6 REASONS TO PARTNER WITH MPD

The Industry Source for New Products and Technology
For over 30 years MPD has been the only tabloid-format magazine serving the RF and microwave community. This big, bold format lets us showcase more new products than any other print publication serving the industry. For example, a tabloid-size advertisement in MPD is 40% larger than a standard-size ad in other industry publications and a standard-size advertisement in MPD is the size of a full page in a traditional trade publication.

More Content in Every Issue
Every year we feature nearly 1000 new products, about 75 product and technical articles and 12 opinion articles. We aim to provide information on new products in every category, while complementing them with technical and application articles, news, and industry perspectives.

Email Marketing
MPD’s email marketing strategy is simple: To deliver information from advertisers to our opted-in subscribers at the most cost-effective rates in the industry, and provide advertisers with verifiable metrics on campaign performance.

Lead generation campaigns bring clients right to you. We send your message and have the capability to capture qualified leads for your sales team. IDG reports in its B2B Lead Generation Marketing Trends survey that company website, conferences, tradeshows, and email marketing are the most effective lead generation tactics being used today.

A Dynamic Online Presence
MPDigest.com: Our print edition is complemented by an active website with a section dedicated to defense products and technologies. All articles and featured products from the monthly issues may be found on the MPD website.

Product Email Blast
Twelve times per year MPD sends a focused product email blast. This is a great opportunity to highlight products that warrant extra attention. This is also an opportunity to direct our readers toward your company website for additional product information.

MPD: Your Best Media Buy
Add it all up and Microwave Product Digest continues to be a key source of information for engineering managers and design engineers. And that’s a great reason why you should make MPD an essential part of your advertising program.

Advertising Representatives

Publisher
Sales and Marketing Director

Liesbeth Severiens
Phone: (917) 692-3538
Liesbeth@mpdigest.com

West Coast, Southwest

Don Harway
Phone: (916) 717-6673
Fax: (866) 256-9315
dh@mpdigest.com
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FOCUS</th>
<th>SUPPLEMENTS/SECTIONS</th>
<th>TRADE SHOWS</th>
<th>AD CLOSE DATE</th>
<th>AD MATERIALS DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>• RF Power&lt;br&gt;• RF and Microwave Technology for Defense Systems</td>
<td></td>
<td>EUMW Utrecht, The Netherlands Radio &amp; Wireless Week San Diego, CA</td>
<td>12/23</td>
<td>12/30</td>
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<tr>
<td>February</td>
<td>• Military Satellite Technology&lt;br&gt;• Passive Components</td>
<td>Website Directory*</td>
<td>IMS2021 Show Issue&lt;br&gt;IMS 2021 Atlanta, GA</td>
<td>4/23</td>
<td>4/30†</td>
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<tr>
<td>March</td>
<td>• Control Components&lt;br&gt;• RF and Microwave Semiconductors</td>
<td>Military Microwave Digest</td>
<td>Satellite 2021 Washington, D.C.</td>
<td>6/25</td>
<td>6/30</td>
</tr>
<tr>
<td>April</td>
<td>• Small Signal Devices&lt;br&gt;• Interconnect Solutions</td>
<td></td>
<td>Cables &amp; Connectors Supplement</td>
<td>7/23</td>
<td>7/28</td>
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<tr>
<td>May</td>
<td>• Defense Electronics&lt;br&gt;• 5G/IoT</td>
<td>Amplifiers &amp; Signal Sources Supplement</td>
<td>Bonus Distribution (May issue)&lt;br&gt;IMS 2021 Atlanta, GA</td>
<td>8/24</td>
<td>8/27</td>
</tr>
<tr>
<td>June</td>
<td>• Filters&lt;br&gt;• Satellite Communications</td>
<td></td>
<td>EUMW London, UK AMTA 2021 Daytona Beach, FL</td>
<td>9/24</td>
<td>9/30</td>
</tr>
<tr>
<td>July</td>
<td>• Gallium Nitride</td>
<td></td>
<td>Success Stories &amp; Business Profiles Supplement</td>
<td>10/22</td>
<td>10/27</td>
</tr>
<tr>
<td>August</td>
<td>• Test &amp; Measurement&lt;br&gt;• ISM</td>
<td></td>
<td></td>
<td>11/24</td>
<td>11/30</td>
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</table>

* Three Website Directories! The directory appears in February, July and October. All advertisers in that month’s issue will be included in this value-added section at no additional charge.

† Due to the IMS Show timing all ad materials must be delivered by this date.
Expand Your Brand Recognition!

MPD’s supplements will be digitally distributed to all print and digital subscribers as well as our 35,000 email subscriber list...more brand recognition for all advertisers.

Our supplements are going all Digital!
Download instructions to access the digital flipbook for the supplements will be in each issue of Microwave Product Digest that has a supplement.

Amplifiers & Signal Sources
The Amplifiers & Signal Sources supplement is part of our June issue. Advertisers will receive a free full-page ad for every paid standard page ad, or a free half-page ad for a paid half-page ad.

Cables & Connectors
The Cables & Connectors supplement will again be part of our August issue with the same “2-for-1” offer for standard or half-page advertisers.

Success Stories & Business Profiles
The Success Stories & Business Profiles supplement in the December issue will continue to be a source of information for the industry. Special rates apply to fit your budget.

Mechanical Requirements for Microwave Product Digest Supplements

INCHES (trimmed) width x height

Standard Page....................................................................................8-1/8 x 10-3/4

BLEED STANDARD PAGE.........................................................................8-3/8 x 11

All live matter must be kept 1/4 inch inside page trim size. Bleed 1/8 inch.
ADDED VALUE
Military Microwave Digest will continue to be printed as well as being digitally distributed to our 35,000 email subscriber list…more brand recognition for all advertisers.

Staff-Written Insights Into Defense Programs and Technology

Military Microwave Digest (MMD) is the industry’s only staff-written guide to the latest defense markets, technologies, and programs. Topics range from EW to ECM, ELINT and SIGINT, radar, battlefield communications, to many more. Published in March and September, MMD is a valuable promotional resource for companies selling into the defense market and is a widely-read supplement to MPD that includes information that in many cases is available nowhere else.

Mechanical Requirements for Military Microwave Digest

INCHES (trimmed) width x height

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Page</td>
<td>7-13/16 x 10-3/4</td>
</tr>
<tr>
<td>Standard Spread</td>
<td>15-5/8 x 10-3/4</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4-9/16 x 7-1/2</td>
</tr>
<tr>
<td>BLEED STANDARD PAGE</td>
<td>8-1/16 x 11</td>
</tr>
</tbody>
</table>

All live matter must be kept 1/4 inch inside page trim size. Bleed 1/8 inch.
2021 Advertisement Rates and Mechanical Requirements

**BLEED TAB PAGE:** 10 x 13-5/8 inches. All live matter must be kept 1/4 inch inside page trim size, bleed 1/8 inch.

**TWO-PAGE TAB SPREAD:** Minimum size is 19-3/4 inches x 13-5/8 inches. Type or other live matter that runs across the center line should allow a space for saddle stitched binding.

**INSERTS:** Contact sales representatives for rates

**DIGITAL REQUIREMENTS:** All ads should be submitted as PDF/X-1A files (press-ready files) with no printer’s marks. Detailed instructions for creating this type of file are available on our FTP site. See next page for details.
For further details, questions, or to email material, please contact Kerry Mortensen at kerry@mpdigest.com

DEADLINES: Space deadlines and advertising material deadlines are listed in the editorial calendar on page 4. If you encounter problems meeting these deadlines, please contact Eileen Rocco at eerocco@mpdigest.com.

PUBLISHER’S COPY PROTECTIVE CLAUSE: Advertisers and advertising agencies assume liability for all content of advertisements printed or appearing online, and also assume responsibility for any claims made against the publisher arising therefrom.

FTP SITE:
Ads can be sent via FTP, which requires FTP software such as the free FileZilla and FireFTP (Windows, Mac), Classic FTP (Mac), and others. File sizes less than 15 Mbytes can be sent by email.

Host: ftp.mpdigest.com
ID: mpdclient@mpdigest.com
Password: !mpdftp!1
The MPD Product Email Blast

MPD's product email blast is dedicated to providing readers with a variety of highlighted products. It is distributed on a monthly basis to MPD's 35,000 opted-in subscribers.

For each product you will get:
- A 75-100 word description of the product
- A product photo
- URL to the product on your website
- Company URL

The product email blast sent prior to a show will also have a spot for your booth number, if you will be exhibiting at the event.

Positions in the email blast are available in subscriptions of 3, 6, and 12 months. For information about rates, please contact your MPD sales representative as shown on Page 2.

We also offer banner ad placement in the email blast.

MPD Website Banners

Advertising on MPD's website is a cost-effective way to feature your products and technologies on one of the most comprehensive sites in the RF and microwave industry. Our website has a high traffic rate, and viewers typically view multiple pages after they arrive. There are many ways to advertise:

- **Home page:** For the best visibility, this is our premier opportunity

- **On every page:** Advertising throughout the MPD website gets you noticed no matter what pages viewers visit.

- **On specific pages:** Advertising on the page of your choosing gives more flexibility to your online visibility.

1. Beltway — 600 x 160 pixels
2. Skyscraper — 160 x 600 pixels
3. Baseboard — 600 x 120 pixels

All types of ads can be animated and rotating. For advertising rates, please contact your salesperson.
Online Opportunities

Custom Email Blasts

Drive potential customers to your company, its products, and capabilities using MPD’s highly successful email marketing programs.

- The most cost-effective email marketing program in the RF and microwave industry
- Promote products, videos, white papers – virtually anything you want industry professionals to know about
- More than 35,000 fully opted-in subscribers in private industry, defense, and other organizations throughout the world
- Excellent open rates and click-throughs to advertiser website
- Established track record of success
- Advertisers receive complete results directly from our server including total emails sent, unique opens, total opens, and click-throughs per link
- MPD offers guidance to first-time advertisers in selecting optimum content and presentation
- For information about rates and opportunities, please contact your sales representative

MPD has the ability to gather lead generation data using your email blasts that contain whitepaper or downloadable content. We host the content and utilize form driven download links to gather data about interested parties.
MPD can help you create a podcast of great value to your audience as well as ours! We offer a turn-key solution to give you ample time to think about the content and how you’d like your company to be spotlighted.

Podcast listeners are:

- Every age group, and tend to be educated, affluent, and brand loyal.
- 25% of podcasts are listened to in the car
- 49% are listened to at home while doing multiple other chores.
- 44% of US adults listen to podcasts, this percentage increases amongst those interested in technology.
- Of those with interest in technology and staying on top of all advances, 80% listen to entire episodes AND 80% have purchased based on podcast sponsorships or ads.

Sponsor a podcast and let us help you determine the best format for you given your goals and objectives.

Sponsorship includes:

- Client executive participation in the half-hour podcast
- Conversation in advance of the recording to go over goals, content, roles, technical infrastructure, show flow and branding
- MPD Host provided for the podcast, and MPD records and edits the podcast
- Finished audio file of the podcast to be hosted on mpdigest.com with data and downloads gathered. Podcast to be distributed via leading subscriber platforms including SoundCloud, Stitcher, GooglePlay and Apple podcast.
- Sponsor also receives branding and marketing exposure through:
  - Banner ad on the podcast page of mpdigest.com calling further attention to your podcast and encouraging subscribers and visitors to download and listen
  - Promotion via MPD website, monthly eblasts and other emailers
- Client will receive a finished audio file for company’s own use and distribution.

If you would like further information, please do not hesitate to reach out to Liesbeth Severiens via liesbeth@mpdigest.com or 914-295-4651 (cell)
## Overview

### BY THE NUMBERS

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print circulation</td>
<td>20,000 Domestic</td>
</tr>
<tr>
<td>Digital edition</td>
<td>8,000 Domestic — 3,000 Foreign</td>
</tr>
<tr>
<td>Readership (all)</td>
<td>68% design engineers, 11% engineering managers, 8% engineering support. Remainder primarily academia and consultants.</td>
</tr>
<tr>
<td>Market sectors represented</td>
<td>Avionics, Automotive, Cable (CATV), Communications, Defense, Consumer Electronics, ISM - Industrial/Medical/Scientific, IoT, Radar, Satellite, Semiconductors and ICs, Software, Test Equipment</td>
</tr>
<tr>
<td>Email blast list</td>
<td>35,000. Opted-in. Complies with CAN-SPAM Act.</td>
</tr>
<tr>
<td>Additional issues</td>
<td>Military Microwave Digest, plus supplements on Amplifiers and Signal Sources, Cables and Connectors, and Success Stories and Business Profiles</td>
</tr>
<tr>
<td>Trade show distribution</td>
<td>Satellite 2021, International Microwave Symposium 2021</td>
</tr>
</tbody>
</table>

### EDITORIAL & PRODUCTS

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>New products</td>
<td>More than 75 new products per issue; additional products online</td>
</tr>
<tr>
<td>Product features</td>
<td>Contributed articles describing new products and technologies in detail</td>
</tr>
<tr>
<td>Technical articles</td>
<td>Contributed articles describing new technologies, as well as &quot;how-to&quot; articles that provide help to designers and tutorial articles that provide basic information about technologies (both old and new) as a “refresher course” for newcomers to the industry and veterans alike</td>
</tr>
<tr>
<td>In My Opinion</td>
<td>A contributed op-ed article on Page 3 of each issue that delivers the opinion of a company executive or technologist on issues facing designers and the RF and microwave community as a whole</td>
</tr>
<tr>
<td>Industry news</td>
<td>Short articles highlighting events, appointments, or other newsworthy items from RF and microwave companies</td>
</tr>
<tr>
<td>Military Microwave Digest</td>
<td>Staff-written supplement included with the March and September issues of MPD. Editorial ranges from technologies to DoD market sectors, programs, and issues facing the design community.</td>
</tr>
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### ADVERTISING

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
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</table>
| Print/digital ads            | **Print**: Tabloid, standard page, fractionals, marketplace  
**Online**: Website banners and monthly product email blast |
| Email blast                  | Distributed to 35,000 subscribers. Advertisers are provided with data showing opens, unique opens, and click-throughs (by URL) to advertiser web pages. |
| Free features for advertisers| 1. Three times per year; February, July, and October, all advertisers in these issues will be included in a website directory. 2. Full-page advertisers in all supplements except Military Microwave Digest receive additional facing page describing the company, its products, and technologies. |