



**MPD** **MICROWAVE  
PRODUCT DIGEST**  
2021 Media & Advertising Guide

## 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



*East Coast*

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*Midwest & West Coast*

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# 2021 Editorial Calendar

ISSUE	EDITORIAL FOCUS	SUPPLEMENTS/ SECTIONS	TRADE SHOWS	AD CLOSE DATE	AD MATERIALS DUE DATE
January	<ul style="list-style-type: none"> <li>RF Power</li> <li>RF and Microwave Technology for Defense Systems</li> </ul>		<b>EUMW</b> <i>Virtual Event</i> <b>Radio &amp; Wireless Week</b> <i>Virtual Event</i>	12/23	12/30
February	<ul style="list-style-type: none"> <li><b>Military Satellite Technology</b></li> <li><b>Passive Components</b></li> </ul>	<b>Website Directory*</b>		1/22	1/29
March	<ul style="list-style-type: none"> <li>Control Components</li> <li>RF and Microwave Semiconductors</li> </ul>	<b>Military Microwave Digest</b>		2/25	2/26
April	<ul style="list-style-type: none"> <li><b>Small Signal Devices</b></li> <li><b>Interconnect Solutions</b></li> </ul>			3/26	3/30
May	<ul style="list-style-type: none"> <li><b>Defense Electronics</b></li> <li><b>5G/IoT</b></li> </ul>	<b>IMS2021 Show Issue</b>		4/23	4/30†
June	<ul style="list-style-type: none"> <li><b>Filters</b></li> <li><b>Satellite Communications</b></li> </ul>	<b>Amplifiers &amp; Signal Sources Supplement</b>	Bonus Distribution (May issue) <b>IMS 2021 Atlanta, GA</b>	5/21	5/28
July	<ul style="list-style-type: none"> <li>Gallium Nitride</li> </ul>	<b>Website Directory*</b>	<b>Satellite 2021 Washington, D.C.</b>	6/25	6/30
August	<ul style="list-style-type: none"> <li><b>Test &amp; Measurement</b></li> <li><b>ISM</b></li> </ul>	<b>Cables &amp; Connectors Supplement</b>		7/23	7/28
September	<ul style="list-style-type: none"> <li>Radar</li> <li>Antennas</li> </ul>	<b>Military Microwave Digest</b>		8/24	8/27
October	<ul style="list-style-type: none"> <li><b>RF and Microwave Amplifiers</b></li> <li><b>EDA Tools</b></li> </ul>	<b>Website Directory*</b>	<b>EUMW London, UK</b> <b>AMTA 2021 Daytona Beach, FL</b>	9/24	9/30
November	<ul style="list-style-type: none"> <li>mmWave</li> <li>Signal Analysis</li> </ul>			10/22	10/27
December	<b>View From the Top</b>	<b>Success Stories &amp; Business Profiles Supplement</b>		11/24	11/30

\* 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.

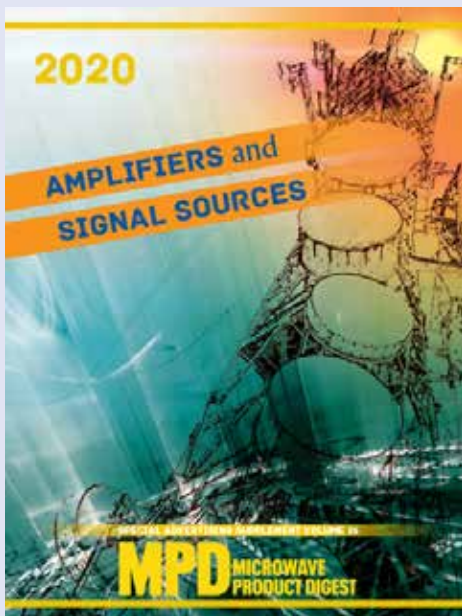
† Due to the IMS Show timing all ad materials must be delivered by this date.

## 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.



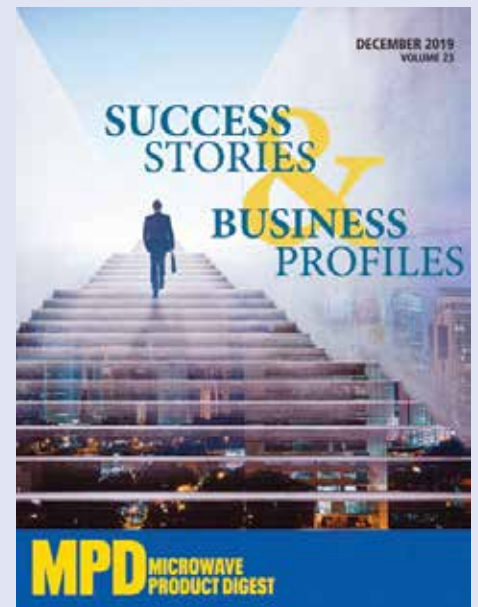
#### Amplifiers & Signal Sources

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.



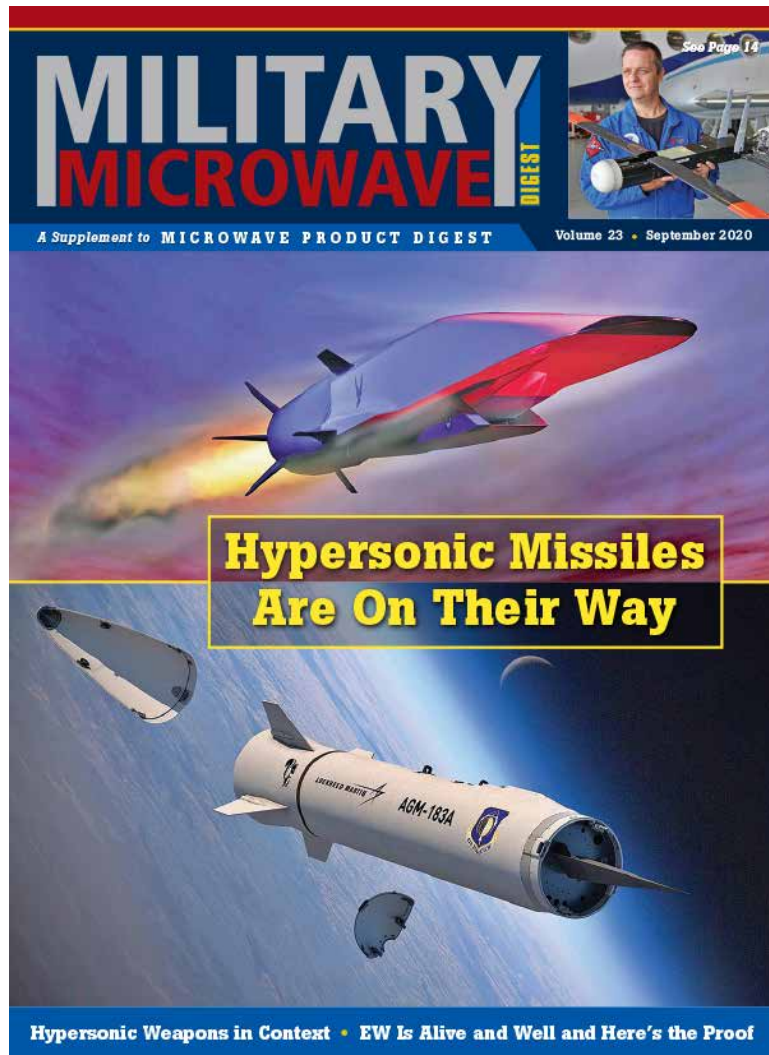
# Military Microwave Digest

## 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
Standard Page .....	7-13/16 x 10-3/4
Standard Spread.....	15-5/8 x 10-3/4
1/2 Page Island .....	4-9/16 x 7-1/2
<b>BLEED STANDARD PAGE .....</b>	<b>8-1/16 x 11</b>

All live matter must be kept 1/4 inch inside page trim size. Bleed 1/8 inch.

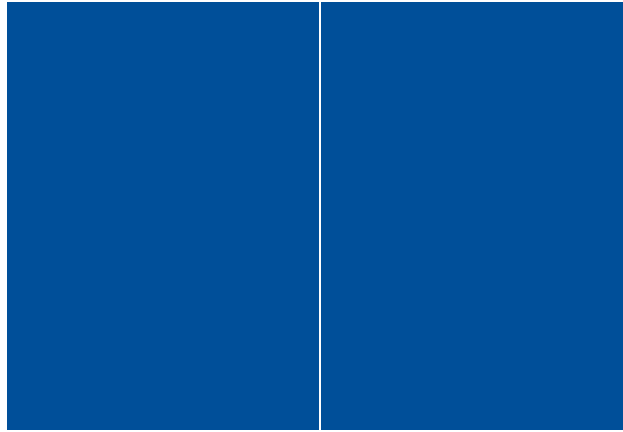
# 2021 Advertisement Rates and Mechanical



## Tab Page

9 3/4 x 13 3/8 PLUS 1/8 bleed

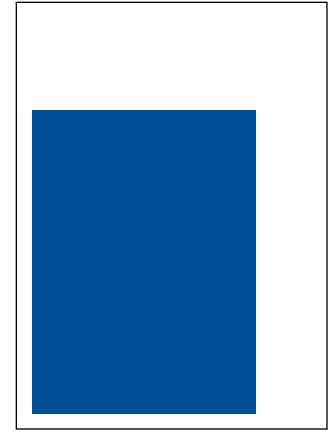
1X	3X	6X
\$5,400	\$5,160	\$4,800
12X	18X	24X
\$4,200	\$3,960	\$3,720



## Tab Spread

19 3/4 x 13 3/8 PLUS 1/8 bleed

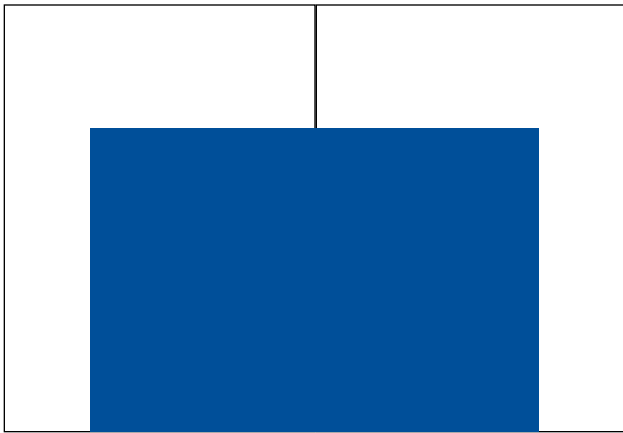
1X	3X	6X
\$8,100	\$7,740	\$7,200
12X	18X	24X
\$6,300	\$5,760	\$5,400



## Standard Page

7 x 9 1/2 PLUS 1/8 bleed  
(bleed is only on left and bottom)

1X	3X	6X
\$4,200	\$4,080	\$3,840
12X	18X	24X
\$3,480	\$3,240	\$3,120



## Standard Spread

14 x 9 1/2 PLUS 1/8 bleed (only on bottom edge)

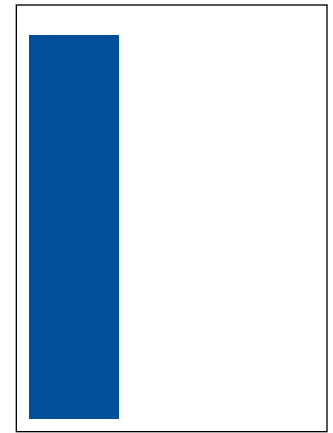
1X	3X	6X
\$6,300	\$6,120	\$5,760
12X	18X	24X
\$5,220	\$4,860	\$4,680



## 1/2 Page Tab Horizontal

9 3/4 x 6 3/4 PLUS add 1/8 bleed left, right and bottom if you want the ad to bleed

1X	3X	6X
\$3,600	\$3,480	\$3,240
12X	18X	24X
\$2,880	\$2,640	\$2,520



## 1/3 Page Vertical Tab

2 13/16 x 12

1X	3X	6X
\$2,820	\$2,760	\$2,640
12X	18X	24X
\$2,520	\$2,400	\$2,280

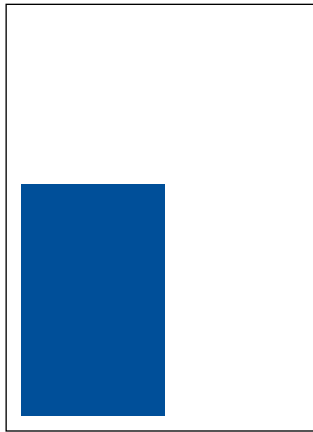
**BLEED TAB PAGE:** 10 x 13-5/8 inches. All live matter must be kept 1/4 inch inside page trim size, bleed 1/8 inch.

**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.

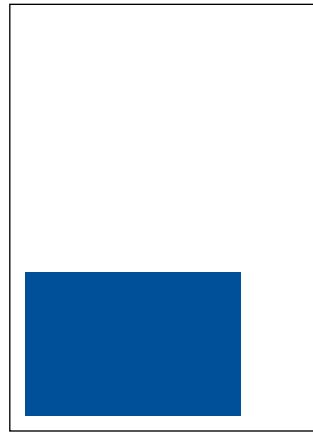
# Requirements for Microwave Product Digest



**1/2 Page Island**

4 1/2 x 7 1/4

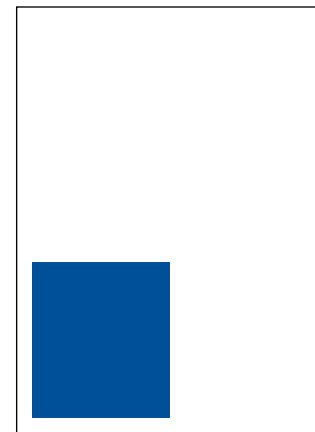
1X	3X	6X
\$2,880	\$2,700	\$2,460
12X	18X	24X
\$2,200	\$2,040	\$1,980



**1/2 Page Horizontal**

6 3/4 x 4 1/2

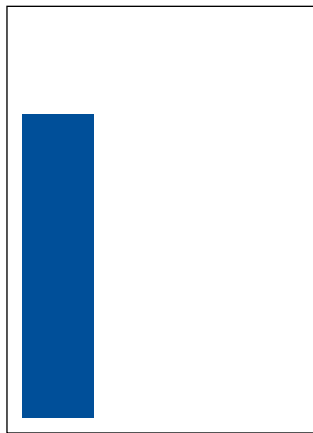
1X	3X	6X
\$2,880	\$2,700	\$2,460
12X	18X	24X
\$2,220	\$2,040	\$1,980



**1/3 Square**

4 x 4 1/2

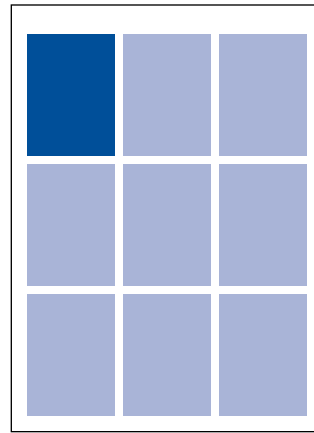
1X	3X	6X
\$2,280	\$2,160	\$2,040
12X	18X	24X
\$1,920	\$1,800	\$1,680



**1/3 Page Vertical**

2 1/4 x 9 1/2

1X	3X	6X
\$2,400	\$2,340	\$2,160
12X	18X	24X
\$2,040	\$1,920	\$1,800



**Marketplace**

2 3/4 x 3 13/16

1X	3X
\$900	\$840
6X	12X
\$780	\$660

## Digital Rates

### Product Blast

1X	3X	6X
\$1000	\$800	\$600

### Custom Email

1X	3X	6X
\$6,000	\$4,500	\$3,000

### Product Focus

1X	3X	6X
\$4,500	\$3,250	\$2,800

### Web Banner

1X	3X	6X
\$1300	\$1100	\$900

For further details, questions, or to email material, please contact your sales rep. *East Coast* Liesbeth Severiens, (917) 692-3538, Liesbeth@mpdigest.com - *Midwest & West Coast* Stephanie Kogel, M.J. Mrvica Associates, Inc., Phone (856) 768-9360, Fax (856) 753-0064, skogel@mrvica.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 Kerry Mortensen at kerry@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.

# Online Opportunities

## 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.

August 2019 Product Blast [View this email in your browser](#)



The August MPD Product Blast brings you product innovations and new to the market items. As Summer comes to a close, the production cycle ramps up again. We hope you find a product in this email blast that helps your engineering needs.

If this product blast was forwarded to you and you want to subscribe, please click [here](#).



**Knowles Precision Devices (DLI) Filter Technology** addresses the challenge of implementing high performance, small form factor filters at mmWave

Knowles Precision Devices (DLI) Filter Technology addresses the challenge of implementing high performance filters at mmWave frequencies. 26GHz, 29GHz and 39GHz catalog filters provide 3GHz of bandwidth, > 50dB rejection, are 20x smaller than current alternatives while implemented in surface mount packages for standard tune-free assembly and provide temperature stable operation from -55°C to +125°C. Off the shelf catalog designs are available to 42GHz and custom design services are available.

**Knowles Precision Devices**  
[www.knowlesc capacitors.com](http://www.knowlesc capacitors.com)

**Check Out SV's New VITA 67.3 Product Offering**

SV Microwave's VITA 67.3 standard product line is the latest addition to RF/coaxial section of the VPX platform. These customizable RF solutions are ideal for your embedded systems application and are designed for side-by-side implementation with other VITA connector standards.

- Customizable RF contact locations within module
- Edge launch option eliminates cable assemblies on plug-in card
- Coaxial interface standard for daughtercard to backplane connectors
- SMPM min pitch .228" and SMPS min pitch .155"

**SV Microwave**  
[www.svmicrowave.com](http://www.svmicrowave.com)

**UHF Repack**

The FCC is requiring broadcasters to move forward after the Broadcast Incentive Auction. Microwave Filter Company can help!



The screenshot shows the MPD website homepage with a navigation bar at the top. The main content area features several product highlights and advertisements. On the left, there are sections for 'MECA ELECTRONICS' and 'MINI-CIRCUITS'. The central part of the page has a 'Featured Articles' section with titles like 'Two Techniques to Improve Spurious Levels in Paired RF Amplifiers' and 'A New Breakthrough in LDMOS RF Power Transistor Performance'. On the right, there is a 'Special Offer' for 'ATTENUATORS' with a '50% OFF' tag. The bottom of the page has a 'Products' section with various product images and descriptions.



# 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.



# Podcasts

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.



Often listened to in what would be down time, podcasts are approached differently than other media. Podcasts can be narrative, telling a story; done in an interview style; or a series of 3 or 4 based on a hot topic or different themes.

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](mailto:liesbeth@mpdigest.com) or 914-295-4651 (cell)

## BY THE NUMBERS

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

## EDITORIAL & PRODUCTS

OPPORTUNITY	DESCRIPTION
<b>New products</b>	More than 75 new products per issue; additional products online
<b>Product features</b>	Contributed articles describing new products and technologies in detail
<b>Technical articles</b>	Contributed articles describing new technologies, as well as “how-to” 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
<b>In My Opinion</b>	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
<b>Industry news</b>	Short articles highlighting events, appointments, or other newsworthy items from RF and microwave companies
<b>Military Microwave Digest</b>	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.

## ADVERTISING

OPPORTUNITY	DESCRIPTION
<b>Print/digital ads</b>	<b>Print:</b> Tabloid, standard page, fractionals, marketplace <b>Online:</b> Website banners and monthly product email blast
<b>Email blast</b>	Distributed to 35,000 subscribers. Advertisers are provided with data showing opens, unique opens, and click-throughs (by URL) to advertiser web pages.
<b>Free features for advertisers</b>	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.

# **MPD** MICROWAVE PRODUCT DIGEST

## **EDITORIAL AND BUSINESS OFFICE**

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## **Advertising Representatives**

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