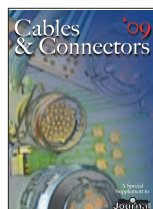


Microwave Journal 2010 Editorial Calendar

| | JANUARY | FEBRUARY | MARCH | MARCH Supplement | APRIL | MAY | JUNE |
|---------------------------------|--|--|--|--------------------------------------|--------------------------------------|--|----------------------------|
| EDITORIAL THEME | 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 |
| BONUS DISTRIBUTION | 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 | |
| Ad Close | December 11th | January 8th | February 12th | February 10th | March 12th | April 9th | May 12th |
| Ad Material Due | December 18th | January 15th | February 19th | February 17th | March 19th | April 16th | May 19th |
| Advertiser Bonus Feature | Catalog Update | Software Update | Web Update | Literature Showcase | Exhibitor Profile | Catalog Update | Web Update |
| MWJ/Besser Webinar | Radar | LTE | RF/MW Power Amplifiers | | Power Management for Wireless | Impedance Matching | Signal Integrity |

| | JULY | AUGUST | AUGUST Supplement | SEPTEMBER | OCTOBER | NOVEMBER | NOVEMBER Supplement | DECEMBER |
|---------------------------------|--|------------------------------------|---|--|---|---|---|---|
| EDITORIAL THEME | 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 |
| BONUS DISTRIBUTION | 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 |
| Ad Close | June 11th | July 9th | July 6th | August 12th | September 10th | October 12th | October 8th | November 12th |
| Ad Material Due | June 18th | July 16th | July 14th | August 19th | September 17th | October 19th | October 15th | November 19th |
| Advertiser Bonus Feature | Catalog Update | Software Update | Literature Showcase | Web Update and Exhibitor Profiles | Catalog Update | Software Update | Literature Showcase | Web Update |
| MWJ/Besser Webinar | 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 |
| White Papers | Monthly/Minimum 60 Days | <ul style="list-style-type: none"> Promoted in Print Magazine Hosted on home page for one month Archived in Technical Library Leads Provided |
| Executive Interview | Monthly/Minimum 30 Days | <ul style="list-style-type: none"> This article is based on Q&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. Promoted in print ToC & Product Feature Home page position for month |
| Expert Advice | Monthly/Minimum 30 Days | <ul style="list-style-type: none"> 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. Promoted in print ToC Home page position for month |
| MWJ China Web Site | Various/Real time | <ul style="list-style-type: none"> Accepting editorial in Chinese (simple Mandarin) |
| Online Show Daily | IMS, EuMW/ accepted through week of show | <ul style="list-style-type: none"> Press releases and new product announcements associated with conference/exhibition. Listed in news feed and part of show wrap-up report. |

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| Print | | |
|----------------------------------|--|---|
| FEATURE | FREQUENCY/DEADLINE | IMPORTANT NOTES |
| Lead Story | Monthly/Minimum 3 months | <ul style="list-style-type: none"> 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. |
| Technical Article | Monthly/Minimum 90–120 days | <ul style="list-style-type: none"> Must involve significant technology that company is willing to share Must be generic; promotion of specific products not permitted Peer reviewed; author byline Runs several pages and includes all applicable graphs and formulas |
| Application Note/Tutorial | Monthly/Minimum 90–120 days | <ul style="list-style-type: none"> While these typically are not as long as Technical Articles, above notes apply Usually an application of a particular technology |
| Product Feature | Monthly/Minimum 60 days | <ul style="list-style-type: none"> Does not have to relate to the editorial theme of the issue Must involve significant and available product Exclusive story — not previously advertised or published Company name, phone number and reader service number at end of feature Written by <i>Microwave Journal</i> staff; company indicated in lower right corner of first page Runs one to three pages; contains photos and graphs that enhance the text, including a color photo in the title area |
| Special Report | Monthly/Variable | <ul style="list-style-type: none"> Survey article covering technology or market trends, conditions, etc. May be researched and written by <i>Microwave Journal</i> staff; topic suggestions welcomed |
| Around the Circuit | Monthly/1st of preceding month (or sooner if possible) | <ul style="list-style-type: none"> Covers industry, financial, contract, personnel and rep appointment news Color head-and-shoulder photos will be used with personnel news |
| New Products | Monthly/1st of preceding month (or sooner if possible) | <ul style="list-style-type: none"> High resolution photo (300 dpi) / TIFF and JPG files welcomed |
| Catalog Update | Quarterly/Submit as soon as your publication is available to respondents (Jan., April, July, Oct.) | <ul style="list-style-type: none"> For contract advertisers only, this is a free 1/6-page ad to promote literature Submit a complete color version of the publication; cover only is also acceptable Publications that arrive too late will appear in following Catalog Update |
| Web Update | Quarterly/1st of preceding month (March, June, Sept., Dec.) | <ul style="list-style-type: none"> Free 1/6-page ad for contract advertisers who run a 1/4-page ad or larger Submit home page screen capture as a TIFF or JPG file (image should measure 2-1/4 inches wide) |
| Software Update | (Feb., Aug., Nov.)/1st of preceding month | <ul style="list-style-type: none"> Free 1/4-page ad for contract advertisers Features engineering design tools Screen capture of software in-use (300 dpi) / TIFF and JPG files welcomed |