



## **COM-102: Advertising – 29 January 2023**

### **Purpose**

INCOSE will provide advertising services to internal and external groups 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.

### **Items**

**Newsletter:** Quarterly newsletter sent by INCOSE to the INCOSE community

eNote: Monthly email sent by INCOSE to the INCOSE community

Yearbook

INSIGHT

Special Edition Digital Magazines

Initiatives and Projects as requested

### **Policy Content**

#### ***External Advertising***

Advertising opportunities and prices are listed in the INCOSE Advertising Media Kit located on the INCOSE website [here](#).

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 follow the advertising schedule as listed in the INCOSE Advertising Media Kit.



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

### ***Internal Advertising***

Advertising for internal groups in INCOSE across all digital media is free. This service is available based on space constraints, at the discretion of the Director for Marketing and Communications, and must be requested via the [INCOSE Internal Events Promotion Form](#)

### **Advertising opportunities for external groups.**

Advertising opportunities for all external groups are specified in the INCOSE Advertising Media Kit.

Advertising discounts are available to CAB member organizations and are specified in the INCOSE Advertising Media Kit

### **Related Policies**

ADM 108 Global Operations

COM-100 Marketing and Communications

COM 101 Use of INCOSE Name and Logo

### **Related Procedures, Templates, and Forms**

COM-PROC-01 Advertising and Marketing Opportunities

COM-TEMP-01 Advertising Sponsorship Template

COM-FORM-01 Advertising and Sponsorship Tracking Summary

SUPERSEDES: Previous COM-102 dated 14 October 2021

APPROVED BY: INCOSE Board of Directors, Q1 BoD Meeting Torrance CA, 29 January 2023

MAINTAINED BY: (RACI Responsible R): Director for Marketing and Communications

POLICY OWNER: (RACI Accountable A): President-Elect