

NEW

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microwavemedia

VIDEO

PROGRAM

Microwave Journal has launched a new low-cost video library and sponsorship program that gives customers the ability to upload an unlimited number of videos. The videos are featured on a dedicated company landing page (*Microwave Journal* can do this automatically for your YouTube videos). The library also includes educational videos that the editors curate into the library plus webinars and demos that the MWJ staff produces. The *Microwave Journal* RF and microwave bi-weekly video update series, Frequency Matters, is also part of the library.

A bi-weekly video newsletter featuring customer videos is delivered to about 30,000 viewers to drive traffic to the video library for maximizing views. Selected videos are also highlighted on the home page and other pages on the site. The new platform supplies analytics so that the sponsor sees the performance of each video. Available programs include:



Video Platform Sponsor: \$2,500/yr

- Logo on the site as a sponsor
- Unlimited uploads of videos to the site (editor's will approve all submissions)
- Editor's will curate additional videos into the site as available
- Periodic video highlight in MWJ video newsletter
- Periodic highlight of videos on library landing pages



Frequency Matters Sponsor: \$2,000/month (2 episodes, max. 2 sponsors)

- Linked Logo on promotional items including an email blast for each episode
- Linked Logo on video landing page
- Logo and URL on video and sponsorship mentions at the end of each episode
- Inclusion in the print magazine house ad and online table of contents page
- Optional product promoted live on the show (once per month maximum)



Video Demo or Interview Production at Trade Shows: \$500/video

Professional video crew will record and produce a 3-5 minute video at your booth during IMS, EuMW, EDI CON China or EDI CON USA (other events are available – recorded by MWJ Editors)