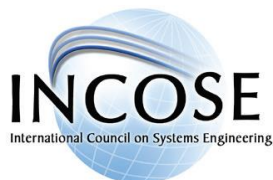


2020 Advertising Rate Card

INSIGHT



INSIGHT is the magazine of INCOSE (International Council on Systems Engineering). It is published four times per year and features informative articles dedicated to advancing the state of practice in systems engineering and to close the gap with the state of the art. Topics to be covered include resilient systems, model-based systems engineering, commercial-driven transformational systems engineering, natural systems, agile security, systems of systems, and cyber-physical systems across disciplines and domains of interest to the constituent groups in the systems engineering community: industry, government, and academia.

Advertising & Sales Office

Roland Espinosa, Senior Account Manager
Print & E Media Advertising
P: 201-748-6819 ~ E: respinosa@wiley.com

Publisher & Editorial Office

Editor: William Miller
Wiley, 111 River Street, Hoboken, NJ 07030

Circulation

Total Circulation: 180

Markets Served: Engineers, manufacturers/purchasers, scientists, research & development professionals, presidents and CEOs, students and other professionals in systems engineering located throughout the world.

Advertising Information

Connect with buyers and make a lasting impression. Wiley offers unique value to advertisers through print and online advertising opportunities. Contact **Roland Espinosa at 201-748-6819** to learn how Wiley can help you.

Digital Advertising Opportunities

Sponsored Emails

Integrated print/digital media packages: E-Blasts to 9,000 INCOSE members with 20 to 30% open rates. Limited to two E-Blasts per month. **HTML must be approved by Society 10 days prior to deployment.**

INCOSE E-blasts

\$4,500 NET per deployment

Banner Advertising on Systems Engineering website

Published on the Wiley Online Library, one of the world's most heavily trafficked websites for scientific content.

- Leaderboards: 728 x 90 pixels
- MPU (square) 300 x 250 pixels
- Include your URL with ad creative file
- Accepted file formats: GIF, JPG, PNG and HTML5; maximum size: 200 KB
- For rich media specifications:

<http://corporatesolutions.wiley.com/adspecifications>



Leaderboard or MPU (square):

\$1,500 NET per month



Print Advertising NET Rates

| Ad Size | 4/C Rate | B/W Rate |
|---------------------------------|----------|----------|
| Full page | \$2,530 | \$1,399 |
| Cover 2 | \$3,035 | N/A |
| Cover 3 | \$2,625 | N/A |
| Cover 4 | \$3,320 | N/A |
| Half-page island | \$2,175 | \$1,175 |
| Half-page horizontal & vertical | \$1,980 | \$985 |
| Quarter-page horizontal | \$1,570 | N/A |

All rates shown are NET per issue

2-color process: \$550 NET per ad in addition to B/W rate

2020 Editorial Calendar

Frequency: 4x per year

| Issue | Reservations | Materials Due | Inserts Due |
|-----------|--------------|---------------|-------------|
| April | 3/23/20 | 3/30/20 | 4/4/20 |
| July | 6/22/19 | 6/29/20 | 7/6/20 |
| September | 8/24/20 | 8/31/20 | 9/5/20 |
| December | 11/23/20 | 12/30/20 | 12/5/20 |

Mechanical Requirements

Trim Size: 8.5" x 11"

| Page Sizes | Width | Depth |
|-----------------------|--------|--------|
| Full page (bleed) | 8.75" | 11.25" |
| Full page (non bleed) | 7" | 9.5" |
| 1/2 page vertical | 3.375" | 9.5" |
| 1/2 page horizontal | 7" | 4.625" |
| 1/2 page island | 4.625" | 7.375" |
| 1/4 page vertical | 3.375" | 4.625" |
| 1/4 page horizontal | 7" | 2.125" |

Contacts

Ship print advertising material in PDF format to: Al

Liburd, Advertising Production Specialist

P: 201-748-8754 ~ E: PrintAdTraffic@wiley.com

Wiley

111 River Street, 4-01

Hoboken, NJ 07030-5774

Send digital advertising files to:

OnlineAdTraffic@wiley.com

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