

HIGH FREQUENCY

E L E C T R O N I C S



2010

MEDIA AND ADVERTISING GUIDE

Ideas for Today's Engineers:
Analog • Digital • RF • Microwave • mm-wave • Lightwave

Published in Print and Online

- **Serving Readers with Information They Need to Know: High Quality Technical Reputation**

One of our authors recently told us, “Your magazine seems to be the favorite of engineers who actually design things.” We will certainly accept his statement as a compliment, but we also strive to be a valuable information source for engineers in management, system planning and other jobs, too! In the technology-driven world of 2010, the skills of engineers who read *High Frequency Electronics* are extremely valuable — and they need lots of information to stay sharp!

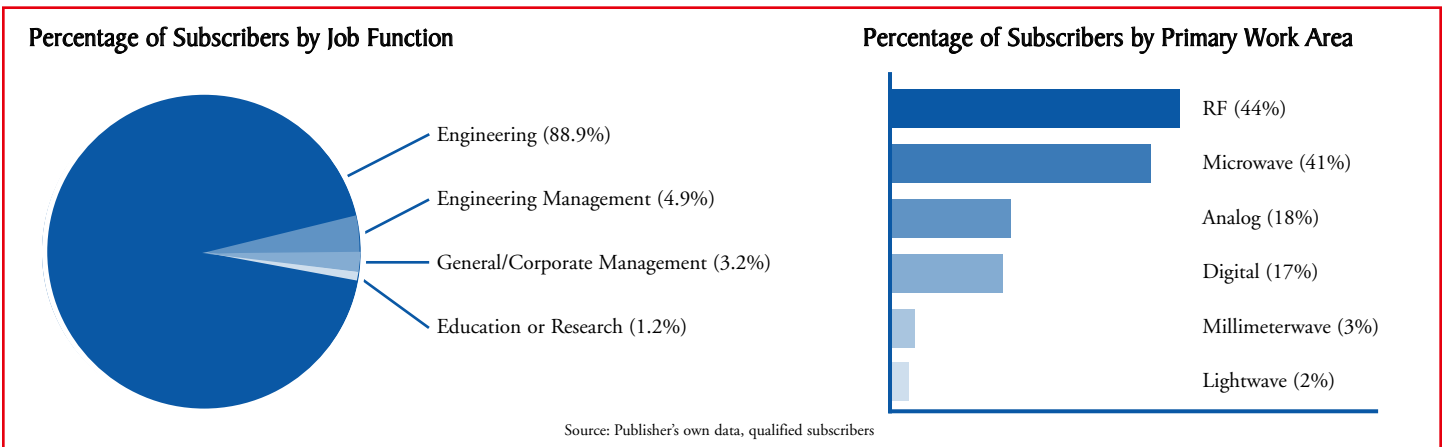
- **Our Primary Mission: The Exchange of Ideas Among Engineers**

At *High Frequency Electronics*, we understand what engineers need to know, and want to know — using our hands-on design experience in addition to many years as industry observers. We cover the right subject matter, presented at the right technical depth for engineers with a wide range of skills and experience, working on diverse applications.

- **Core Engineering Principles: Markets Evolve, but the Principles Remain Constant**

Our readers all have something in common. They all require knowledge of specific engineering principles — frequency-dependent circuit and component behavior, transmission lines and waveguides, electromagnetic radiation and propagation. Their applications range from tiny components to global communications systems, and success in their chosen field requires a unique combination of academic study, focused personal learning and practical experience.

Our Engineering Audience:



- **Media Choice: All Content Published in Print and Online**

Scientists and engineers invented the Internet to support research and education. Today, this communications medium has become valuable far beyond that early vision. To support the growing trend for engineers to be “connected,” we publish identical printed and digital editions each month, with all individual articles archived online for future reference.

www.highfrequencyelectronics.com Web Site Traffic:

Unique visitors: 11,439 per month – Hits: 110,617 per month								
Origin (hits):	United States	Canada	Europe	China	India	Russia	Other Asia	All Other
	38.9%	3.6%	17.4%	8.8%	5.9%	5.1%	9.0%	11.3%

Source: Publisher's own data using AWStats, 6-month averages, Apr-Sep 2009

Issue	Product Coverage	Technology Report	Tutorial Topic	Ad Close	Industry Events
January	Connectors High Speed Digital Microwave Subsystems	Portable Instrument Applications	Noise in RF Circuits	December 16 (Materials Dec. 21)	DesignCon 2010
February	Discrete Semiconductors EMI/EMC Products Test Accessories	ASIC Development and Foundry Services	Reducing Power Amplifier Distortion	January 15 (Materials Jan. 21)	
March	Capacitors & Inductors Space & Hi-Rel Mixers & Modulators	Interconnection Technology Advances	Military and Space Specifications	February 15 (Materials Feb. 19)	11th WAMICON CTIA Wireless NAB 2010
April	Substrates & Laminates EDA Tools Component Test Products	Recent Work on Standards and Regulations	L-Network Impedance Matching Basics	March 16 (Materials Mar. 22)	
May	Wireless RFICs Antennas New Literature	3G/4G Deployment Status Update	A Comparison of Switch Technologies	April 16 (Materials Apr. 21)	MTT-S IMS 2010 DAC 2010
June	Cables & Assemblies EM EDA Tools Signal Analyzers	Military Market Review	Getting Started with EM Simulation	May 17 (Materials May 21)	AP-S/URSI Symposium
July	Oscillators & Synthesizers Materials Products for R&D	Electronically-Tunable Technologies	Digital Signals on Transmission Lines	June 16 (Materials Jun. 21)	IEEE EMC Symposium
August	ADCs & DACs Wireless Test Eqpt. Manufacturing Services	University and Government R&D Update	Design Issues for Tower-Top Electronics	July 16 (Materials Jul. 21)	
September	Military Products Filters Packaging	Signal Integrity Theory and Practice	Using Coaxial Cable Correctly	August 16 (Materials Aug. 20)	European Microwave Week AOC Symposium
October	RFICs/MMICs Microwave Components Optical Products	New Ideas for Design of Very Large Systems	Thermal Design Considerations	September 16 (Materials Sep. 21)	Int'l Wire & Cable Symposium
November	Switches Power Amplifiers New Literature	The Importance of Vendor Technical Support	Time-Window and Pulsed Measurements	October 15 (Materials Oct. 21)	
December	Resistive Products Test Instruments mm-Wave Products	Nano-Scale Technology Update	Inside the Microwave Connector	November 16 (Materials Nov. 19)	IEEE RWS 2011

For questions regarding press releases, article proposals and all other editorial content, please contact the editorial staff.

For questions regarding ad deadlines and materials, please contact your advertising sales representative.

Regular Columns

Meetings & Events · In the News · Design Notes
High Frequency Applications

Editorial Submissions

Press releases for our various informational columns should be sent at least 6 weeks in advance of the desired publication date.

Article Contributions

We encourage the submission of technical articles, application notes and other editorial contributions. These may be on the topics noted above, or any other subject of current interest.

Send press releases and other communications to our general editorial e-mail address: editor@highfrequencyelectronics.com.

Advertising Information

	1x	3x	6x	12x	24x
Spread	\$ 9,500	\$ 7,650	\$ 6,950	\$ 6,250	\$ 5,700
Full page	\$ 4,800	\$ 4,250	\$ 3,800	\$ 3,450	\$ 3,100
1/2-page	\$ 3,100	\$ 2,750	\$ 2,450	\$ 2,200	\$ 1,950
1/3-page	\$ 2,100	\$ 1,850	\$ 1,650	\$ 1,500	\$ 1,300
1/4-page	\$ 1,600	\$ 1,450	\$ 1,300	\$ 1,150	\$ 1,000
1/6-page	\$ 1,250	\$ 1,100	\$ 1,000	\$ 900	\$ 800

The above rates are for display ads, which appear in both the print and online editions.

Online advertising opportunities include banners and sponsored pages. We can also provide e-newsletters and other digital media, as well. Contact your advertising sales representative.

Additional print advertising opportunities include inserts, polybagged outserts, business reply cards and trade show promotions.

Reader Service response to advertisements is provided online using our exclusive *HFeLink™* service, with links to the company home page, or a specific product data page. The Online Edition includes hot links—viewers can simply click on your ad.

All advertising is commissionable at the rate of 15% to advertising agencies.

Print Ad Sizes & Specifications

Magazine trim size: 8 × 10.75 inches
Pre-trim (bleed) size: 8.25 × 11 inches
Column width: 2.25 inches
Presswork: Standard web offset, CMYK

Ad sizes (W × H in inches):

2-page spread (trim size):	16 × 10.75
Full page (trim size):	8 × 10.75
1/2 page island:	4.75 × 7.25
1/2 page horizontal:	7.25 × 4.75
1/2 page vertical:	3.5 × 9.75
1/3 page square:	4.75 × 4.75
1/3 page vertical:	2.25 × 9.75
1/4 page vertical:	3.5 × 4.75
1/6 page vertical:	2.25 × 4.75

Full-page ads have a live area that begins 0.3 inches inside the trim dimensions. Bleed ads must extend the bleed beyond trim on all sides.

Advertising Notes—Ads are accepted in digital format only. *High Frequency Electronics* is published using an all-digital PDF-based process on a PC computing platform. Our preferred file format is PDF-X/1a, which is the established publishing industry standard for digital ads. Other formats may be acceptable on a case-by-case basis—contact your advertising sales representative. We recommend that you visit the “Advertising and Media Info” section of our Web site for more information on digital ad creation and PDF file submission.

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