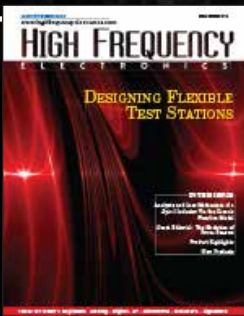


RF  
micro



# HIGH FREQUENCY

ELECTRONICS

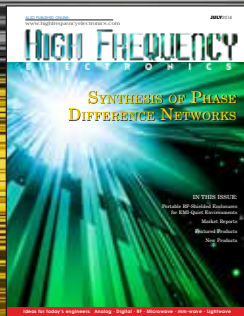
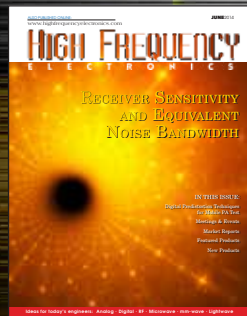
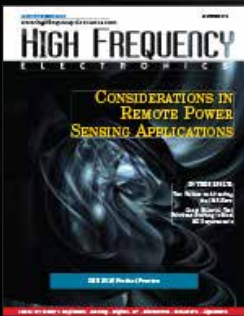


analog

2016

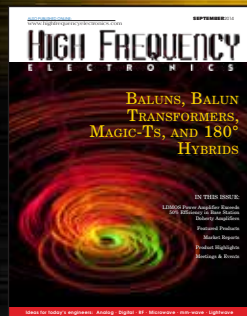
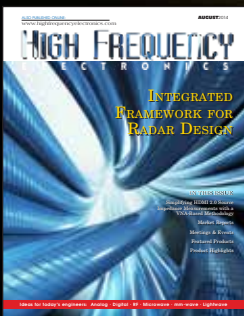
Media Guide

Published in print and online since 2002



mm-wave

digital



wave

Ideas for today's engineers: Analog · Digital · RF · Microwave · mm-wave · Lightwave

# HIGH FREQUENCY

E L E C T R O N I C S

## Web Statistics

Page Views:  
106,499 per month

Unique visitors:  
17,426 per month

## Origin Hits:

United States 42.1%

China 21.4%

Europe 15.3%

South Korea 9.8%

Canada 5.4%

Japan 3.4%

All Other 2.6%

*Publisher's data using AWStats.  
Analysis period March 2015*

## ■ Experience

Our team has decades of experience in both technology and B-to-B publishing. With both engineering-design and product-marketing experience, we have the perfect combination to serve our engineering readers as well as our advertising clients.

## ■ Substance

*High Frequency Electronics* has the mission of providing an exchange of ideas among engineers. Our hands-on design experience and many years of industry participation allow us to select the right mix of subject matter, at the right technical depth for engineers of all experience levels. We like to think of our magazine as delivering a "chapter a month" of essential tutorial, applications-oriented and advanced material — an ongoing textbook for the continuing education and professional development of our readers.

## ■ Presentation

In keeping with our attention to substantive content, our magazine is designed to present technical material clearly, with a clean, highly readable layout. This approach has a benefit to advertisers — ads stand out prominently when articles do not have unnecessary artistic frills.

## ■ Online Presence

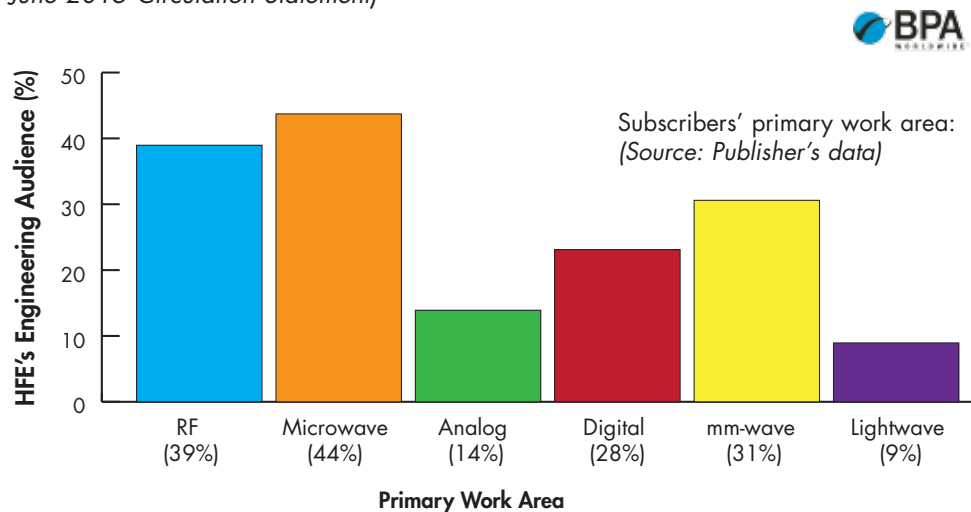
Every issue of *High Frequency Electronics* is available online — with exactly the same appearance as the printed issues, in the universally accessible PDF format. The Online Edition is interactive, too. Our web site also includes news headlines, events listings, supporting information for authors and advertisers, plus new and renewal subscription services. Every past article we have published is archived for download by any interested web visitor. The Archives is the most-visited part of our web site.

## ■ Service

We take pride in our professionalism, knowledge and cooperative attitude when dealing with advertisers. We can help you develop a marketing and advertising plan with the options of print ads, web site banners, direct mail, e-mail marketing, print brokering, and many other service options. Contact the advertising sales representative in your area for more information.

## ■ 100% Engineering Audience

*High Frequency Electronics* reaches more than 20,000 "Design Engineers utilizing RF and Microwave Technology," qualified within one year. (Source: BPA International, June 2015 Circulation Statement)





# 2016

## EDITORIAL CALENDAR

| Issue     | Featured and New Product Coverage   | Important Industry Events  |
|-----------|---|--|
| January   | Antennas, Cable Assemblies, Couplers, Test and Measurement  | DesignCon<br>Santa Clara<br>January 19-21, 2016                      |
| February  | Design Tools, Power Amplifiers<br>Filters, Mil-Aero Products  | Satellite 2015<br>National Harbor<br>March 7-10, 2016                |
| March     | Passive Components-Attenuators,<br>DC Blocks/Bias Tees  | NAB<br>Las Vegas<br>April 16-21, 2016                                |
| April     | Test & Measurement Tools Cable<br>Assemblies, Integrated Assemblies,                                | WAMICON<br>Clearwater Beach<br>April 11-13, 2016                     |
| May       | Active Components, Switches,<br>Mixers, Phase Shifters,<br>IMS2016 Show Issue                       | IMS2016<br>San Francisco<br>May 22-27, 2016                          |
| June      | Frequency Control Components,<br>Low Loss Cables, Design Tools<br>Update                            | AP-S/URSI 2016<br>Fajardo, Puerto Rico<br>June 25-July 1, 2016       |
| July      | Passive Components, Isolators,<br>Circulators, Connectors, Antennas                                 | IEEE EMC<br>Ottawa<br>July 25-29, 2016                               |
| August    | Defense Electronics EDA,<br>Automated Test, Test Cables, Signal<br>Generators                       | IEEE AUTOTESTCON<br>Anaheim<br>September 12-15, 2016                 |
| September | Millimeter Connectors and<br>Components, Detectors EuMW<br>2016 Preview                             | EuMW2016<br>London<br>October 3-7, 2016                              |
| October   | Circuit Materials, Interconnects,<br>Base Station Products, Network<br>Analyzers, Mil-Spec Products | Milcom 2016<br>Baltimore<br>November 1-3, 2016                       |
| November  | Coaxial Adapters, Low Noise<br>Amplifiers, Modular Test Equipment                                   | AOC<br>Washington<br>November 29-December 1, 2016                    |
| December  | Passive Components, Couplers and<br>Power Dividers, Crystal Oscillators,<br>VCOs, YIG Oscillators   | Asia Pacific Microwave Conference<br>New Delhi<br>December 5-9, 2016 |

### Regular monthly columns include:

Commentary ■ In the News ■ Meetings & Events ■ New Products ■ Featured Products

**In addition** to the product coverage above, each monthly issue will offer the reader a balanced mix of subject matter at levels of technical depth ranging from fundamental tutorials to advanced theory. Each month the subject matter is carefully selected to be both practical and useful to engineers who are developing high frequency and high-speed systems for applications in wireless and wireless communications, military and civilian defense, navigation, computing, imaging, and more..

Additional technical articles can be published in each issue, covering other topics

**AD CLOSING DATES:** 15th of the prior month (next business day if weekend)

**AD MATERIAL DEADLINE:** 20th of the prior month.

Contact your advertising sales representative for extra time or special requirements

**BONUS DISTRIBUTIONS:** Subject to change.

[highfrequencyelectronics.com](http://highfrequencyelectronics.com)

## Editorial Submissions

### Regular Columns

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

### Press Releases

Press releases for our informational columns should be sent by the first of the month prior to the desired publication date (e.g., April 1 for the May issue). Late-breaking news can be accommodated, but please advise the editors of urgent items by telephone or e-mail.

[editor@highfrequencyelectronics.com](mailto:editor@highfrequencyelectronics.com)

### 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. Contact us with article ideas:

[editor@highfrequencyelectronics.com](mailto:editor@highfrequencyelectronics.com)

### How to Contact Us

Send press releases and other communications to our general editorial e-mail address:

[editor@highfrequencyelectronics.com](mailto:editor@highfrequencyelectronics.com)

### Summit Technical Media, LLC

One Hardy Road

P.O. Box 10621

Bedford, NH 03110

**PHONE:** 603-472-8261

# Advertising Information

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

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

## Banner Ad sizes (W × H in pixels):

728x90 leaderboard banner  
160x600 tower banner  
468x60 banners  
180x180 banners  
Peel Back Option (upper right)

Online advertising opportunities include **banners** and **sponsored pages**. We can also provide **e-newsletters**, **custom email blasts** and **direct mail list rentals**, **webcasts**, **white paper programs**, and other digital media, as well. With many options available, it is not practical to list rates here. Contact your advertising sales representative (or check our website).

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.

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

**Advertising Notes**—Ads are accepted in digital format only. For more information on digital ad creation and PDF file submission, please visit the “Advertising and Media Info” section of our Web site.

## Contact Information

### Publisher

Scott Spencer  
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**FAX:** 631-667-2871  
[scott@highfrequencyelectronics.com](mailto:scott@highfrequencyelectronics.com)

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Vice President, Sales  
Gary Rhodes  
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**FAX:** 631-667-2871  
[grhodes@highfrequencyelectronics.com](mailto:grhodes@highfrequencyelectronics.com)

### Advertising Sales | West

Associate Publisher  
Tim Burkhard  
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**FAX:** 707-544-9375  
[timb@highfrequencyelectronics.com](mailto:timb@highfrequencyelectronics.com)

### Advertising Sales | West | New Accounts

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**FAX:** 509-472-1888  
[jeff@highfrequencyelectronics.com](mailto:jeff@highfrequencyelectronics.com)

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**FAX:** 773-275-3438  
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### Advertising Sales | UK and Europe

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**FAX:** +44 1883 715 697  
[sam@highfrequencyelectronics.com](mailto:sam@highfrequencyelectronics.com)

### Advertising Sales | Product Showcase

Joanne Frangides  
**PHONE:** 201-666-6698  
**FAX:** 201-666-6698  
[joanne@highfrequencyelectronics.com](mailto:joanne@highfrequencyelectronics.com)

## Print Ad Sizes Specs

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  
2-page spread (with bleed): 16.25 × 11  
Full page (trim size): 8 × 10.75  
Full page (live area): 7.5 × 10.25  
Full page (with bleed): 8.25 × 11  
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 0.25 inches inside the trim dimensions. Background images in bleed ads should fill the pre-trim dimensions of 8.25 in. width; 11 in. height.

## Digital Files:

HFE uses all-digital, PDF-based publishing process in a Macintosh computing platform.

The industry standard for platform-independent digital printing is a high resolution PDF file. PDF-X and CMYK process press setups are expected, with all fonts and images embedded and all images in PSD or JPG format. In special cases we can accept other file formats – contact your advertising representative.

All images and colors must be defined as process CMYK. We cannot be responsible for the quality of ads provided with RGB, Index, or Lab color, low resolution images or ads provided in other formats than those specified.

## For best results:

Build ads in a layout program such as InDesign or QuarkXpress. Place 300 dpi CMYK images at 100% on the page. Layout of ads in programs such as Adobe Illustrator or Adobe Photoshop will produce large output files.

## Advertising Notes:

- Ads should be submitted via e-mail or on CD. FTP upload is also available.
- New advertisers should provide digital files in advance of the ad closing date. Additional matters will be coordinated with our production staff.
- Film is no longer accepted by most publishers. Please contact us if film is your only choice for providing an ad.

- Web banners may be jpg, gif, or png formats (contact us regarding other formats.)