



# INSIGHT



## 2017 Advertising Rates

Ad Size	Net Rate 4/C per issue	Net Rate B&W per issue
Full Page	\$2250	\$1295
Cover 2	\$2700	N/A
Cover 3	\$2450	N/A
Cover 4	\$2950	N/A
Half Page Island	\$1935	\$1000
Half Page, Vertical/Horizontal	\$1830	\$ 875
Quarter Page, Horizontal	\$1450	N/A

2/Color rates in addition to B&W (per page) \$525 Net.

Integrated Print/Digital Media Packages: IncoSE E-Blast • Sponsored • HTML

9000 Total Reach • 20-30% Open Rate • No more than 2x a month allowed • Net rate \$4550 per deployment

728 x 90 and/or 160 x 600 banner ads on *Systems Engineering Journal* on Wiley Online Library

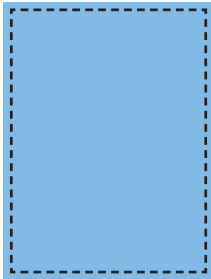
\$1375 net per month per banner ad size (728 x 90 and/or 160 x 600)

## 2017 Deadlines and Themes

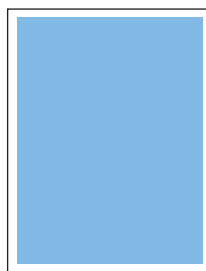
Issue	Theme	Ad Submission Due Dates
MARCH 2017	Verification & Validation	March 15, 2017
JUNE 2017	Systems Engineering Perspectives on Systemic Software Challenges in Major System Programs	May 15, 2017
SEPTEMBER 2017	Transitioning Systems Engineering Research to Practice	August 15, 2017
DECEMBER 2017	AFIS Doctoral Symposium: Systems Engineering Research Challenges in French Universities	November 15, 2017

## Insight Print Ad Dimensions

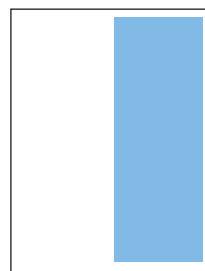
**Full Page**  
Bleed Ad Size: 8.75" (w) x 11.25" (h)  
Trim Size: 8.5" (w) x 11" (h)



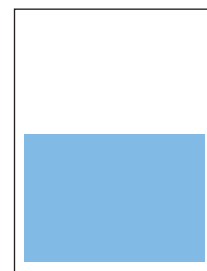
**Full Page No Bleed**  
7" (w) x 9.5" (h)



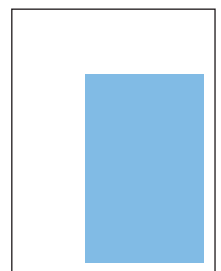
**Half Page Vertical**  
3.375" (w) x 9.5" (h)



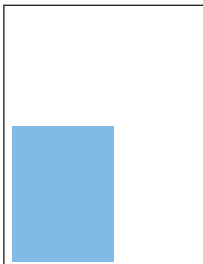
**Half Page Horizontal**  
7" (w) x 4.625" (h)



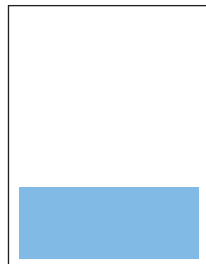
**Half Page Island**  
4.5625" (w) x 7.375" (h)



**Quarter Page Vertical**  
3.375" (w) x 4.625" (h)



**Quarter Page Horizontal**  
7" (w) x 2.125" (h)



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