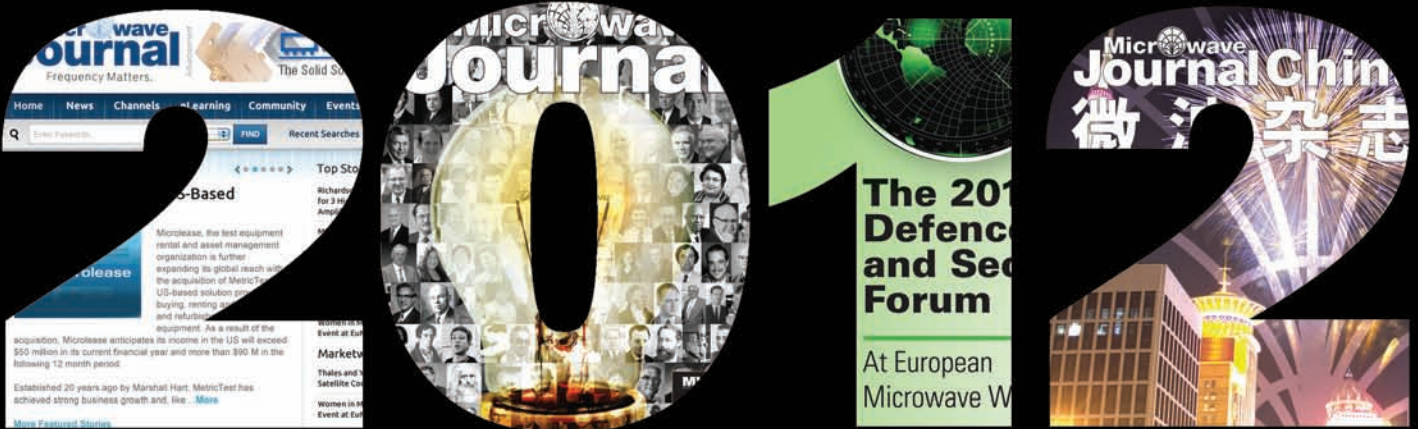




Frequency Matters.



INTEGRATED MARKETING SOLUTIONS

The Leading Media Brand
Serving the RF/Microwave Industry



Founded in 1958

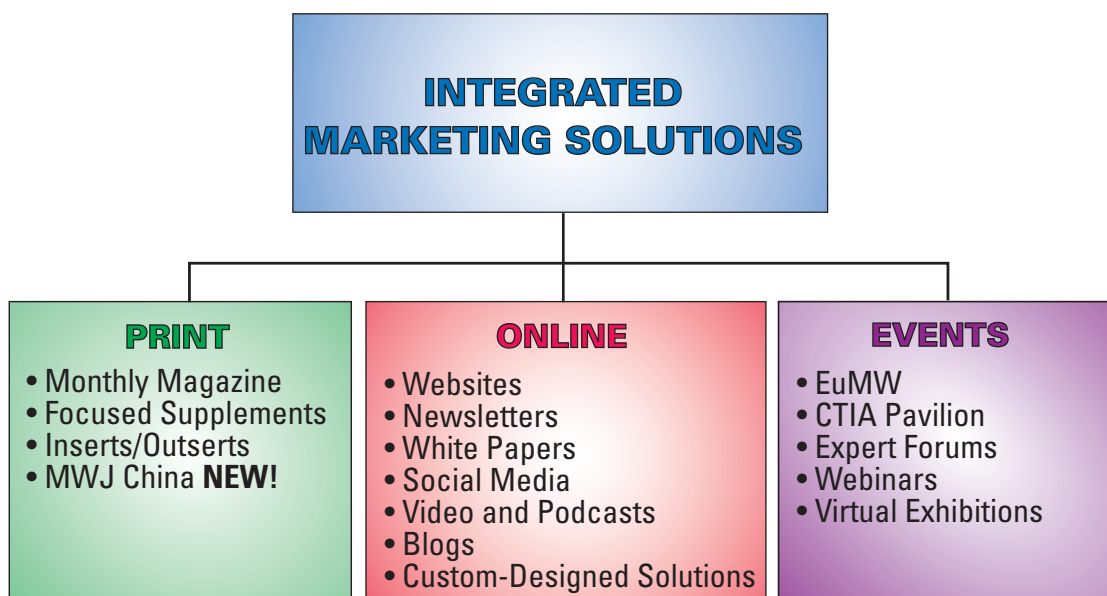
Portfolio of Products

MWJ Delivers ROI

In today's competitive environment, marketers need to reach their audience through a variety of media platforms and strategies.

Microwave Journal provides the leading media brand in the industry and a broad portfolio of products to deliver your company's message to the global RF/microwave engineering audience with the greatest return on investment.

With 53 years of service to the industry, the highest print circulation magazine, a new state-of-the-art website, newsletters, webinars, blogs, events, social networking and a new publication for China, **Microwave Journal** continues to be the trusted source for your advertising investment.

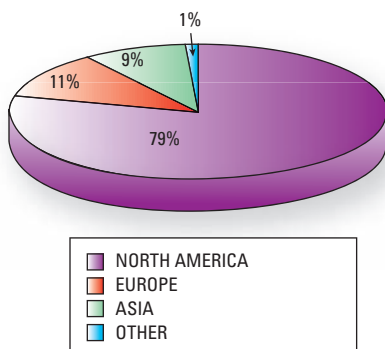


Branding + Lead Generation = New Business Opportunities

Trust your marketing investment with the proven industry leader

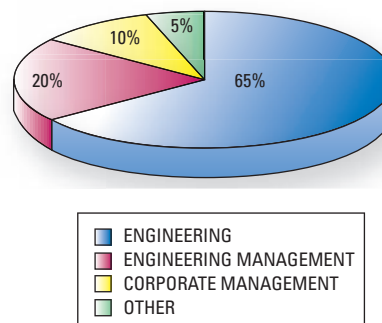


Global Circulation



Microwave Journal has a global reach. North American circulation, including Canada and Mexico, is **39,000**. Circulation throughout the rest of the world is **11,000** in more than 60 countries.

Targeted Audience



Microwave Journal reaches the design engineers and engineering managers who make purchasing decisions for their organizations.

Total Circulation:
50,000
qualified subscribers

The largest circulation of any publication in the industry.

FACT: The average MWJ reader influences more than \$333,000 worth of purchases per year. A quarter of MWJ readers influence more than \$500,000 worth of purchases per year.

Here's how attendees at the 2011 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 regularly, 3 of 4 issues?	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
	High Frequency Electronics	3
	Microwave Product Digest	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.

Microwave Journal technical features are the most respected and widely used articles in any RF/MW trade journal.

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

The Microwave Journal editorial staff brings years of professional engineering, writing and editing experience to the task of providing leading-edge information from a global perspective.



Editorial Staff



David Vye, Editor

David's engineering experience in microwave semiconductor design and test led to a management position in RF software marketing before his current role as MWJ editor, where he is responsible for setting MWJ's editorial direction and developing marketing opportunities for our clients.



Pat Hindle, Technical Editor

Pat parlayed his engineering background into a management role in marketing communications for several leading microwave semiconductor vendors. He currently applies that experience to manage MWJ's technical content and online development.



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.



Dan Massé, Associate Technical Editor

Dan's experience as a former engineering manager for a leading defense contractor and editor of MTT Transactions serves his current responsibilities of ensuring the scientific merit of our technical content. Dan 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 10-year veteran of Microwave Journal, Jenn makes sure the magazine adheres to the highest standards of quality.



Kerri Germani, Staff Editor

Kerri uses her many years of newspaper reporting and editing experience to support clients with our "New Waves" product announcements and other sections of the magazine, including "Coming Events" and the "Around The Circuit" column. She also contributes to online news, newsletters and event coverage.



Katie Huang, China Editor

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

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

- **77%** read at least 3 of 4 issues
- **63%** have been subscribers for 5 years or more
- **70%** spend at least one hour reading each issue
- **50%** keep each issue for future reference
- **75%** have bought, specified or approved the purchase of products/services based on information seen in MWJ

*Source: An emailed survey sent to 46,890 Microwave Journal subscribers with a 3 percent rate of response.

2012 Editorial Calendar

Microwave Journal 2012 Editorial Calendar

	EDITORIAL THEME	BONUS DISTRIBUTION	AD CLOSE	AD MATERIAL DUE	ADVERTISER BONUS FEATURE
JANUARY	Radar and Antennas	NATE National Assoc. of Tower Erectors San Antonio, TX February 6-9	December 9th	December 16th	Catalog Update
FEBRUARY	High Frequency Components, Boards and Systems	Mobile World Congress Barcelona, Spain February 27-March 1 SATELLITE 2012 Washington, DC March 12-15	January 10th	January 17th	Software Update
MARCH	Test and Measurement	WAMICON Cocoa Beach, FL April 16-17	February 10th	February 17th	Web Update
MARCH Supplement	Cables and Connectors	WAMICON CTIA Wireless New Orleans, LA May 8-10 IEEE MTT-S IMS Montreal, Canada June 17-22	February 8th	February 15th	Literature Showcase
APRIL	Amplifiers and Oscillators	CTIA Wireless	March 9th	March 16th	Catalog Update
MAY	IEEE MTT-S IMS Show Issue	IEEE MTT-S IMS	April 13th	April 20th	Exhibitor Profile
JUNE	Semiconductors MMICs/RFICs	IEEE MTT-S IMS <i>Show Daily Newsletter Sponsorship Opportunities</i>	May 11th	May 18th	Web Update
JULY	RF & Microwave Software and Design	IEEE EMC Pittsburgh, PA August 6-10	June 11th	June 18th	Catalog Update
AUGUST	Satellite and Radio Communications		July 12th	July 19th	Software Update
AUGUST Supplement	Military Microwaves	EuMW Amsterdam, NL October 28-November 2 MILCOM Orlando, FL October 29-November 1	July 9th	July 16th	Literature Showcase
SEPTEMBER	European Microwave Week Show Issue	EuMW AMTA Bellevue, WA October 21-26	August 10th	August 17th	Web Update
OCTOBER	Government and Military Electronics	MILCOM Orlando, FL October 29-November 1 EuMW <i>Show Daily Newsletter Sponsorship Opportunities</i>	September 10th	September 17th	Catalog Update
NOVEMBER	Passive and Control Components	Asia Pacific Microwave Conference Kaohsiung, Taiwan December 4-7	October 12th	October 19th	Software Update
NOVEMBER Supplement	Mobile Communications	Mobile World Congress 2013 CTIA Wireless 2013	October 8th	October 15th	Company Showcase
DECEMBER	Industrial, Scientific and Medical Applications	IEEE MTT-S Radio and Wireless Symposium 2013	November 9th	November 16th	Web Update

Special Supplements



Cables and Connectors

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



Military Microwaves

August
Bonus Distribution:
MILCOM
EuMW



RF/Microwave Mobile Communications

November
Bonus Distribution:
Mobile World Congress 2013
CTIA Wireless 2013

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 Updates

FREE to qualified advertisers, this 1/4 page feature highlights CAD and web-based design tools.

New in 2012!!!

Microwave Journal China

The MWJ China print publication premiers in **January** with distribution to over 10,000 design engineers and engineering managers.

Partner with MWJ as we expand our presence in China and gain exposure to this growing market with your targeted ad message.

Technical articles in this magazine will be reviewed by a select Editorial Review Board, assembled exclusively for this publication. Local news, products, analysis and events, along with executive interviews will be compiled by our China-based editorial staff.



2012 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	Passive and Control Components
Bonus Distribution	Mobile World Congress Barcelona, Feb 27-Mar 1	China Content Broadcasting Network (CCBN) Beijing, Mar 21-23 EMC and Antenna Measurement Yantai, Mar 21 Electronica China Shanghai, Jun 28-30	IEEE MTT-S IMS Montreal, Jun 17-22 MWIE Shenzhen Shenzhen, May 5-8 IEEE EMC Beijing, Jun 28-30 RFID China Guangzhou, Jun 9-11	Shanghai Int'l Connector Industry Expo (AEE) Shanghai, July 18-20 CEF West China ChengDu, Aug 23-25	EuMW Amsterdam, Oct 28-Nov 2 PT Expo Beijing, Sep 18-22	IME Shanghai, Nov 5-7 China Hi-Tech Fair Shenzhen, Nov 16-22
Space Deadline	December 9th	February 10th	April 10th	June 11th	August 10th	October 12th
Material Deadline	December 16th	February 17th	April 17th	June 18th	August 17th	October 19th
Editorial Deadline	December 1st	February 1st	March 20th	June 1st	August 1st	October 1st

Rates:

	FULL PAGE	2/ 3 PAGE	1/ 2 PAGE	1/ 3 PAGE	1/ 4 PAGE
1X	\$ 3,000	\$ 2,280	\$ 1,890	\$ 1,450	\$ 1,050
3X	\$ 2,800	\$ 2,130	\$ 1,750	\$ 1,300	\$ 975
6X	\$ 2,600	\$ 1,980	\$ 1,650	\$ 1,200	\$ 925
12X	\$ 2,300	\$ 1,750	\$ 1,500	\$ 1,050	\$ 850

Associated Products to Debut in 2012 Include:

- Monthly newsletters to over 10,000 subscribers
- All new microwavejournal.cn website

Contact your sales representative for more information about these products.

All rates are at the GROSS amount

Rates for premium positions available upon request

The Home Page of the Microwave Industry

Reach more than 50,000 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 Opportunities:

1. Leaderboard

728 pixels wide x 90 pixels high

Run of Site

Maximum of 3 sponsors in rotation

\$ 3,700/month

3-consecutive-month minimum

3. Skyscraper

160 x 600

Home Page

Maximum of 3 sponsors in rotation

\$ 3,200/month

3-consecutive-month minimum

All rates on these pages are at the gross rate.

In-Article Advertising:

300 x 250

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

\$ 2,700/month (above fold)

\$ 2,200/month (below fold)

2. Beltway

120 x 60

Home Page

No rotation

\$ 3,200/month

3-consecutive-month minimum

4. Baseboard

728 x 90

Run of Site

Maximum of 3 sponsors in rotation

\$ 2,500/month

3-consecutive-month minimum

5. Boombox

300 x 250

Run of Site

Maximum of 3 sponsors in rotation

\$ 3,700/month (above fold)

\$ 3,200/month (below fold)

Cover Ad (not shown)

Displayed in front of Home Page

No rotation

\$ 2,500/week

For Other High Impact Ad Units, Contact Your Sales Representative



34,000 visitors
per month on average;
72,000 page views
per month

Which of the following websites do you find most useful?

mwjournal.com	79%
rfcafe.com	36%
microwaves101.com	36%
mwrif.com	33%
rfglobalnet.com	23%
wirelessdesignmag.com	13%
mpdigest.com	7%

*Source: An emailed survey sent to 46,890 Microwave Journal subscribers with a 3 percent rate of response.

New Design! New Features!



Microwave Journal Buyer's Guide

Maximize your exposure to qualified buyers

With a database of more than 1000 companies, the MWJ online Buyer's Guide is the RF/microwave engineers' source for products and services. Users navigate logically through sharply defined categories and sub-categories in their search for products. 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 or email an RFQ, generating high quality sales leads instantly.

\$ 7,000/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 Opportunities:

1. Premium Boombox

300 x 250

Appears on Buyer's Guide Home Page and on every sub-category.

Maximum of 3 sponsors in rotation

\$ 1,500/month

3-consecutive-month minimum

2. Boombox

300 x 250

Appears on specific product category. Maximum of 3 sponsors in rotation

\$ 750/month

3-consecutive-month minimum

Webinars

Generate qualified leads

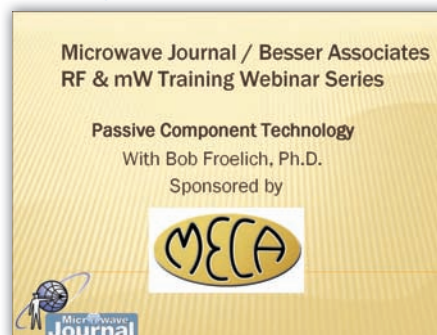
Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. These webinars are strongly promoted on our website and newsletters, delivered live by MWJ and archived for six months on our website for on demand viewing.

Choose from a custom webinar that delivers your company's new product launch and technological expertise, or the monthly 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.

Custom Webinars



MWJ/Besser Webinar Series



MWJ/Strategy Analytics Webinars



Previous Sponsors:

Agilent Technologies
Analog Devices
Anritsu
Ansys
Avago
AWR®
Azimuth Systems
COMSOL
CST
Dielectric Labs
EB (Elektrobit)
Endwave Corp.
ETS-Lindgren
Freescale Semiconductor
K&L Microwave
M/A-COM Inc.
Maury Microwave
MECA
Mini-Circuits
Mimix Broadband
NXP Semiconductors
Res-Net Microwave
Rogers Corp.
Rohde & Schwarz
Scintera Networks
Skyworks Solutions
Tektronix
TriQuint Semiconductor
WIN Semiconductors Corp.

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 1000 registrants per event in 2011.
• MWJ doubled the number of webinar events in 2011.

Online: Newsletters

Microwave FLASH

Distributed weekly to more than 42,000 subscribers

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

Exclusive sponsorship includes:

- 468 x 60 Leaderboard Banner, which stays active in the Industry News section of mwjournal.com for the entire week.
- Up to 50 words of text



Cost:

\$ 3,500 (Gross) per edition

\$ 4,000 (Gross) for the IMS editions of June 13 & 20 and the EuMW editions of October 24 & 31

Microwave ADVISOR

Distributed weekly to more than 42,000 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:

\$ 3,000 (Gross) per edition

\$ 3,500 (Gross) for the IMS editions of June 12 & 19 and the EuMW Editions of October 23 & 30

Show Daily Newsletters

Distributed to more than 50,000 subscribers

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



A limited number of 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.

Cost:

\$ 3,500 (Gross) per edition

Military Microwaves

Distributed monthly to more than 45,000 subscribers

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

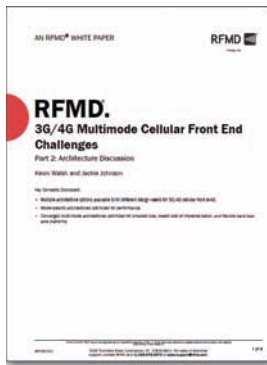


Cost:

Leaderboard: \$ 3,000 (Gross)

Boombbox: \$ 3,000 (Gross)

White Papers



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 sales leads through this new program on mwjournal.com.

The White Paper Sponsorship Program includes the following:

- Four individual white paper postings in a twelve-month period
- Promotion in Microwave Journal monthly print magazine
- Home page placement of your white paper for one month on mwjournal.com
- Inclusion in the Microwave Flash newsletter, delivered to 42,000 subscribers
- Archived in the Resources section of our website
- Sales leads captured and delivered to you via email on a monthly basis

Cost: \$ 4,700 (Gross), \$1,400 (Gross) for single placement
25% discount for print advertisers.

Custom Publishing



Take your white paper to the next level by inserting it in Microwave Journal magazine, reaching the largest audience of qualified readers in the industry. Then we'll post it with our monthly current issue online and send a custom email blast to our subscribers, driving traffic to your white paper and generating sales leads. It's a great way to combine the power of MWJ print and online products to get the maximum

exposure for your message. Contact your sales representative for details and pricing.

Social Media

Leverage the power and the popularity of social media through the LinkedIn, Twitter and Facebook communities on mwjournal.com. Custom programs are available. Contact your sales rep for details.

Video and Podcasts



Post your company's video on the MWJ home page or sponsor a MWJ-produced podcast and reach thousands of potential buyers with your customized message.

Microwave Journal China Website



Designed and edited for the Asian microwave community, this site will feature localized technical articles, news, events, white papers and design tools.

Get your message in front of this highly targeted audience of RF and microwave design engineers in Asia with your banner ad or sponsorship. Limited opportunities are available. Contact your MWJ sales representative for details.

Custom Newsletters

Distributed to more than 48,000 subscribers

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



Exclusive sponsorship includes a 468 x 60 leaderboard with up to 75 words of copy plus two text ads within the body of the newsletter.

Cost:
\$ 5,800 (Gross) per edition

Global Events

For more than four decades, Horizon House Publications, publisher of *Microwave Journal*, has organized and produced cutting-edge RF/microwave, telecom and information technology seminars, conferences and trade shows for senior level executives and engineers around the globe.

In 2012, Horizon House Publications and **Microwave Journal** will continue to offer you unequalled Global Microwave Coverage and direct access to thousands of highly qualified industry buyers and engineers.



Photos Courtesy of: Shmuel Auster, Mobile World Congress and CTIA Wireless



RF/Microwave Zone
CTIA Wireless
May 8-10, 2012
New Orleans, LA



European Microwave Week

October 28-November 2, 2012
Amsterdam, The Netherlands

Official Show Partner



INTERNATIONAL
CTIA WIRELESS 2012

A Division of CTIA-The Wireless Association®

RF/Microwave Zone CTIA Technology Pavilion

Microwave Journal is pleased to announce the 4th annual RF/Microwave Pavilion at CTIA Wireless 2012. The pavilion will bring together companies in the RF/microwave field in one location at this event to create a dynamic presence. By working and showcasing in one dedicated area, the pavilion will make your presence at this premier wireless event a cost effective and rewarding investment.

www.rfmwzone.com

Europe's Premier Microwave, RF, Wireless and Radar Event

European Microwave Week 2012 continues the series of successful microwave events and is set in Amsterdam. The week provides the opportunity to attend four conferences and various workshops and short courses given by leading experts in their field. Moreover, the European Microwave Exhibition constitutes the largest RF/microwave trade show in Europe.

www.eumweek.com

For complete event details, sponsorship and/or exhibition information, please contact your Microwave Journal sales rep.

[illegible]

Research Services

Gain a better understanding of your customer's needs, forecast market trends or survey the effectiveness of your campaigns 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.

Contact your sales representative for customized pricing.

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@statlistics.com
Phone: (203) 778-8700 ext. 138

For email information, contact:
Turk Hassan
Email: t.hassan@statlistics.com
Phone: (203) 778-8700 ext. 144

Discounted rates for contract advertisers.

Reprints

Use Microwave Journal reprints for your promotions.

Take advantage of your editorial coverage in MWJ with high quality, reasonably priced reprints. Use them for promotional mailings, at trade shows or for other marketing initiatives.

Discounted rates for contract advertisers.

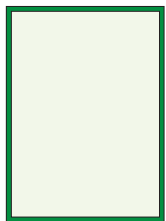


Print Rates & Specifications

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

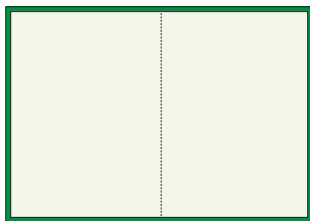


Insertions	Rate
1x	\$7540
3x	\$7050
6x	\$6680
12x	\$6370
18x	\$6155
24x	\$5975
30x	\$5815
36x	\$5690

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

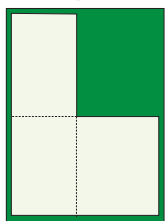


Insertions	Rate
1x	\$11710
3x	\$10950
6x	\$10360
12x	\$9900
18x	\$9545
24x	\$9250
30x	\$9010
36x	\$8795

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

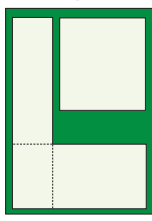
Mechanical Requirements: Horizontal

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)

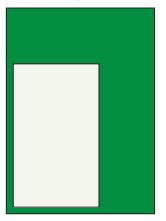
Vertical

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

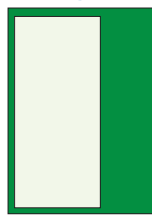


Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

Mechanical Requirements:

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

2/3 Page Vertical

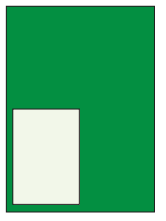


Insertions	Rate
1x	\$5735
3x	\$5360
6x	\$5065
12x	\$4840
18x	\$4680
24x	\$4525
30x	\$4415
36x	\$4305

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

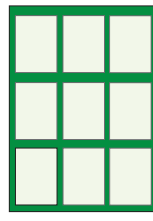


Insertions	Rate
1x	\$2005
3x	\$1875
6x	\$1765
12x	\$1700
18x	\$1635
24x	\$1585
30x	\$1550
36x	\$1500

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:

http://www.bpc.com/premedia/brown_specs_v4.01.pdf

Proofs

One SWOP-certified proof

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

Classified Advertising

\$275 per column inch (one-inch minimum). Charge is noncommissionable. Payment due with order.
Copy will be set in seven-point type, approximately six words per line, 10 lines per inch.

Color

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

Bleed

No charge.

Inserts

Microwave Journal welcomes all inquiries regarding inserts, outserts and other “novelty” promotions.

Contact your sales representative for specifications and rates. All inserts are subject to the provisions of “Copy Regulations” (a).

Digital Ad Submission Requirements

- a. Material should be furnished on CD or DVD discs formatted for the Macintosh. Media should be clearly labeled with the advertiser and ad agency. In the case of more than one disc, indicate on each how many there are in total (i.e., (1 of 3), (2 of 3)). If there is more than one ad on a disc, all material for each ad should be contained in its own folder. Discs should be accompanied by a printout of the screen listing disc contents.
- b. The preferred format for submitting finished ads is a hi-res (300 dpi) pdf file with all fonts and hi-res CMYK images embedded. Do not downsample below 300 dpi when creating your pdf. Make sure your pdf includes crop marks, register marks and bleeds.

In lieu of the above, finished ads should be created using Adobe CS or QuarkXPress products. Illustrations should be saved as CMYK TIFF or EPS files. Photographs should be furnished in CMYK TIFF or EPS format. Be sure to include all source files, including fonts.
- c. Ads to be created by **Microwave Journal** should be

furnished as Word documents and saved in PC platform Microsoft Word for Windows or Macintosh platform Word or ASCII text. Photos, graphics and artwork can be sent separately and scanned in on the premises if necessary. Original materials should consist of a medium not already in dot form; we do not recommend previously printed media and half-tones.

- d. Please furnish any ads on disc by the 7th of the month prior to publication to allow proper time for the creation of proofs.
- e. If you're providing native files with fonts, be sure to use the actual typeface (for example, Bodoni BE Bold); do not use the style menu to apply characteristics, such as bold or italic.
- f. Live color and B&W photographs should be scanned at 300 dpi. Scanned-in line art, such as logos, performance graphs and schematics, should be scanned at 1200 dpi.

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.

Terms & Conditions

Issuance and Closing Dates

- a. Date of publication is on or about the 10th of each month.
- b. Closing date for orders is the 10th of the month preceding the publication month. In the event the 10th falls on a holiday, Saturday or Sunday, the closing date will be the following business day.
- c. All cancellations must be received in writing in the Norwood, MA, office no later than 5:30 pm EST on the business day preceding the closing date for orders. Cover and/or preferred position contracts and/or orders are noncancellable.
- d. Ad material must be received at the Norwood, MA, office by the 17th of the month preceding the issue.
- e. Mail insertion orders, contracts, ad proofs and magazine insert samples to Microwave Journal, Ad Traffic, 685 Canton Street, Norwood, MA 02062. (781) 769-9750

Commissions and Discounts

- a. A commission of 15% of gross billings for space, color, position and bleed paid to recognized agencies only. Discount 2% on net billings if paid within 10 days; net payable within 30 days. Payment must be made in the currency shown in the Rates Table.
- b. The publisher retains the right to cancel agency commissions on invoices overdue 60 days from original billing date.
- c. When accepting orders that are submitted by agencies with a disclaimer clause for liability of payment, the publisher retains the right to deal directly with advertisers on matters of collection. Further, cost of collection incurred as a result of said orders may be applied to agency commission and/or discount pertaining to said order.
- d. The publisher reserves the right to charge interest at the rate of 1-1/2% per month on the unpaid balance past due on any account without prior notice.

General Terms

- a. All advertising orders and/or contracts are accepted subject to the terms, conditions and provisions as set forth in the current Rate Card.
- b. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that he feels is not in keeping with the standards of the publication and the right to refuse copy of the advertiser if, in the opinion of the publisher, the advertising claims are beyond the bounds of ethics and/or are questionable.
- c. Any attempt to duplicate or simulate the publisher's format, deliberate or otherwise, is not allowed, and the publisher retains the right to use the word “advertisement” with the copy if, in the publisher's opinion, the copy resembles editorial matter.
- d. The publisher assumes no liability for errors in key numbers or the advertiser index. The publisher assumes no liability whatsoever in the event he omits publishing an advertisement.
- e. If more or fewer insertions than specified in the contract are used within one year, charges will be adjusted in accordance with the established rates.
- f. Orders may be cancelled only if notice is received in writing at the Norwood, MA, office in accordance with the provision in “Issuance and Closing Dates” (c).
- g. Cover and/or preferred position contracts and/or orders are noncancellable.
- h. Any provisions, terms or conditions (printed or otherwise) appearing on the contract or order, billing instructions or copy instructions that conflict with the publisher's current Rate Card will not be binding upon the publisher.
- i. The publisher's legal liability for any error shall be limited to an amount not to exceed the net billing charge for the advertisement in question.
- j. The forwarding of an order is construed as acceptance of all the rates, provisions, terms and conditions as set forth in the current Rate Card. A failure to make the order correspond in price, classification or otherwise with the current Rate Card will be regarded as a clerical error only and publication will be made and charged upon the terms of the current Rate Card without further notification.

- k. Copy instructions pursuant to and pertaining to a verbal insertion order or contract shall constitute a binding insertion order or contract in the event a written insertion order or contract pursuant to such copy instructions is not received in the Norwood, MA, office before 5:30 pm EST on the business day preceding the closing date for orders.

Copy Regulations

- a. The advertiser and/or its agency assume any and all liability for all content submitted. The advertiser and/or its agency agree to indemnify and save harmless the publisher from all costs, claims and legal proceedings for the unauthorized use of any person's name or photograph, any sketch or map, any work or label, any trademark or copyrighted material, or any libelous statement arising out of the contents submitted.
- b. When the advertising copy for space covered by an insertion order is not received by the closing date, the advertising copy run in the most recent issue will be inserted. Space will be billed even if there is not prior advertising material available.

Circulation Information

- a. Audited by Business Publications Audit of Circulation Inc.
- b. Information concerning qualified circulations is reported in the recent BPA Audit Report on **Microwave Journal**, which is available upon request.
- c. Qualified recipients are those engineers, scientists, managers, executives, mathematicians, educators and consultants working at RF, microwave and lightwave frequencies in the fields of materials, antennas, tubes, transmission line components, solid-state devices, test instrumentation, equipment and systems.
- d. Subscriptions are free to qualified persons described in section (c). Paid domestic subscriptions are \$120.00 for one year, \$185.00 for two years. Back issues/single copies are \$10.00 each. Foreign subscriptions are \$200.00 for one year, \$370.00 for two years. Back issues/single copies are \$20.00 each. Foreign subscriptions must be prepaid in US funds drawn on a US bank.

Sales Offices

USA

Carl Sheffres
Publisher
685 Canton Street
Norwood, MA 02062
Tel: (800) 966-8526
Tel: (781) 363-0554
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
Tel: (301) 371-8830
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
Tel: (781) 619-1942
Fax: (781) 769-5037
cboyd@mwjournal.com

New England, New York,
Eastern Canada

Pacific and Mountain Time Zones

Wynn Cook
Western Reg. Sales Mgr.
208 Colibri Court
San Jose, CA 95119
Tel: (408) 224-9060
Fax: (408) 224-6106
wcook@mwjournal.com

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

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,
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Tel: +49 7125 407 31 18
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bberanek@horizonhouse.com

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Tel: +86 21 62511200
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Oreet Ben Yaacov
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15 Kineret Street
51201 Bene-Berak, Israel
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obenyaacov@horizonhouse.com

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2nd Floor, ANA Bldg.
257-1, Myungil-Dong
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Seoul, 134-070 Korea
Tel: +82 2 481-3411
Fax: +82 2 481-3414
yschinn@horizonhouse.com

Japan

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12-6,4-Chome,
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Tel: +81 3 5691 3335
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amskatsu@dream.com