theme of the issue</li> <li>Must involve significant and available product</li> <li>Exclusive story — not previously advertised or published</li> <li>Company name, phone number and reader service number at end of feature</li> <li>Written by <i>Microwave Journal</i> staff; company indicated in lower right corner of first page</li> <li>Runs one to three pages; contains photos and graphs that enhance the text, including a color photo in the title area</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>May be researched and written by <i>Microwave Journal</i> staff; topic suggestions welcomed</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, financial, contract, personnel and rep appointment news</li> <li>Color head-and-shoulder 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>High resolution photo (300 dpi) / TIFF and JPG files welcomed</li> </ul>
<b>Catalog Update</b>	Quarterly/Submit as soon as your publication is available to respondents (Jan., April, July, Oct.)	<ul style="list-style-type: none"> <li>For contract advertisers only, this is a free 1/6-page ad to promote literature</li> <li>Submit a complete color version of the publication; cover only is also acceptable</li> <li>Publications that arrive too late will appear in following Catalog Update</li> </ul>
<b>Web Update</b>	Quarterly/1st of preceding month (March, June, Sept., Dec.)	<ul style="list-style-type: none"> <li>Free 1/6-page ad for contract advertisers who run a 1/4-page ad or larger</li> <li>Submit home page screen capture as a TIFF or JPG file (image should measure 2-1/4 inches wide)</li> </ul>
<b>Software Update</b>	(Feb., Aug., Nov.)/1st of preceding month	<ul style="list-style-type: none"> <li>Free 1/4-page ad for contract advertisers</li> <li>Features engineering design tools</li> <li>Screen capture of software in-use (300 dpi) / TIFF and JPG files welcomed</li> </ul>