

EDITORIAL & MARKETING CALENDAR 2009

	PRODUCTION TEST, ATE, DFT, BOUNDARY SCAN, ENVIRONMENTAL TEST	INSPECTION, MACHINE-VISION, FAILURE ANALYSIS, AOI, AXI	COMMUNICATIONS, MICROWAVE/RF TEST, FIBER-OPTICS TEST	BENCH, MODULAR, & HANDHELD INSTRUMENTS, CALIBRATION, EMC TEST	TEST REPORTS	BONUS SHOW DISTRIBUTION	ADVERTISER BONUSES	INTERNATIONAL MARKETING OPPORTUNITIES
DECEMBER 2008 / JANUARY 2009 Ad Close: 12/1/08	✓	✓	✓	✓	Machine-Vision & Inspection			T&M Korea
Annual Best in Test & Test of Time Awards								
FEBRUARY 2009 Ad Close: 1/5/09	✓	✓	✓	✓	Machine-Vision & Inspection	▪ AIA Business Conference February 4-6, San Diego, CA	Readex Research Study: Find out how our readers respond to your ad	T&M Korea
MARCH 2009 Ad Close: 2/2/09	Board & Subsystem Test	Machine-Vision	Fiber-Optics Test	✓	PXI	▪ OFCNFOEC/ Optical Fiber Communication Conference & Expo March 22-26, San Diego, CA ▪ IPC APEX Expo March 31-April 2, Las Vegas, NV ▪ The Vision Show March 31-April 2, Phoenix, AZ	2 Free Listings in TMWorld.com Resource Center	T&MW China T&M Korea
APRIL 2009 Ad Close: 3/2/09	✓	✓	RF Test	✓	Machine-Vision & Inspection	▪ Aerospace Testing, Design & Manufacturing April 21-23, Munich, Germany	Free Product Write-up	T&M Korea
Profile: Test Engineer of the Year								
MAY 2009 Ad Close: 4/6/09	✓	✓	✓	✓	PXI		2 Free Listings in TMWorld.com Resource Center	T&MW China T&M Korea
JUNE 2009 Ad Close: 5/4/09	EDA: DFT/DFM/DFY	✓	RF Test	Sensors/Data Acquisition	Machine-Vision & Inspection	▪ Sensors Expo & Conference June 8-10, Rosemont, IL ▪ International Robots, Vision & Motion Control June 9-11, Rosemont, IL ▪ MTT-S International Microwave Symposium (IEEE) June 7-12, Boston, MA	2 Free Listings in TMWorld.com Resource Center	T&M Korea
JULY 2009 Ad Close: 6/1/09 Early Bird: 5/16/09	✓	✓	✓	✓		▪ Semicon West July 13-17, San Francisco, CA ▪ Design Automation Conference (DAC) July 26-31, San Francisco, CA Buyer's Guide issue distributed at all shows	Early Bird Product Focus Write-up; Free Product Write-up	T&MW China T&M Korea
Annual Buyer's Guide								
AUGUST 2009 Ad Close: 7/6/09	Production Test	Machine-Vision	✓	EMC	Machine-Vision & Inspection	▪ NI Week August 4-6, Austin, TX ▪ EMC Symposium August 17-21, Austin, TX	Readex Research Study: Find out how our readers respond to your ad	T&M Korea
SEPTEMBER 2009 Ad Close: 8/3/09	✓	✓	RF Test	Modular Instruments	PXI	▪ Autotestcon September 14-17, Anaheim, CA ▪ AeroTest America September 28-October 1, Baltimore, MD	Free Product Write-up	T&MW China T&M Korea
OCTOBER 2009 Ad Close: 8/31/09	Semiconductor Test	Machine-Vision	✓	Instruments	Machine-Vision & Inspection	▪ International Test Conference (ITC) November 3-5, Austin, TX ▪ VISION 2009 November 3-5, Stuttgart, Germany	2 Free Listings in TMWorld.com Resource Center	T&MW China T&M Korea
NOVEMBER 2009 Ad Close: 10/5/09	Board & Subsystem Test	X-Ray Inspection	✓	✓	PXI	▪ Productronica November 10-13, Munich, Germany	Free Product Write-up	T&M Korea
DECEMBER 2009 / JANUARY 2010 Ad Close: 11/30/09	✓	✓	✓	✓	Machine-Vision & Inspection			T&MW China T&M Korea
Annual Best in Test & Test of Time Awards								

T&MW Editorial Deadlines & Submissions Guidelines: New product announcements - 2 months prior to issue date / Article submissions/proposals - 3 months prior to issue date