

# 2009 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>Web Exclusives</b> (unsponsored white papers)	Monthly/Minimum 60 Days	<ul style="list-style-type: none"> <li>Runs in rotation with other web exclusives for the month on the MWJ homepage</li> <li>Archived in online technical library</li> <li>Promotes a particular technology, application, market perspective, etc.</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>New Literature</b>	Monthly/1st of preceding month	<ul style="list-style-type: none"> <li>Submit a complete color version of the publication; cover only is also acceptable</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>