

Media Kit 2023

everythingRF

The most visited website for the RF & Microwave Industry

www.everythingRF.com



Reach out to RF, Microwave & Wireless Engineers

everything RF - www.everythingRF.com is the leading online publication for the RF & Microwave Industry. The website started in 2010 as a parametric search tool for RF components. Over the years we added more sections like news, new product releases, white papers, technical articles, interviews, events, videos, calculators, a company directory and many more.

everything RF is now one of the most visited websites in the RF & Microwave Industry.

Key Sections

Parametric Search Tool for Product Discovery

We list complete product catalogs of leading manufacturers in RF, Microwave and Wireless industry in over 200 categories. The product data is standardized across each category so that users can run parametric searches to easily find products based on their requirements.

300,000+ Products Listed | 1,750 Companies Listed

Company Directory—We have created the most comprehensive online directory of companies in the RF & Microwave Industry.

News - We publish over 150 News Stories every month.

New Product Releases - Track over 1750 companies to publish new product releases.

White Papers—Over 3500 white papers listed.

Technical Articles—Publish interesting content from the leading companies, along with content from our own editorial team.

Videos—We curate information and educational videos in this sector from across the internet.

Interviews—We conduct interviews with industry leaders every month.

Calculators—We have created over 100 calculators.

Events—Provide detailed event coverage.

Newsletters—We send out weekly newsletters to over 50,000 Registered users.

Page Views & Visitors

500,000+

 Page Views / Month

250,000+

 Visitors / Month

100,000+

 Registered Users

Lead Generation

150,000+

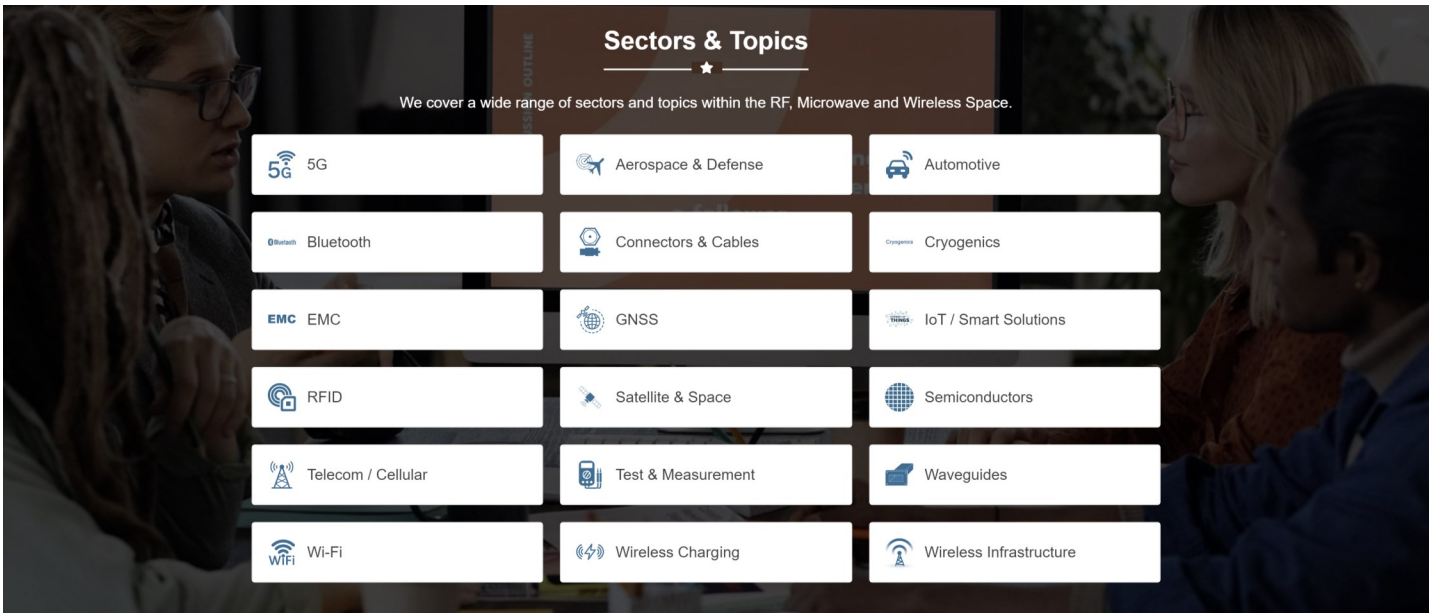
 Leads Generated in 12 Months

Social Media

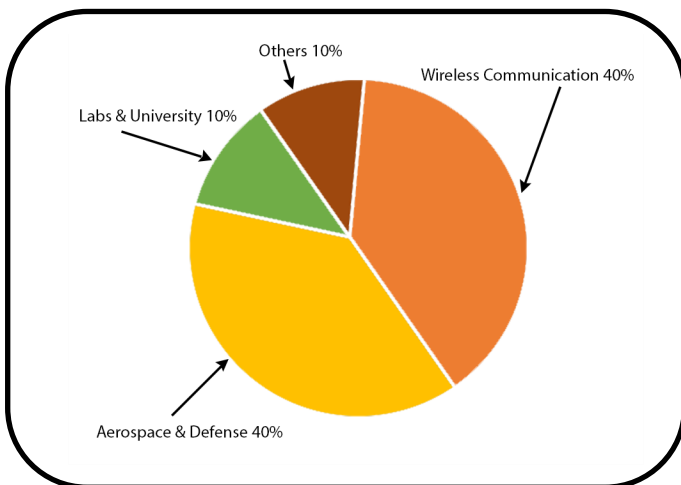
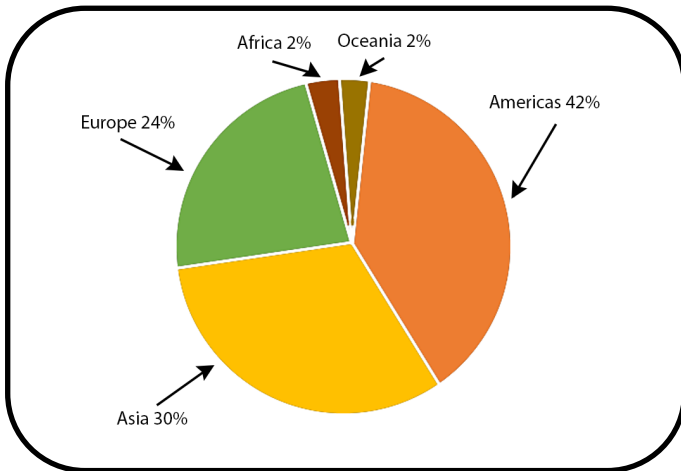
 **20,000+**
LinkedIn Followers

 **7,000+**
twitter Followers

 **3,500+**
Facebook followers



Demographics & Segmentation



Companies that use us

Apple	L-3 Communications
Boeing	LG
Broadcom	Lockheed Martin
Cisco	Motorola
Garmin	NASA
GE	Northrop Grumman
Google	Qualcomm
Honeywell	R&S
IBM	Raytheon
Intel	Royal Military
ISRO	Samsung
Keysight Technologies	US Military

For more information email advertise@everythingRF.com or call us at +1-312-436-0084

Banner Ads on everythingRF.com

Banner Ad Pricing: **\$125 CPM** (CPM: Cost Per Metric i.e Cost per 1000 Impressions)

Banner ads are shown across the website and can also be targeted to show in specific sections based on topic. Banner Ads are sold as a package across multiple sizes to avoid ad blindness.

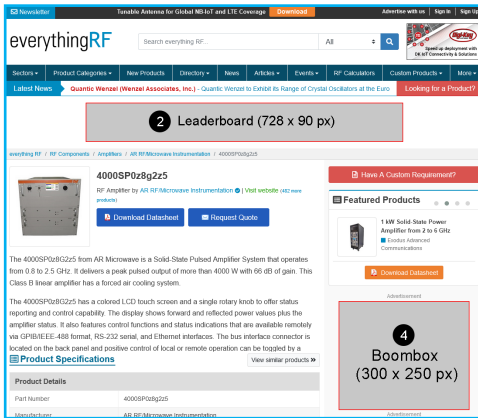
Banner Ad Sizes across everything RF

No.	Ad Type	Dimension	Location
1.	Large Leaderboard Ad	970 x 90 px	All Pages
2.	Leaderboard Ad	728 x 90 px	All Pages
3.	Skyscraper	160 x 600 px	Homepage, Search Pages
4.	Boombbox	300 x 250 px	All Pages except Search
5.	Homepage Ad	300 x 100 px	Homepage
6.	Mobile Boom Box	300 x 250 px	All Mobile Pages

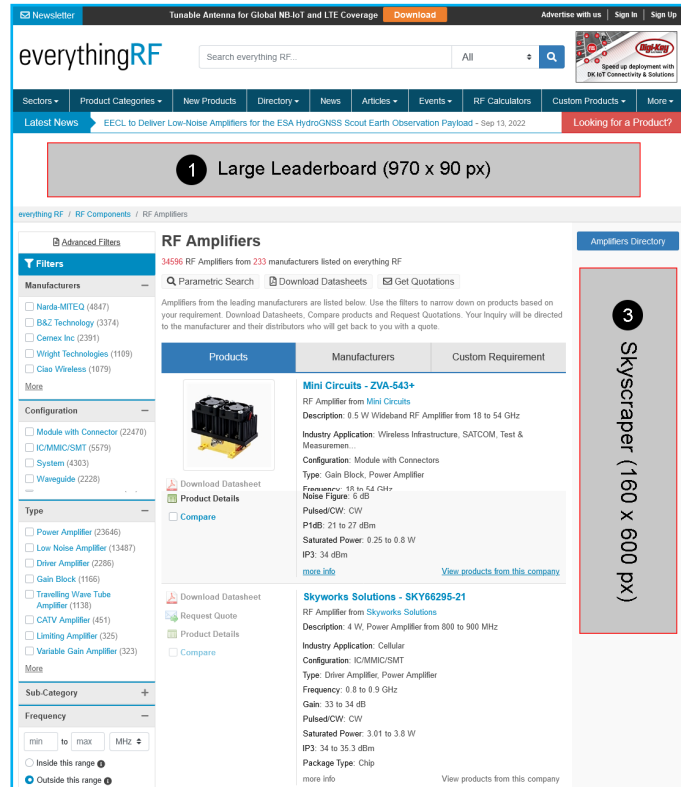
Homepage



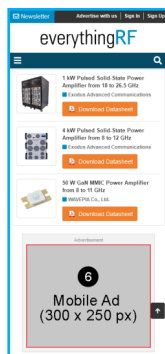
Content: Products, Profiles, News etc.



Search Pages



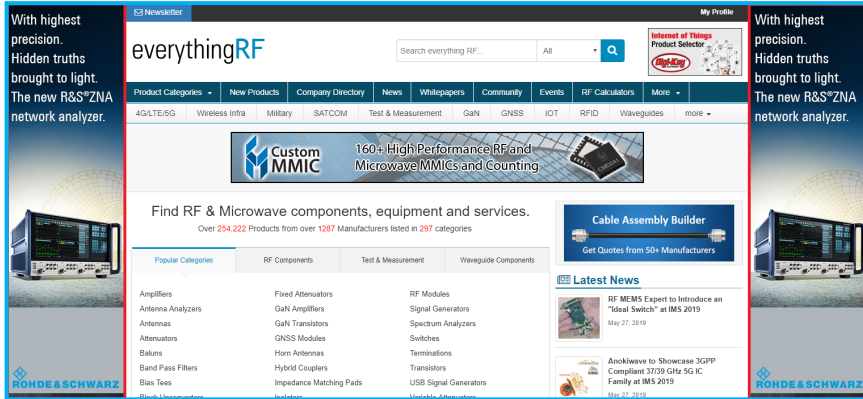
Mobile Pages



For more information email advertise@everythingRF.com or call us at **+1-312-436-0084**

High Impact Wall Paper Ad

The Wallpaper Ad is a high impact image ad that is displayed on the left and right hand sides of the website. This ad is visible on every page of the website on desktops and laptops, making it extremely effective.



This ad is very effective as it is visible to users at all times, on every page.

Rate: **\$250 CPM**

CPM: Cost per 1000 Impressions

Minimum Impressions/month: 10,000

This Ad slot requires 4 different creative sizes to ensure it shows in the most effective way on all screen sizes.

Native Advertising:

Native Ads are embedded within content on various pages of everything RF.

Rate: **\$150 CPM** (Cost per 1000 Impressions)

Featured Product Widget:

Promote 1-5 of your products using this high impact ad slot. This ad slots can be targeted based on the products that you want to promote.

Rate: **\$200 CPM**

(Cost per 1000 Impressions)

GNSS Ceramic Antennas

- RF Antennas
- TE Connectivity

4.3-10 RF Connectors and Cable Assemblies

- Coaxial Connectors
- TE Connectivity

Micro-Coaxial Receptacles

- Coaxial Cables
- TE Connectivity

Certified M12 D-Code Cordsets

- Cable Assemblies
- TE Connectivity

High-Frequency RF Connectors and Cable...

- Connectors
- TE Connectivity

Featured Product Widget

Anritsu Introduces 170 GHz Ultra-portable Spectrum Analyzers

September 25, 2019

Anritsu has announced the expansion of its Spectrum Master MS2760A ultra-portable spectrum analyzer series with extended broadband frequency coverage from 9 kHz to 170 GHz. The company has also introduced a new series of higher sensitivity models for the most demanding test requirements.

This family of tablet-driven, pocket-sized solutions combines flexibility and portability with best-in-class dynamic range, allowing design and production engineers to perform basic spectrum measurements, such as channel power, occupied bandwidth, adjacent channel power, and harmonic measurements, on CW signals up to 170 GHz. Together, the **Spectrum Master MS276xA** family of ultra-portable spectrum analyzers now provides a full suite of cost-efficient verification tools for a growing number of emerging millimeter-wave (mmWave) applications.

High-performance in Small Form Factor

With the addition of two new Spectrum Master MS2760A models and eight introductory **Spectrum Master MS2762A** instruments, the Spectrum Master MS276xA family of ultra-portable spectrum analyzers are, direct-connect solutions that offer a dynamic range of typically 108 dB at 70 GHz. The Spectrum Master MS2762A high sensitivity models have typical DANL as low as -141 dBm from 6 GHz to 90 GHz, covering numerous bands starting from midway through the C band all the way through the E band.

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Sign up for our Newsletter to get weekly updates.

Amphenol / SV Microwave Extreme RF Cable Assemblies

Native Ads

Newsletter Sponsorship

We send out 2 Newsletters every week to over **25,000 Registered Users**

- **Weekly Industry Update (Monday):** Keeps users up-to-date with News, White Papers & Events—**\$2,750 / Issue**

- **Weekly Product Update (Wednesday):** Keeps users up-to-date with new product releases—**\$2,750 / Issue**

Packages: 6x Newsletter—Pricing: **\$2,500/Issue** | 12x Newsletter—Pricing: **\$2,250/Issue**

- **Topic Newsletter (Tue/Thurs):** Sent to a list of users interested in a specific topic —**\$1,250—\$1,750 / Issue**

Note: We have one advertiser in each newsletter who gets 3 Ad Slots

Topic / Technology Newsletters

Each week we send up to two additional topic specific newsletters. These newsletters target users who are interested in specific technologies or industries. These newsletters are very targeted. The content of each newsletter is tailored by our editorial team.

Topic	Circulation
Test & Measurement	10,000+
Aerospace & Defense	10,000+
Connectors & Cables	10,000+
4G/LTE/5G	7,500+
Wireless Infrastructure	7,500+
IoT	6,000+
Satellite	5,000+
GNSS	2,500+
RFID / NFC	2,500+
Automotive	2,500+
EMC	2,500+

We have more topics for which we send out newsletters. Email advertise@everythingrf.com for additional topic information, circulation numbers, dates and pricing.

Weekly Newsletters

Date: 29 April, 2015

Sponsored By Mouser

Panasonic
NFC Tag LSI

View Video

New RF Products this Week

100 kHz to 27 GHz Real-time Modular Spectrum Analyzers
RF Spectrum Analyzer from Berkeley Nucleonics Corporation
 The RTSA7500 Series from Berkeley Nucleonics is a range of modular real-time spectrum analyzers that are designed to analyze wireless signals in the lab, on the manufacturing floor or out in the field. They have a real-time trigger mode for measuring complex data signals such as Wi-Fi and LTE along with markers for tracking specific frequencies.
[Download Datasheet](#) | [Product Details](#)

9 kHz to 6 GHz Glitch-Less 7-Bit Digital Step Attenuator
Digital Attenuator from Peregrine Semiconductor
 The PE43711 from Peregrine Semiconductor is a glitch-less digital step attenuator that operates from 9 kHz to 6 GHz. This DSA has been designed for wireless-infrastructure devices, land-mobile-radio (LMR) applications and point-to-point communication systems. The attenuator has an attenuation range from 0 dB to 31.75 dB with a 1 dB step resolution and can handle up to 23 dBm of power.
[Download Datasheet](#) | [Product Details](#)

DC to 26.5 GHz CVD Diamond Chip Attenuators
Fixed Attenuator from EMC Technology & Florida RF Labs
 The CA0505D Series from EMC Technology & Florida RF Labs is a range of attenuators that operate from DC to 26.5 GHz and have a CVD diamond substrate. The attenuators are available with attenuation levels up to 30 dB and have a low VSWR of under 1.50:1. They can handle up to 20 W of power, 200 W of peak power and meet NASA out-gassing requirements for space applications.
[Download Datasheet](#) | [Product Details](#)

Lightweight DPDT (Transfer) Switches with SMA connectors
RF Switch from Dow-Key Microwave
 The 411HQ Series from Dow-key Microwave is a range of DPDT (transfer) switches that operate from DC to 27 GHz. They have been developed for use in critical programs such as Inmarsat-4 satellite system and intranet content solutions (video, fax, email, LAN access) applications. They can handle up to 2 W of CW power and weigh only 55 g.
[Download Datasheet](#) | [Product Details](#)

Sponsored by Mouser

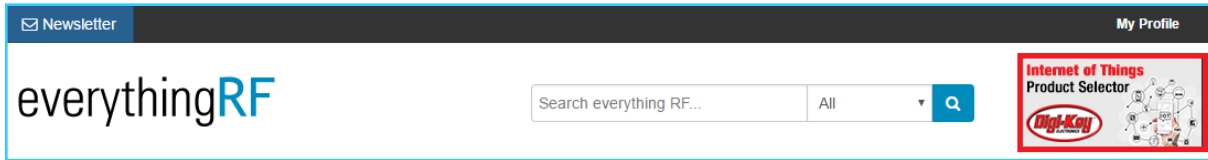
Mouser Carries Near Field Communication Solution.
Panasonic NFC Tag LSI delivers stable communication with ultra-low power consumption and greater flexibility for implementing NFC tags into applications. In addition, LSI supports high communication speed and safety during AES encryption, achieving faster and safer NFC communication applications. [Click here to learn more](#)

Expandable Header Ad

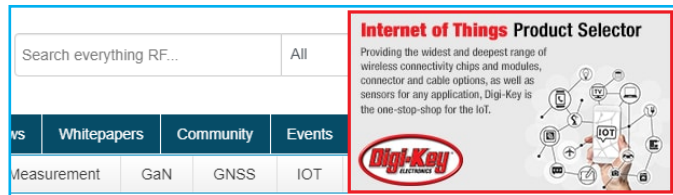
This ad shows on every page load of everything RF in the header.

Rate: \$7,000 / Month (1 Advertiser/month) | **Estimated Impressions: Over 250,000/Month**

Dimension: Size: 166 x 84 px | Expanded Size: 300 x 168 px | Expands on mouse over



This expandable ad shows in the header of everything RF. This ad is shown on every page of the site making it a high impact ad slot that gives you a mix of traffic and branding.

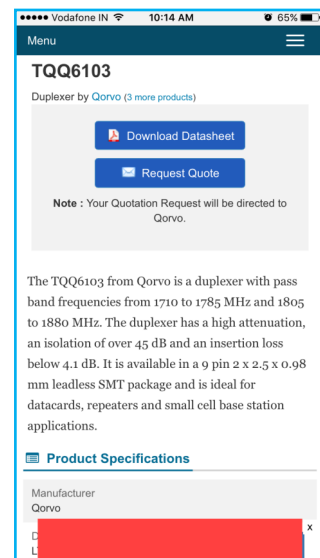


Mobile Ads:

Over the last year, we have seen an increase in the traffic from mobile devices (Over 60,000 Impressions/month). To enable advertisers to reach out to this audience we have created banner ad slots that show specifically on mobile devices.

Footer Ad: \$100 CPM (300 x 60 px)

The ad sticks to the bottom of the screen, which can be seen by users at all times without disturbing their experience.

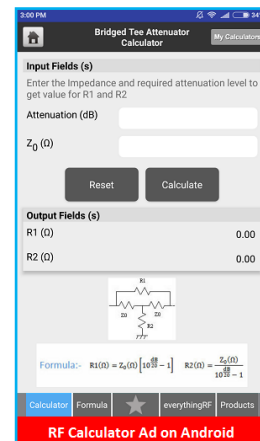


RF Calculator Apps:



Rate: \$10,000/Year (300 x 60 px)

everything RF has developed a Calculator App that is available on the Google Play Store (Android). The app has been installed by over 9,000 users with new installations coming every month. We have a single sponsor for the Calculator App. The ad shows at the bottom of the screen in the applications.



Product Promotion

This program has been designed to promote a product or series of products over a 30 day period via various ad formats on everything RF. The program includes:

- Addition of the product to everything RF
- Publication and promotion of a news story about the product
- Promotion of the product via a newsletter
- Promotion of the product via our Social Media Channels
- Sponsorship of 1x Newsletter
- Native Ad - 10,000+ Impressions
- Banner Ad Promotions (970 x 90 px, 728 x 90 px, 160 x 600 px, 300 x 250 px, 300 x 100 px) - 10,000+ Impressions

Price: \$5,000/Product (30 day promotion)

Note: You have the option to replace the Banner Ad Promotions with High Impact Wall Paper Ad promotions. The price of the package is then \$6,250/Product.

Webinars:

Conduct a webinar with everything RF to reach out to a targeted audience and generate some relevant leads. Webinars can be conducted by a single company or by multiple companies:

- The everything RF team will do a dry run with you before the webinar and provide any required training to the speakers to make the webinar most effective
- everything RF to moderate the webinar
- Promotion of Webinar on everythingRF.com, via our newsletters and social media
- Promotion of the Webinar on the everything RF website and various other channels
- Add Company logo on all promo material and presentation slides of the webinar
- Get complete contact information of all registrants
- Provide an MP4 File of the webinar once it is complete

Exclusive Webinar: \$8,000/Webinar | **Co-Sponsored Webinar—2 Companies: \$4500/Webinar/Company**

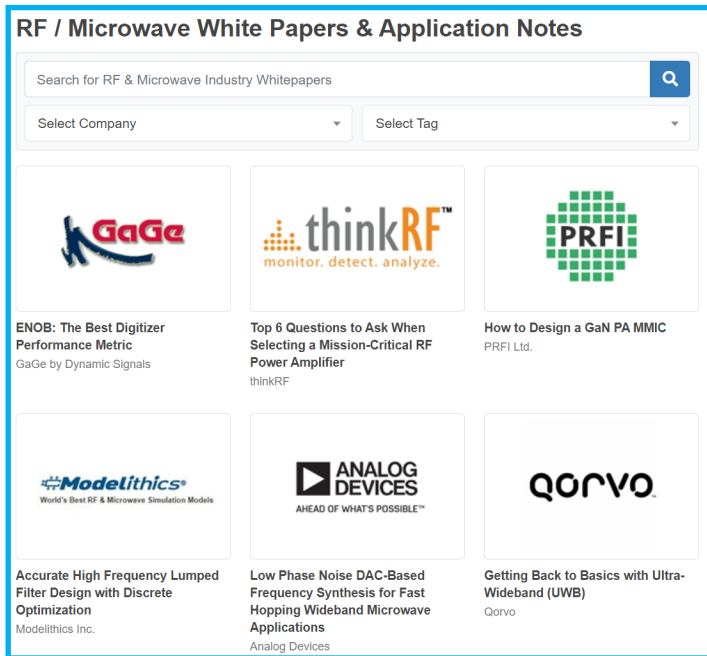
e-Books:

We can curate an e-Book for you based on white papers or content written by your company. This will then be promoted on everything RF, through our newsletters and via social media. User details on the download of each e-book will be shared with the company.

Price: \$7500/e-Book | **Co-sponsored: \$4000/each**

White Paper Lead Generation & Promotion Program

everything RF’s White Paper Sponsorship is a highly effective program for companies interested in generating and following up on pre-qualified leads. There are over 2,500 White Papers, Articles and Application Notes listed in this section. Sponsorship is the best way to ensure that your content stands out and is seen by users.



How it Works:

All relevant White Papers provided are added to the site and made searchable to users.

The benefit of a paid sponsorship is that your paper(s) will receive significant visibility across the entire everything RF network – including promotion on the home page, in the White Paper section and to more than 25,000 subscribers of our weekly Newsletter.

You can promote one or multiple white papers which will show on everything RF for 30 days. Leads from the 30 day program will be shared with you each month. This will include leads from the promoted White Papers as well as any other papers you have listed on the site.

Performance Guaranteed:

We will guarantee a minimum of 50 leads within a 30 day sponsorship period. If your white paper(s) do not receive 50 leads in 30 days, we will extend the sponsorship period until 50 leads are achieved.

White Paper Program: \$3,500/Month or \$9,500/Quarter

Note: There is no limit to the number of white papers that you can list on everything RF. The monthly program lets you promote up to 4 different white papers every month and the quarterly program enables you to promote up to different 10 white papers through the quarter.

White Paper Development Services:

If you need help with creation of a white paper to promote on everything RF and other publications, we can help—We work with a number of freelance technical writers who can assist with the creation of content such as white papers, product features and application notes.

Featured Listings & Lead Generation on everything RF

The featured listing plan will ensure your company, products, articles and press releases are promoted across the everything RF platform - On the Homepage, in the search results, on the website, via social media and in our weekly newsletters. This program is great for brand awareness, product promotions, lead generation and driving traffic to your website.

Featured Listing & Lead Generation Programs

Plan Type	Level 1	Level 2	Level 3
Price	On Request	On Request	On Request
Features			
Managed Listing	✓	✓	✓
Unlimited Product Additions	✓	✓	✓
Prime Positioning in Search Results	✗	✓	✓
Website in the Search Results	✗	✓	✓
Product Link to your Website	✓	✓	✓
Addition of Products to Newsletters	✓	✓	✓
Company Featured in the Directory	✓	✓	✓
Press Release Publication	✓	✓	✓
White Paper Publication	✓	✓	✓
Content Creation & Promotion	✓	✓	✓
Banner Ads	✗	✓	✓
Lead Generation			
Lead Details on Datasheet Downloads	✗	✗	✓
Assisted User Inquiries	✗	✗	✓
Proactive Lead Generation	✗	✗	✓

Note: A 12 Month commitment is required for Level 1 & 2. A 3 month commitment is required for Level 3.

For more information email advertise@everythingRF.com or call us at +1-312-436-0084

Lead Details on Datasheet Downloads

Lead information on everything RF is tracked with each quote request, inquiry and datasheet download. You will get a weekly email with lead information generated for your company. You will also get access to a lead management tool where you can review the details of leads that have been generated for your company.

Total Leads : 52

Date Range : Start Date End Date APPLY Reset Export to Excel

Sort By Country: Select Category: Select E-mail: SEARCH Reset

View Details	S.No.	Request Type	Generation Date	Category	Part Number	User Email	User Company	User Country
View Lead	1	DataSheet	5/10/2012 11:58:00 AM	Couplers	DDS1025	rayanemir@gmail.com		United States
View Lead	2	DataSheet	5/9/2012 1:15:00 AM	Couplers	DCS302	msubrah@nrao.edu	National Radio Astronomy Observatory	United States
View Lead	3	DataSheet	4/25/2012 11:04:00 PM	Power Dividers	DL208	nu@hanjyou.com	coax	United States
View Lead	4	RFQ	4/25/2012 6:12:00 PM	Power Dividers	DM5545	ppnrl@reflexca.com	Reflexca.com	France
View Lead	5	RFQ	4/25/2012 11:41:00 AM	Power Dividers	DM5505	ahstatai2@hotmail.com	Hefei Setsail Telecom.Co.Ltd	China
View Lead	6	RFQ	4/25/2012 11:35:00 AM	Power Dividers	DL272	ahstatai2@hotmail.com	Hefei Setsail Telecom.Co.Ltd	China
View Lead	7	RFQ	4/25/2012 11:34:00 AM	Power Dividers	DL333	ahstatai2@hotmail.com	Hefei Setsail Telecom.Co.Ltd	China
View Lead	8	DataSheet	4/17/2012 7:50:00 PM	Power Dividers	DL207	jeremy@advantagepressurepro.com	PressurePro	United States
View Lead	9	RFQ	3/28/2012 12:14:00 AM	Couplers	DCS1065	liewie@salteam.com	SA Technology	United States
View Lead	10	DataSheet	3/28/2012 12:09:00 AM	Power Dividers	DM5210	Richard.Malta@at@huapl.edu	JHUAPL	United States
View Lead	11	DataSheet	3/28/2012 7:13:00 PM	Hybrids	HS151	shathanan@yahoo.fr	SHALL	France
View Lead	12	DataSheet	3/8/2012 8:17:00 PM	Power Dividers	DL305	enoughpower@126.com	XD	China
View Lead	13	DataSheet	3/8/2012 8:13:00 PM	Power Dividers	DL235	christopher.cooper@i-3com.com	I-3	United States
View Lead	14	DataSheet	3/8/2012 12:40:00 PM	Power Dividers	DM5407	tanquangle@gmail.com	Institute of science and technology	Vietnam

Need Help? x

Let us know what you need, we can help find products that meet your requirement.

Amplifiers v

Product Specification /

Email

Full Name

Company

Submit

Assisted User Inquiries

When users are looking for products. A pop-up appears asking them what products they are looking for. Once they fill out this form. Our lead generation team will first look to see if any of the featured companies can support the requirement. If so, those options will be sent to the user. In case a featured company can not support the requirement, we will look at the rest of the companies in our database.

Pro-Active Lead Generation

When a user requests a quotation from any manufacturer on everything RF - The Inquiry is directed to the respective company.

If you sign up for a Featured Listing Program with **Lead Generation** — To give the user more options, our lead generation team will see if your company has any products that are similar to what the user has requested. If so, we will email the user a list of these products and ask them if they would like a quotation on any of them. The quotation will be routed back to your company.

Advertising Contacts

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Our Network



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everythingPE

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www.GoPhotonics.com