IEEE MTT Society
2017 Integrated Marketing Media Kit

Microwave Magazine
Tech Focus
Webinars
Microwave Newsletter
IEEE Members are Power Players

The facilities that IEEE Members influence are spending significant sums on technology purchases, making them prime sales targets for marketers’ messages.

89%
of IEEE Members state that their recommendations are ultimately specified or purchased*

87%
are involved in setting the direction for their organization’s design engineering/R&D initiatives*

84%
often specify/recommend by brand, with 63% of their recommendations taken most often*

IEEE Members' Purchasing Categories*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Hardware</td>
<td>77%</td>
</tr>
<tr>
<td>Test and Measurement Products</td>
<td>69%</td>
</tr>
<tr>
<td>Simulation Software</td>
<td>57%</td>
</tr>
<tr>
<td>Circuits and Systems</td>
<td>57%</td>
</tr>
<tr>
<td>Computing and Graphics</td>
<td>53%</td>
</tr>
<tr>
<td>Power and Energy Equipment</td>
<td>51%</td>
</tr>
<tr>
<td>CAD/CAM/CAE Systems</td>
<td>49%</td>
</tr>
<tr>
<td>Internet Applications</td>
<td>49%</td>
</tr>
<tr>
<td>Embedded Systems</td>
<td>47%</td>
</tr>
<tr>
<td>Control Technologies</td>
<td>45%</td>
</tr>
<tr>
<td>IC/Semiconductors</td>
<td>45%</td>
</tr>
<tr>
<td>Scientific Computing</td>
<td>41%</td>
</tr>
<tr>
<td>Business/ERP Software</td>
<td>41%</td>
</tr>
<tr>
<td>Power Solutions</td>
<td>40%</td>
</tr>
<tr>
<td>Programmable Logic (FPGAs)</td>
<td>36%</td>
</tr>
<tr>
<td>Electromagnetic Technology</td>
<td>33%</td>
</tr>
<tr>
<td>Microwave RF</td>
<td>32%</td>
</tr>
<tr>
<td>Intelligent Systems</td>
<td>30%</td>
</tr>
</tbody>
</table>

Key Technologies

- 5G/Massive MIMO
- Aerospace and Defense
- Amplifiers and Oscillators
- Antennas and Accessories
- Cables and Connectors
- Cellular/4G/LTE
- Control Components
- Data Converters
- EDA Tools
- Industrial/Scientific/Medical
- Optoelectronic Components
- Passive Components
- Power Management
- RFID/GPS/Location
- RFIC
- Semiconductors
- Simulation Software
- Small/Pico/Femto Cells
- Software/EDA
- Subsystems
- Test and Measurement

Attendees at the May 2015 MTT-S International Microwave Week were asked:
Regardless of what you currently read, if you could only receive one publication, what would you choose?

<table>
<thead>
<tr>
<th>Publication</th>
<th>COUNT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Microwave Magazine</td>
<td>181</td>
<td>41%</td>
</tr>
<tr>
<td>Microwave Journal</td>
<td>97</td>
<td>22%</td>
</tr>
<tr>
<td>Microwaves &amp; RF</td>
<td>65</td>
<td>15%</td>
</tr>
<tr>
<td>High Frequency Electronics</td>
<td>26</td>
<td>6%</td>
</tr>
<tr>
<td>Microwave Product Digest</td>
<td>13</td>
<td>3%</td>
</tr>
<tr>
<td>Microwave Engineering Europe</td>
<td>10</td>
<td>2%</td>
</tr>
<tr>
<td>None of the above</td>
<td>47</td>
<td>11%</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>2</td>
<td>1%</td>
</tr>
</tbody>
</table>

Survey conducted by MP Associates at the May 2015 MTT-S International Microwave Week.

*The Changing Dynamics of Technology Innovation by Martin Akel and Associates
IEEE Microwave Magazine —
the #1 choice of attendees at the International Microwave Symposium

Specialized Focus
The IEEE MTT-S is comprised of nearly 13,000 members worldwide, engaged in research, development, design, and manufacturing of high-frequency materials, devices, circuits, components, and systems

• They develop industry standards in a wide range of technologies
• Their exclusive and authoritative peer-reviewed editorial and standards are the most highly-cited in U.S. and European patents and IEEE journals
• They sponsor annual conferences, symposiums and meetings worldwide including IEEE MTT-S International Microwave Symposium the largest gathering of microwave engineers, and the IEEE MTT-S International Wireless Symposium

MTT-S Print Marketing
IEEE Microwave Magazine
Ranked #1 industry publication by attendees at the 2015 International Microwave Symposium!

Paid Circulation: 12,989*
Frequency: 7 Issues

See back cover for editorial calendar and rates

Reach the largest concentration of high-tech professionals in the field.*

24%
Senior Management

50%
Engineering and Engineering Management

73%
Business and Industry

*2014 IEEE MTT Society Membership Information
**ON24 Industry averages

Contact your local IEEE Media sales representative for more information today!
Call +1 732 465 6473

advertise.ieee.org/microwave
IEEE MTT-S Lead Generation/Content Sponsorships/Banner Opportunities

The new IEEE MTT-S Tech Focus site provides free access to valuable, unique content, including the latest complete magazine and journal articles and conference papers from the IEEE MTT Society on a specific topic or technology.

- 200 leads guaranteed
- Sponsorship banner links to your website
- Promoted to 42,500+ microwave engineers and scientists
- Choose the topic that is most relevant to your business from a range of the latest focus areas trending in the technology and engineering fields
- Get exclusive sponsorship of four in-depth, technical papers
- Gain significant exposure on your Tech Focus landing page with web banners that drive the audience to your site
- Your sponsorship is promoted through special email messages, announcements in our newsletter, and on the IEEE MTT-S website

For details and custom packages, contact your local IEEE Media sales representative.

+1 732 465 6473
advertise.ieee.org/ mtt-s-tech-focus

IEEE MTT-S Webinars:
The brightest minds discussing the biggest topics

- Live online presentations by leading experts attract the audience interested in your technology
- Registration pages with branding and custom content to build brand awareness
- Analytics and reporting to measure engagement and effectiveness
- Aggressive marketing through email, MTT Society website announcements and reminders
- Your logo will be seen throughout the webinar, driving our viewers to your site
- Your sponsorship is also promoted through marketing eblasts, and on registration and lobby pages.

IEEE webinars:
- Beat industry webinar averages for registrants by 112%*
- Captivate a qualified audience — 76% are IEEE members, and they can receive Professional Development Hours (PDH) for their attendance

*ON24 industry averages

The IEEE Microwave Newsletter is delivered monthly to IEEE MTT Society Members, IEEE Microwave Magazine subscribers, attendees of IEEE MTT-S conferences and events, and other opt-in newsletter subscribers.

- Reach 42,500+ microwave engineers monthly
- Covers timely, and newsworthy papers and articles from IEEE MTT-S journals, magazines, and conference proceedings
- Reports on technology and industry news, new standards, upcoming conferences, and volunteering opportunities

For details and custom packages, contact your local IEEE Media sales representative.

+1 732 465 6473
advertise.ieee.org/ mtt-s-newsletter
Connect with an exclusive microwave technology audience!

**IEEE MTT-S Tech Focus 2017 Marketing Package**
- Rate: $6,500
- 200 lead guarantee
- Sponsor logo and content featured on the Tech Focus home page
- Email announcement with sponsorship recognition
- Listing in IEEE Microwave Newsletter
- Available access for three consecutive months

**Deadlines**
- Tech Focus posting: 1st of the month
- Advertiser logo/title/links/banner: one month prior to posting

**Specs**
728x90 static banner and URL

---

Leads delivered the way you need them
A detailed reporting system organizes and delivers sales lead information regarding registrants and attendees, including:
- Registration date/time
- Contact information including email
- Job title and industry
- Demographic information including address and company name

**Deadline**
Space reservations due one month prior to webinar launch

**IEEE MTT-S Webinars 2017 Sponsorship Packages**
- 200 leads guaranteed
- Exclusive sponsorship: $10,000 Net
- Multi-sponsored webinar: $6,500 Net

**2017 Marketing Package**
- 200 lead guarantee
- Email promotion to 42,500+ microwave engineers and scientists
- Sponsor mention in 5 attendee email promotions
- Lead tracking and archive continues for 1 year following live event for additional on-demand registrants and viewers

---

**IEEE Microwave Newsletter 2017 Rates**
- Top two ad positions (banner or text): $1,950 Net, each
- All other positions and products section: $1,750 Net
- 6X: $1,600 Net
- 12X: $1,450 Net

**Deadlines**
- Frequency: Monthly, 3rd week of the month
- Ad closing and materials due: one month prior to publication

**Specs**
- Banners: 468x60
- File Size: 50K max
- Loop Limit: 3X
- Formats: gif, jpg or png
- Alt Text: 50-60 words with URL

- Text ad and logo
  - Title: 10 words max
  - Description: 25-35 words max
  - Logo: max 150x20, jpg or png
  - URL

- Products Section – Sponsored Content
  - Title: 10 words max
  - Description: 30 words max
  - Image: 100x100, jpg or png
## 2017 Editorial Calendar

Departments: From the Editor’s Desk; President’s Message; Application Notes; Microwave Surfing; Health Effects; Book/Software Review; New Products; Calendar; Speaker’s Corner; Microwave Musings; Microwave Business; Microwave Bytes; Benefits of Membership; TC Tidbits; Microwave Bytes Back; Cartoons

<table>
<thead>
<tr>
<th>Issue</th>
<th>Close</th>
<th>Materials</th>
<th>Editorial Features</th>
<th>2017 Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb</td>
<td>4 Nov</td>
<td>7 Nov</td>
<td>• Millimeter Wave ICs and 3D Heterointegration&lt;br&gt;• Student Design Contest Winners – Part 1</td>
<td>• RWW, 15-18 Jan, Phoenix, AZ</td>
</tr>
<tr>
<td>Apr</td>
<td>9 Jan</td>
<td>12 Jan</td>
<td>• Wireless Communications 5G&lt;br&gt;• Student Design Contest Winners – Part 2</td>
<td>• IEEE WCNC, 19-22 Mar, San Francisco, CA&lt;br&gt;• IEEE WAMICON, 24-25 Apr, Cocoa Beach, FL&lt;br&gt;• IEEE IWS, TBD</td>
</tr>
<tr>
<td>May</td>
<td>9 Mar</td>
<td>13 Mar</td>
<td>• Pre-IMS Special Issue</td>
<td>• IEEE MTT-S IMS, 4-9 Jun, Honolulu, HI&lt;br&gt;• IEEE ARFTG, 9 Jun, Honolulu, HI</td>
</tr>
<tr>
<td>Jun</td>
<td>7 Apr</td>
<td>10 Apr</td>
<td>• IMS Special issue</td>
<td>• IEEE MTT-S IMS, 4-9 Jun, Honolulu, HI&lt;br&gt;• IEEE ARFTG, 9 Jun, Honolulu, HI</td>
</tr>
<tr>
<td>Aug</td>
<td>5 May</td>
<td>8 May</td>
<td>• Millimeter Wave ICs Multichip Modules</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>10 Jul</td>
<td>13 Jul</td>
<td>• Systems</td>
<td>• EuMW, 8-13 Oct, Nuremberg, Germany&lt;br&gt;• BCTM, 19-21 Oct, Miami, FL&lt;br&gt;• IEEE CSICS, 22-25 Oct, Miami, FL&lt;br&gt;• IEEE ICUWB, TBD</td>
</tr>
<tr>
<td>Dec</td>
<td>7 Sep</td>
<td>11 Sep</td>
<td>• Measurements&lt;br&gt;• Special Issue on RWW</td>
<td>• IEEE MTT-S APMC, 13-16 Nov, Kuala Lumpur, Malaysia&lt;br&gt;• IEEE MTT-S RWS 2018, 15-18 Jan, Garden Grove, CA</td>
</tr>
</tbody>
</table>

Editorial calendar is subject to change without notice.

## 2017 Display Advertising Rates

### Black and White Rates | Rate Card #18 | Effective January 2017

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,215</td>
<td>$2,130</td>
<td>$2,080</td>
<td>$2,040</td>
<td>$1,950</td>
<td>$1,840</td>
<td>$1,710</td>
<td>$1,550</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,750</td>
<td>$1,710</td>
<td>$1,660</td>
<td>$1,620</td>
<td>$1,550</td>
<td>$1,440</td>
<td>$1,330</td>
<td>$1,190</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$1,370</td>
<td>$1,310</td>
<td>$1,260</td>
<td>$1,220</td>
<td>$1,170</td>
<td>$1,130</td>
<td>$1,090</td>
<td>$1,020</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,240</td>
<td>$1,170</td>
<td>$1,140</td>
<td>$1,130</td>
<td>$1,090</td>
<td>$1,020</td>
<td>$950</td>
<td>$890</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$890</td>
<td>$840</td>
<td>$800</td>
<td>$780</td>
<td>$730</td>
<td>$690</td>
<td>$660</td>
<td>$620</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$660</td>
<td>$630</td>
<td>$600</td>
<td>$580</td>
<td>$550</td>
<td>$510</td>
<td>$440</td>
<td>$420</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$550</td>
<td>$530</td>
<td>$520</td>
<td>$490</td>
<td>$470</td>
<td>$420</td>
<td>$400</td>
<td>$380</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$2,769</td>
<td>$2,660</td>
<td>$2,600</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,769</td>
<td>$2,660</td>
<td>$2,600</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$2,990</td>
<td>$2,870</td>
<td>$2,810</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cover rates apply to cover contracts only. Color is extra. Rates per page or fraction thereof: 2-color $425, 4-color $795.

---

CONTRACT REGULATIONS: All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period. LIABILITY: The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter. PUBLISHER’S PROTECTION CLAUSE: The publisher reserves the right to cancel or reject any advertising at any time and to add the word “ADVERTISEMENT” at the top of any copy which in the publisher’s opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person’s name or photograph, arising from the publisher’s reproduction and publication of such advertisements pursuant to the advertiser’s or agency’s order.

For media kit and mechanical specs, visit advertise.ieee.org/microwave