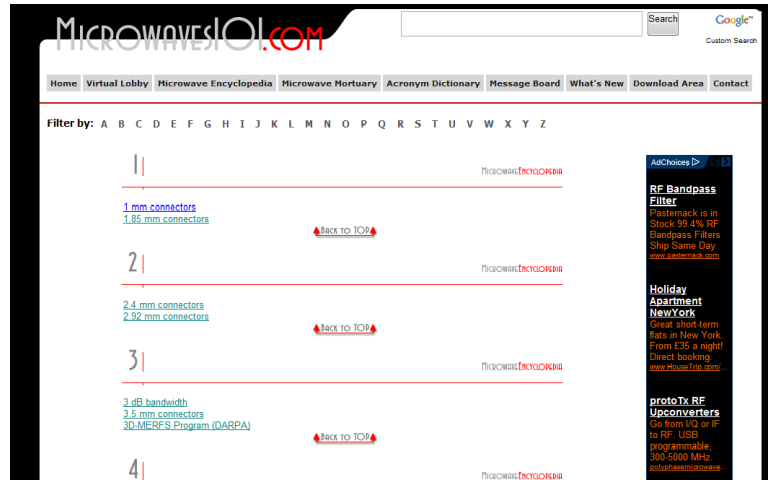


MICROWAVES|O|.COM

**MEDIA KIT 2012**

Microwaves101 is a practical web resource covering the fundamental principles of microwave design. Since the year 2000 we have been constantly adding content and pages to the website, 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 humor. In fact, Microwaves 101 gets more page views than any of the other microwave trade journals.



Microwaves 101 has created an encyclopedia for Microwave Engineering with over 1,000 useful topics. These topics are indexed by alphabet and made searchable to users on [www.Microwaves101.com](http://www.Microwaves101.com). Topics range from the basics of microwave design to specific those that focus on component design and test and measurement procedures.

Microwaves 101 has an encyclopedia, calculators and a message board which together get over 3 million page views every year:

Page view summary	Monthly	Weekday	Weekend
<b>Encyclopedia Page Views</b>	190,000	7,500	2,500
<b>Message board page views</b>	90,000	3,300	1,500
<b>Total</b>	<b>280,000</b>	<b>10,800</b>	<b>4,000</b>

We often get emails from users on how useful they find Microwaves 101, this is what one of the users said:

*"Your website is the only web resource I have found that actually delves into these issues and explains things in a manner that can be understood by all. You also provide practical examples, which are extremely helpful for reinforcing new concepts. The field of RF is full of ambiguities and colloquialisms which often throw newcomers off-course. Thank you for the time you have taken in the preparation of your website and for your generosity in sharing it on the web!"*

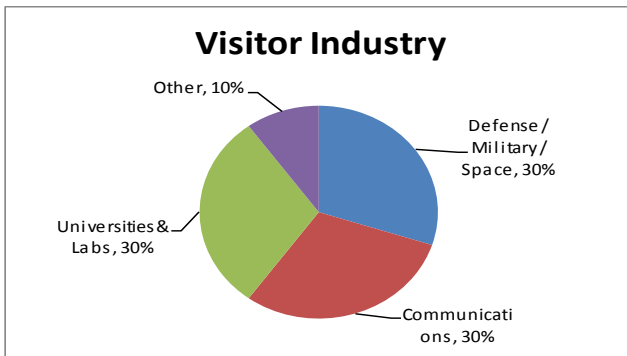
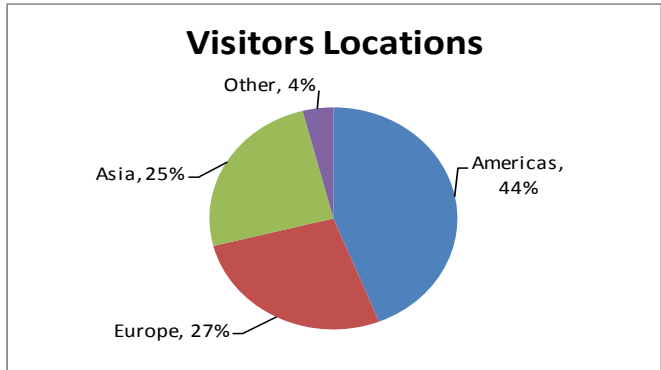
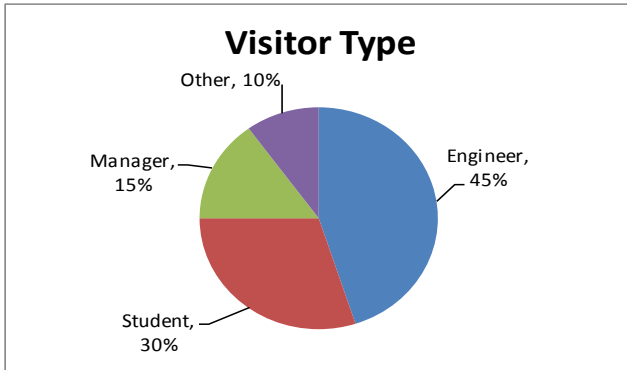
A survey carried out by Microwave Journal shows Microwaves 101 to be one of the most useful resources for RF & Microwave Engineers on the internet.

Which of the following websites do you find most useful?	Percentage
mwjournal.com	79%
rfcafe.com	36%
microwaves101.com	36%
mwrf.com	33%
rfglobalnet.com	23%
wirelessdesignmag.com	13%
mpdigest.com	7%

\*Source: An emailed survey sent to 46,890 Microwave Journal subscribers with a 3 percent rate of response.

## Who visits Microwaves 101?

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



Student visitors are primarily from top-tier universities based in the US – MIT, Stanford, UCSD and many more.

Engineer and supply chain visitors are from various Communication, Military and Defense companies.

Here is a list of some of the companies from where engineers visit Microwaves101.com

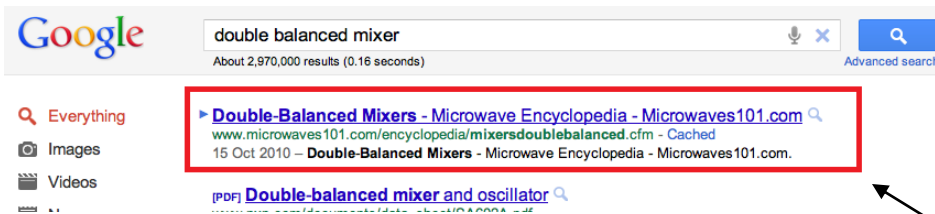
Military/Defense/Space	Communications	Others
Raytheon	Apple	Agilent Technologies
Lockheed Martin	Samsung	Rohde & Schwarz
Northrop Grumman	Motorola	Analog Devices
Rockwell	Research in Motion	Intel
Boeing	LG	Broadcom
Harris	Sony Ericsson	Skyworks
BAE Systems	HTC	RFMD

## How do users reach Microwaves101.com

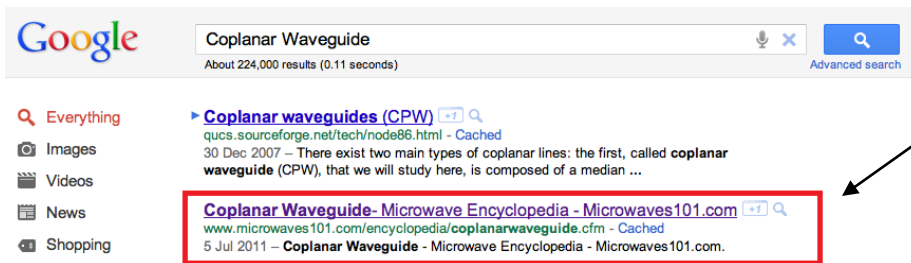
**Search Engines:** This is one of our main sources of traffic - We believe in quality, original content, and search engines recognize this. Microwaves101.com comes up on the 1<sup>st</sup> page of google/bing search results for most of the keywords relevant to the RF and microwave industry.

### Top Keywords

- VSWR
- Smith Chart
- Coplanar Waveguide
- Diplexer
- Directional Coupler
- S Parameters
- Skin Depth
- Noise Figure
- Phase Shifter
- Microstrip



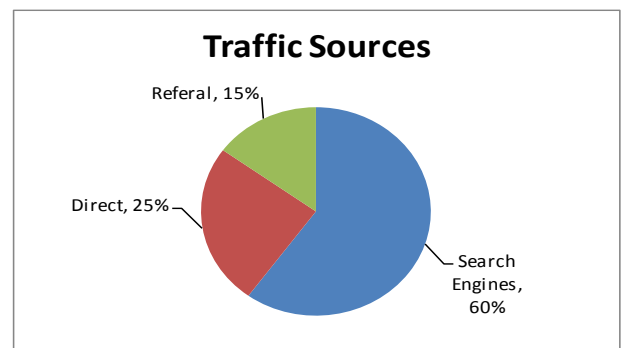
Search for "double balanced mixer"



Search for "Coplanar Waveguide"

**Direct Traffic:** This accounts for about 25% of all traffic. Many users visit Microwaves 101 directly when they want to brush up on a topic or learn about something new.

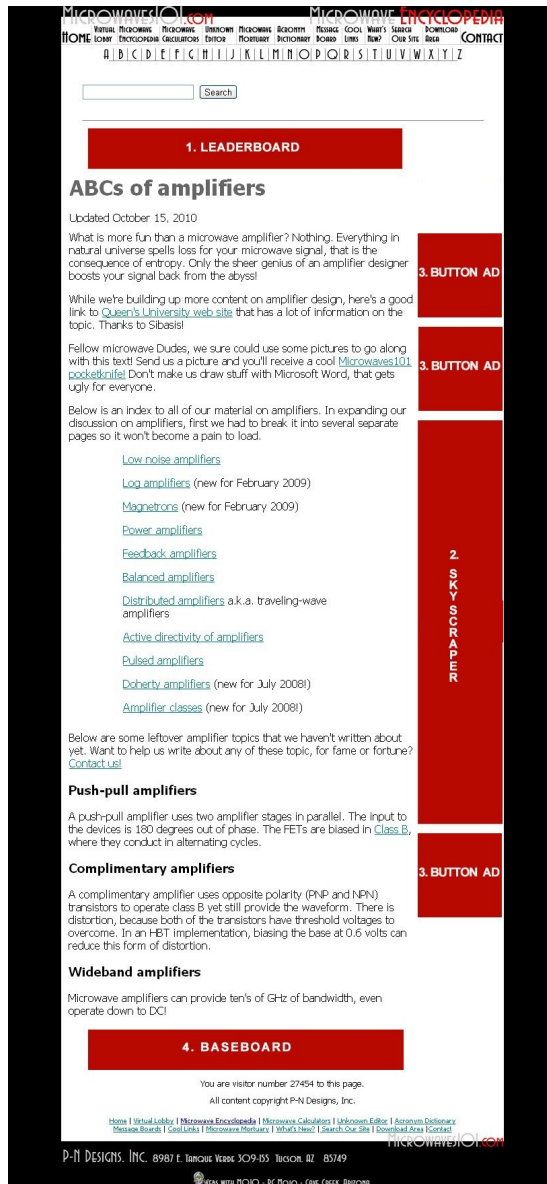
**Referral Traffic:** This accounts for about 15% of our traffic. We have been around a while and have been able to get a lot of fans, websites and users add us to various resources like Wikipedia (currently 45 links), directories, forums and message boards across the Internet. Even the IEEE Microwave Theory and Techniques society links to us!



## Technical Contributors

We encourage companies and engineers to contribute content to Microwaves 101. A technical contributor gets credits for all content submitted and a link to their company website. In addition to the credit technical contributors get discounted advertising rates on Microwaves 101.

**Note:** Microwaves 101 has the right to decide if a piece of content will be considered a technical contribution, this is usually based on quality, relevancy and the topic.



## 1. Leaderboard

Dimension: 728 x 90 pxl

Location: All Pages

**Monthly Cost: \$800** (Up to 4 Advertisers)

Single Advertiser: \$3,000

## 2. Skyscraper

Dimension: 160 x 600 pxl

Location: All Pages

**Monthly Cost: \$800** (Up to 4 Advertisers)

Single Advertiser: \$3,000

## 3. Button Ad

Dimension: 125 x 125 pxl

Location: All Pages

**Monthly Cost: \$600**

## 4. Baseboard

Dimension: 468 x 60 pxl

Location: All Pages

**Monthly Cost: \$400** (Up to 4 Advertisers)

Single Advertiser: \$1,500

### Targeted Ad's

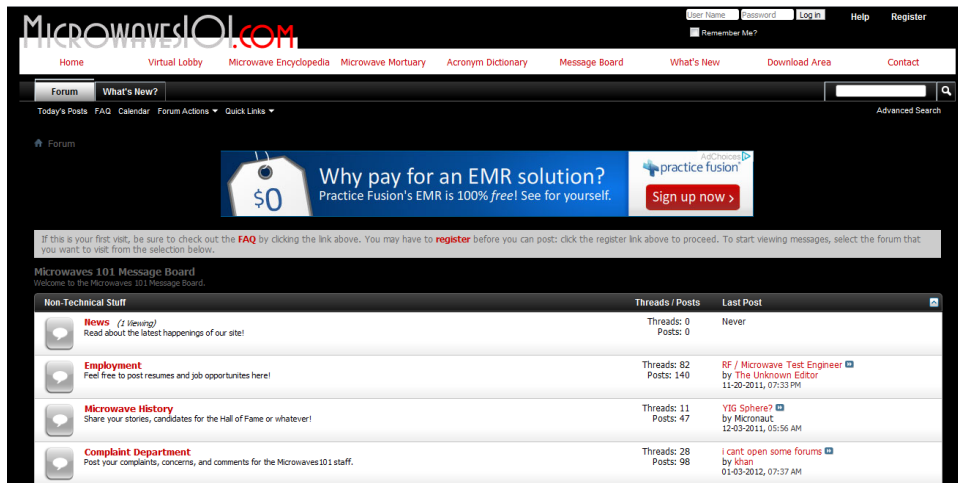
Advertising can also be targeted by category, page or topic on Microwaves 101. Advertisers can select a page or group of pages where they would like their ad to show.

The monthly pricing for targeted ads is shown below:

Type of Ad	< 500 Pageviews	1,000 - 2,000 Pageviews	2,000 - 3,000 Pageviews	> 3,000 Pageviews
Leaderboard	\$50	\$100	\$150	\$400
Skyscraper	\$50	\$100	\$150	\$400
Button Ad	\$35	\$70	\$100	\$250
Baseboard	\$25	\$50	\$75	\$200

## Message Board

We have hundreds of topics posted on various microwave engineering subjects, with many more replies; our message board is a very useful industry resource. The message board gets over 90,000 page views every Month.



**Leaderboard (728 x 90 pxl)**

**Monthly Cost: \$500** (Up to 4 Advertisers)

Single Advertiser: \$2,000 /Month

**Baseboard (728 x 90 pxl)**

**Monthly Cost: \$300** (Up to 3 Advertisers)

Single Advertiser: \$900/Month

For more details on advertising on Microwaves 101, email [raghav@microwaves101.com](mailto:raghav@microwaves101.com) or call +1-312-436-0084.

## Creative Guide Lines for Ads on Microwaves 101

**Static Ad:** The Maximum file size supported is 35 KB.

**Flash Ad:**

- The Maximum time limit for the animation is 12 Seconds.
- The use of "clickTAG" is important as only then will we be able to track the number of click thru's on the Ad.
- Flash Version Supported : Flash Version 8; AS2
- Creative must be delivered as a .SWF file
- The frame rate for flash files should not exceed 18 frames per second, 12 frames per second is preferred.
- The Maximum file size supported is 35 KB.