A decorative graphic on the left side of the page consisting of several overlapping, parallel bars of various colors (blue, orange, green, yellow, brown) that create a sense of depth and movement, extending from the top left towards the bottom right.

IEEE MTT Society 2017 Integrated Marketing Media Kit

Microwave Magazine
Tech Focus
Webinars
Microwave Newsletter



Gain Market Advantage

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%

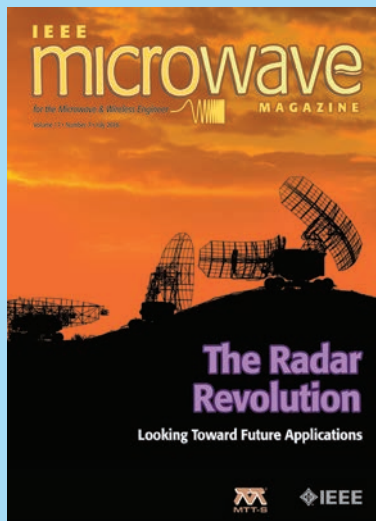
often specify/recommend by brand, with 63% of their recommendations taken most often*

IEEE Members' Purchasing Categories*

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

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?

	COUNT	%
IEEE Microwave Magazine	181	41%
Microwave Journal	97	22%
Microwaves & RF	65	15%
High Frequency Electronics	26	6%
Microwave Product Digest	13	3%
Microwave Engineering Europe	10	2%
None of the above	47	11%
Other, please specify	2	1%

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

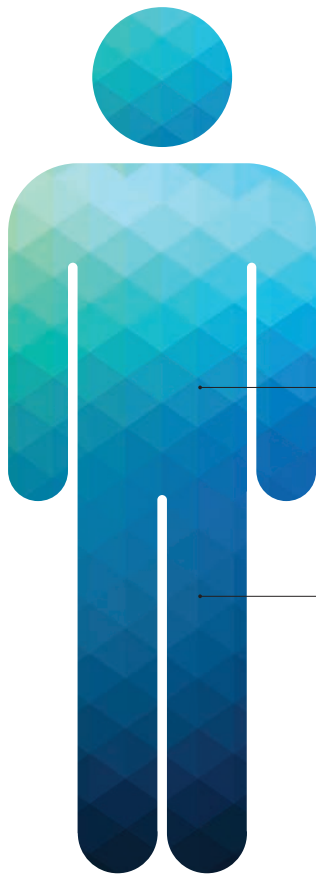
IEEE Microwave Magazine

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%

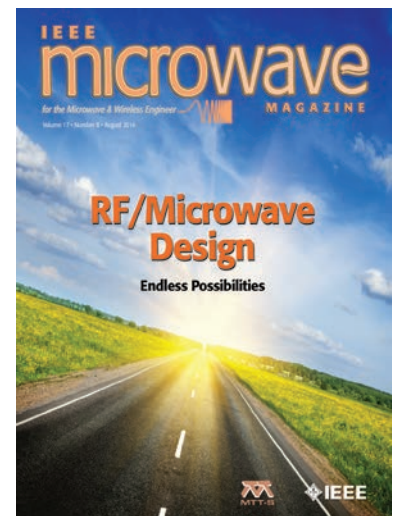
Engineering and
Engineering Management

73%

Business and Industry

*2014 IEEE MTT Society Membership Information

**ON24 Industry averages



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IEEE MTT-S Lead Generation/Content Sponsorships/Banner Opportunities



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

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advertise.ieee.org/mtt-s-tech-focus

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



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advertise.ieee.org/mtt-s-webinars

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



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

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advertise.ieee.org/mtt-s-newsletter

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

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

Issue	Close	Materials	Editorial Features	2017 Bonus Distribution
Feb	4 Nov 2016	7 Nov 2016	<ul style="list-style-type: none"> • Millimeter Wave ICs and 3D Heterointegration • Student Design Contest Winners – Part 1 	<ul style="list-style-type: none"> • RWW, 15-18 Jan, Phoenix, AZ
Apr	9 Jan	12 Jan	<ul style="list-style-type: none"> • Wireless Communications 5G • Student Design Contest Winners – Part 2 	<ul style="list-style-type: none"> • IEEE WCNC, 19-22 Mar, San Francisco, CA • IEEE WAMICON, 24-25 Apr, Cocoa Beach, FL • IEEE IWS, TBD
May	9 Mar	13 Mar	<ul style="list-style-type: none"> • Pre-IMS Special Issue 	<ul style="list-style-type: none"> • IEEE MTT-S IMS, 4-9 Jun, Honolulu, HI • IEEE ARFTG, 9 Jun, Honolulu, HI
Jun	7 Apr	10 Apr	<ul style="list-style-type: none"> • IMS Special issue 	<ul style="list-style-type: none"> • IEEE MTT-S IMS, 4-9 Jun, Honolulu, HI • IEEE ARFTG, 9 Jun, Honolulu, HI
Aug	5 May	8 May	<ul style="list-style-type: none"> • Millimeter Wave ICs Multichip Modules 	
Oct	10 Jul	13 Jul	<ul style="list-style-type: none"> • Systems 	<ul style="list-style-type: none"> • EuMW, 8-13 Oct, Nuremberg, Germany • BCTM, 19-21 Oct, Miami, FL • IEEE CSICS, 22-25 Oct, Miami, FL • IEEE ICUWB, TBD
Dec	7 Sep	11 Sep	<ul style="list-style-type: none"> • Measurements • Special Issue on RWW 	<ul style="list-style-type: none"> • IEEE MTT-S APMC, 13-16 Nov, Kuala Lumpur, Malaysia • IEEE MTT-S RWS 2018, 15-18 Jan, Garden Grove, CA

Editorial calendar is subject to change without notice.

2017 Display Advertising Rates

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

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

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

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