

## COM-102: Commercial Advertising and Postings – July 15, 2010

### Purpose

The Communications Committee shall use this document as the guide for the commercial use of INCOSE's Electronic and Print Media resources.

### Definitions

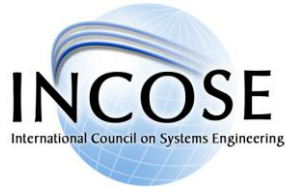
The Communications Committee shall create and maintain the following resources for INCOSE:

1. **Domain Name** – register and maintain the name “incose.org” for INCOSE use.
2. **Web Services** – supply web pages for general public, members, and technical committee working groups and provide tools for collaboration. Chapters that maintain a web presence may request technical assistance.
3. **Archival Services** – supply archival services for softcopy information.
4. **E-mail Services** – provide e-mail reflectors for all members. Members serving in the capacity of a named role may also receive mail via reserved addresses reflecting the role (e.g., president@incose.org).
5. **Newsletter** – supply *INSIGHT* as INCOSE's official newsletter, published quarterly and provide eNote as a periodic online communication with the members (e.g., reminder of upcoming deadlines, new website content, etc.).
6. **Print Services** - support layout and content editing of INCOSE printed materials and support the INCOSE Administrative Office in the publication of INCOSE information, including technical products and marketing materials.

### Policy

The Communications Committee shall provide services for individual and corporate members, chapters and external contacts approved by the Board of Directors. These services may be provided at a nominal fee. The types of services to be provided include:

1. **Job Postings** – listing of people needing jobs and companies looking for people to fill jobs.
2. **Service Notices and Advertisements** – URLs or a small web page (no more than a quarter page) describing a service published in *INSIGHT*. Advertising banners may be attached to eNote communications. *INSIGHT* and eNote may accept paid advertising appropriate to the membership audience and according to an approved payment schedule.



3. **Web Pages** – virtual hosting of another domain name and support pages, at the discretion of the Communications Committee.
4. **Chapter website hosting** – limited free services and space may be allocated for chartered INCOSE chapters.
5. **Upcoming events** –a hot link to the home page for events with relevant systems engineering content that are co-organized or sponsored by INCOSE, and so indicated on the linked web page.

### **Fees**

Fees and fee structures shall be set and maintained by the Communications Committee, based on frequent on-line surveys of similar services and feedback from members and advertisers. The Treasurer and INCOSE Administrative Office shall be advised of rates and adjustments.

**SUPERSEDES: October 6, 2006**

**APPROVED BY: INCOSE Board of Directors, Chicago, IL USA, July 15, 2010**

**MAINTAINED BY: Director for Communications**