

## ***INSIGHT Advertising Guidelines***

### Circulation:

*INSIGHT* is distributed as a membership benefit to the entire INCOSE membership - over 7,000 members located worldwide and over fifty corporate members of the Corporate Advisory Board, who have permission to publish the newsletter for general readership internal to their firm.

### Ad Sizes and Rates:

The *INSIGHT* page layout is horizontal, or landscape, and the printed copy is stapled on the long edge as in a calendar.

Ad Size	Dimensions (H x W in)	Dimensions (H x W cm)	Rate (USD per issue)
Full Page	7.75 x 10.25	19.75 x 26.0	\$800
Full Page (inside back cover)	7.75 x 10.25	19.75 x 26.0	\$880
Full Page (inside front cover)	7.75 x 10.25	19.75 x 26.0	\$960
Half Page	7.75 x 5.0	19.75 x 12.75	\$500
Half Page (back cover)	7.75 x 5.0	19.75 x 12.75	\$600
One-Quarter Horizontal Page	3.75 x 5.0	9.5 x 12.75	\$275
One-Quarter Vertical Page	7.75 x 2.5	19.75 x 6.3	\$275
One-Eighth Page	3.75 x 2.5	9.5 x 6.3	\$150

Note: Rates are Net and are not commissionable. Invoices will be sent upon publication; payment terms: net 30 days.

### Discounts:

If you commit to advertising in four consecutive issues, a 20% reduction will be applied to the rates in the table above.

### Publication Schedule:

Due dates for advertising copy are the 2nd Tuesday of the 2nd month of the quarter. *INSIGHT* publication is scheduled for the beginning of the following quarter. Confirm actual dates and reserve space by contacting the Advertising Editor.

### Submission Format:

1. Press-ready Adobe Acrobat pdf files
2. You may be requested to send hard copy to assure proper publication

### Submission Instructions:

- Send hard copy, computer media, or correspondence to:  
INCOSE *INSIGHT* Advertising Editor  
7670 Opportunity Rd #220  
San Diego, CA 92111  
USA  
Phone: 800-366-1164 (toll-free U.S.) or +1 858-541-1725  
Fax: +1 858-541-1728
  - For copy less than 5 MB, e-mail files to [advertising@incose.org](mailto:advertising@incose.org). For copy over 5 MB, e-mail [advertising@incose.org](mailto:advertising@incose.org) to request FTP instructions
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**Quarter page – horizontal**

5.0 in. wide x 3.75 in. high

12.75 cm wide x 9.5 cm high

**Quarter pg – vertical**

2.5 in. wide x 7.75 in. high

6.3 cm wide x 19.75 cm high

**Eighth page**

2.5 in. wide x 3.75 in. high

6.3 cm wide x 9.5 cm high

**Full page** *(no bleed)*

10.25 in. wide x 7.75 in. high

26.0 cm wide x 19.75 cm high

**Half page**

5.0 in. wide x 7.75 in. high

12.75 cm wide x 19.75 cm high

# INCOSE INSIGHT ADVERTISING ORDER AGREEMENT

Name of Advertiser:

Mailing Address:

City:

State:

Postal Code:

Country

Phone: (country code, city code, phone):

Contact Person / Billing:

E-mail:

Agency (if applicable):

Ad Size – INSIGHT is a Horizontal or Landscape Layout	Dimensions (H x W in)	Dimensions (H x W cm)	Rate (USD per issue)	Requested Insertion Space
Full Page	7.75 x 10.25	19.75 x 26.0	\$800	
Full Page (inside back cover)	7.75 x 10.25	19.75 x 26.0	\$880	
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**Issue – Reservations / Ad Copy Due Date – Printed**

- 1<sup>st</sup> Qtr – Reservations Due: March 1 / Ad Copy Due: March 15 – Online & Print Publication Available: April 2011
- 2<sup>nd</sup> Qtr – Reservations Due: June 1 / Ad Copy Due: June 10 – Online & Print Publication Available: July 2011
- 3<sup>rd</sup> Qtr – Reservations Due: Sept 1 / Ad Copy Due: Sept 10 – Online & Print Publication Available: October 2011
- 4<sup>th</sup> Qtr – Reservations Due: Nov 1 / Ad Copy Due: Nov 10 – Online & Print Publication Available: January 2012

**Note:** Rates are Net and are not commissionable. Invoices will be sent upon publication; payment terms: net 30 days.

**Discounts:**

If you commit to advertising in four consecutive issues, a 20% reduction will be applied to the rates in the table above.

**Publication Schedule:**

Due dates for advertising copy are the 4th Tuesday of the 2nd month of the quarter. INSIGHT publication is scheduled for the beginning of the following quarter. Confirm actual dates and reserve space by contacting the Advertising Editor.

**Submission Format:**

Press-ready Adobe Acrobat pdf files

You may be requested to send hard copy to assure proper publication

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advertising@incose.org

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Fax: +1 858-541-1728

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