



## **COM-102: Advertising – 26 October 2018**

### **Purpose**

INCOSE will provide advertising services to internal and external groups in order to increase awareness of products, services, and opportunities relevant to the systems engineering community, and to generate revenue.

### **Applicability**

This policy applies to all internal and external stakeholders with interest in advertising to the global INCOSE community. This policy does not apply to specific sector or chapter-level advertising opportunities. This policy does not apply to advertising opportunities provided by partner organizations, such as Wiley publications.

### **Definitions**

Newsletter: Quarterly newsletter sent by INCOSE to the community

eNote: Monthly email sent by INCOSE to the community

### **Policy Content**

Advertising opportunities and prices are listed in the INCOSE media kit located on the INCOSE website under the Media Contact heading.

INCOSE Marketing and Communications must approve all advertisements prior to publishing to ensure:

- External group is one from whom it is appropriate and legal to accept advertising (per ADM 108)
- Advertising content is consistent with INCOSE values, principles, and [code of ethics](#)
- Compliance with branding guidelines: <https://www.incose.org/brandguideline>

All advertisements must follow the advertising schedule as listed in the media kit.

Advertising opportunities for INCOSE internal groups (including but not limited to Sectors, Chapters, Working Groups, and Initiatives):

- Advertising for internal groups in INCOSE Newsletter and eNote is free. This service is available based on space constraints, at the discretion of the Director for Marketing and Communications.

Advertising opportunities for external groups.



- Advertising to all external groups is specified in the INCOSE media kit.
- Advertising discounts are available to CAB member organizations, and are specified in the INCOSE media kit.

### **Responsible Position**

Director for Marketing and Communications

### **Related Policies**

COM 101 Use of INCOSE Name and Logo

ADM 108 Global Operations

**SUPERSEDES:** Previous COM-102 dated July 15, 2010

**APPROVED BY:** INCOSE Board of Directors, Cape Town, South Africa, October 26, 2019

**POLICY OWNER (RACI Responsible R):** Director for Marketing and Communications

**MAINTAINED BY (RACI Accountable A):** President-Elect