

MEDIA KIT 2019

MICROWAVES101.COM

The world's microwave information resource since 2001

www.microwaves101.com

Microwaves101 in partnership with IEEE Microwave Theory and techniques Society (MTT-S) provides a practical web resource covering the fundamental principles of microwave design. Since 2001 we have been constantly adding content and pages to the site, making it one of the most useful resources for RF and Microwave engineers on the internet. The Microwaves101 experience offers a unique mixture of technical content, history and perhaps a little humor. In July 2014 we launched a redeveloped website with many improvements in appearance and usability. The IEEE partnership has identified more than 15 well-known subject matter experts to edit and increase content in all microwave topics.

Steve Huettner, also known as the “Unknown Editor” on Microwaves101, received an award for Best Industry Blog at the 2014 International Microwave Symposium in Tampa, Florida. The Best Industry Awards are presented by the Microwaves & RF publication (part of Penton). These awards highlight companies and engineers that rise to the challenge and provide cutting edge value to the industry.

Quick Stats

Number of Topics	Over 1,000 Topics
Number of Users	Over 100,000 Visitors / Month
Number of Page Views	Over 200,000 Page Views / Month

Microwaves101 gets over **250,000 Page-Views/Month** from more than **100,000 Users**.

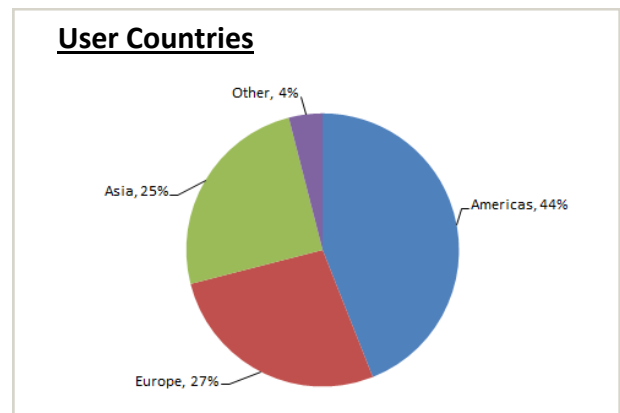
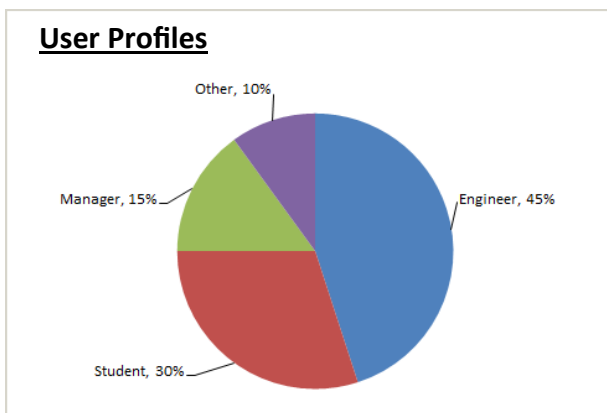
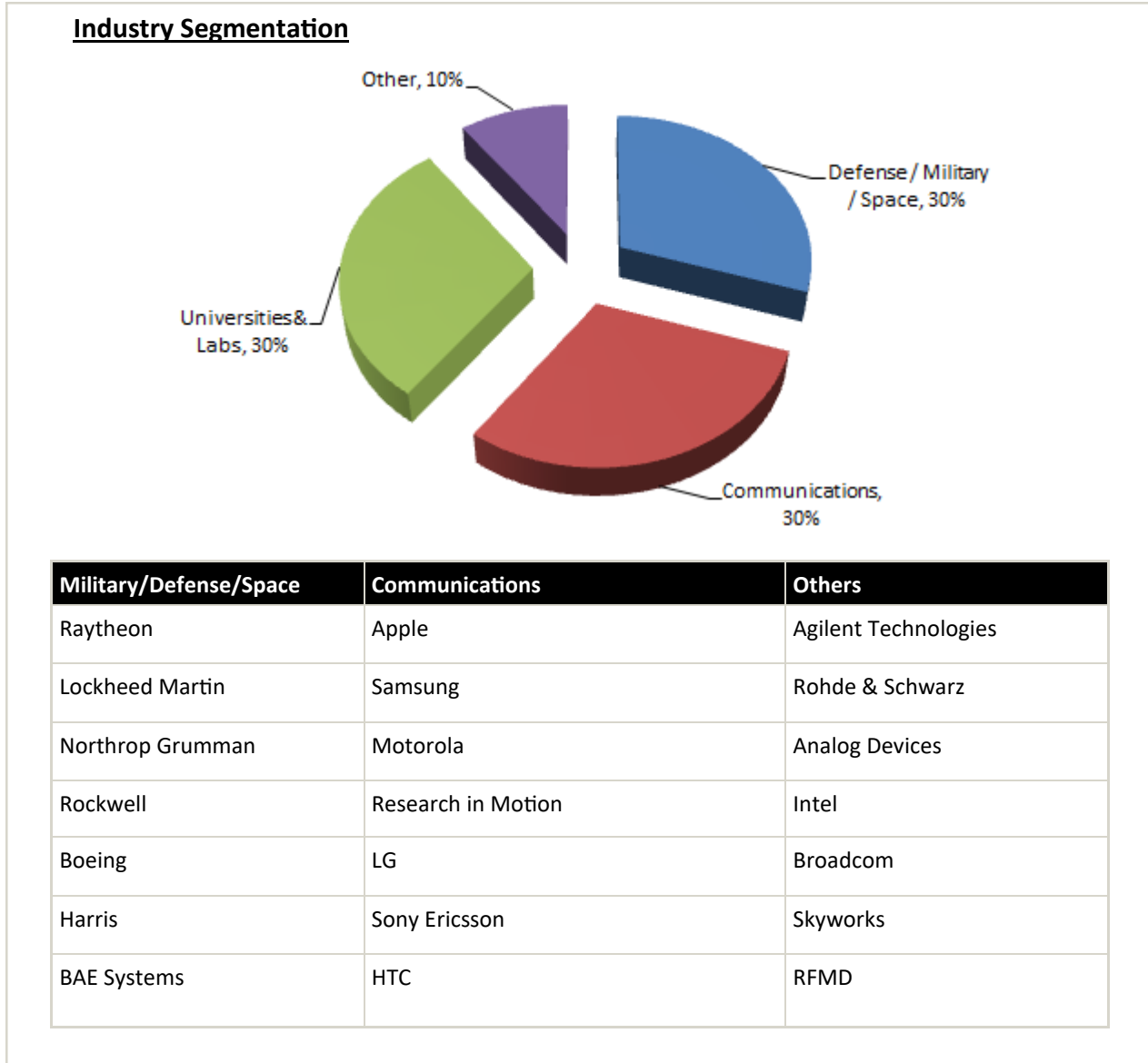
A recent survey carried out by Microwave Journal of *their own readers* ranked Microwaves101 as the second-most useful resources for RF & Microwave engineers on the internet. A similar survey by IEEE MTT-S rated Microwaves101 #1! Our site gets more page views than any of the industry's online microwave trade journals.

Which of the following websites do you find most useful?

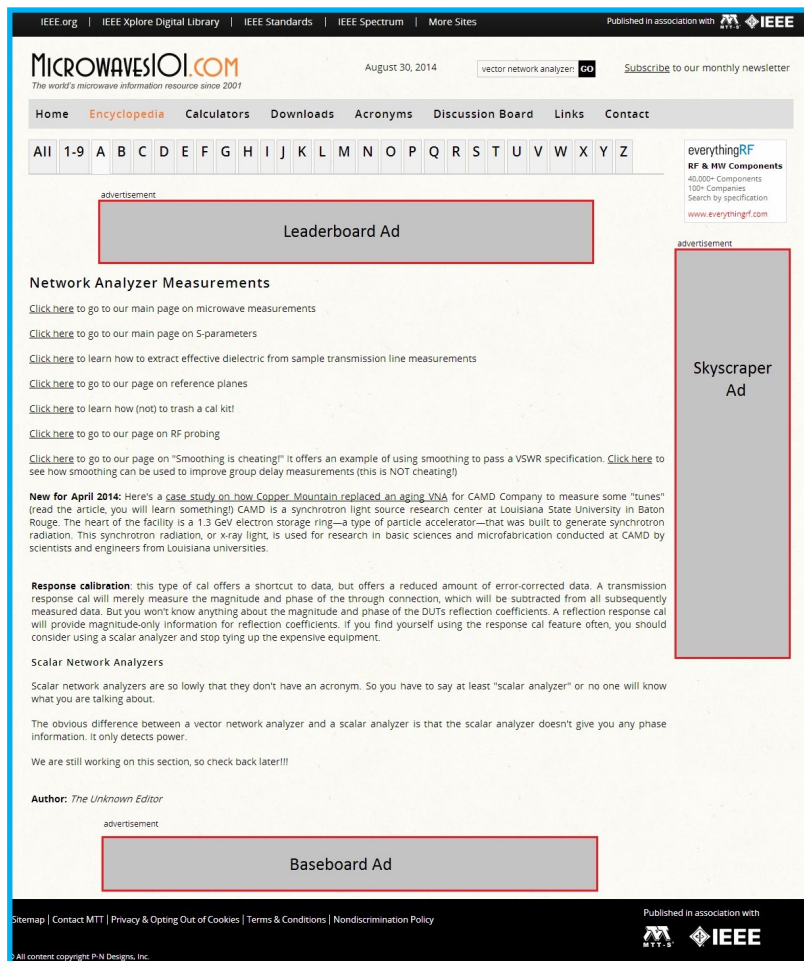
mwjournal.com	36%
microwaves101.com	27%
rfcafe.com	13%
mwrif.com	6%
rfglobalnet.com	6%

Who uses Microwaves 101?

Our users come from all over the world with the majority being based in the US. They consist of a mix of engineers, managers, students and purchasers that are looking for information on microwave engineering topics and product recommendations.



Banner Ads on Microwaves101.com



Ad Type	Cost
Leaderboard Ad	\$100 CPM
728 x 90 px	
Skyscraper Ad	\$100 CPM
160 x 600 px	
Baseboard Ad	\$45 CPM
728 x 90 px	

*CPM: Cost per 1,000 Impressions

Targeted Advertising

Advertising can also be targeted by category, page or topic on Microwaves101. Advertisers can select a page or group of pages where they would like their ad to show.

If you are interested in the targeted options please email raghav@microwaves101.com for more information.

Newsletter Sponsorship

We have a registered user base of over 2,000 Registered users who want to stay up to date on any new interesting content that we have published or update on the website. We send out two newsletters every month:

MW101Stuff: Monthly Newsletter that tells users about new content and updates on the website.

MW101 Video Stuff: Monthly Newsletter that highlights a video about a specific nugget of microwave engineering knowledge.

Each Newsletter has 1 Exclusive Sponsor and gets two ad slots—1 at the top and 1 at the bottom.

Cost: \$1,000/Newsletter

For more details about advertising on Microwaves 101

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