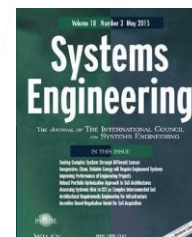


2020 Advertising Rate Card

Systems Engineering



Systems Engineering, The Journal of the International Council on Systems Engineering (INCOSE), contains a primary source of multidisciplinary information for the systems engineering and management of products and services, and processes of all types. Systems engineering activities involve the technologies, processes, and systems management approaches needed for: Definition of systems, including identification of user requirements and technological specifications; development of systems, including conceptual architectures, trade-off of design concepts, configuration management during system development, integration of new systems with legacy systems, and integrated product and process development; and deployment of systems, including operational test and evaluation, maintenance over an extended life-cycle, and re-engineering. Modern systems, including both products and services, are often very knowledge intensive, and are found in both the public and private sectors.

Advertising & Sales Office

Roland Espinosa, Senior Account Manager T:
201-748-6819 ~ E: respinosa@wiley.com

Kristin McCarthy, Account Manager – Classified Advertising P:
978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales, Americas
P: 781-388-8343 ~ E: commercialreprints@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

Publisher & Editorial Office

Wiley
111 River Street, Hoboken, NJ 07030
Simone Taylor: Journal Publishing Manager

Digital Impressions

Website Metrics: Average 580,467
unique visitors per month

Markets served: United States
and International

Editorial Information

Editor-in-Chief: Olivier L. deWeck
School of Information Technology and Engineering

2018 Impact Factor: 0.848

ISI Journal Citation Reports® Ranking 2018: 43/46
(Engineering, Industrial); 74/84 (Operations
Research and Management Science)

www.wileyonlinelibrary.com/journal/sys

Digital Advertising Opportunities

Banner Advertising

- Leaderboards: 728 x 90 pixels, fixed or rotating
- MPU (square) 300 x 250 pixels, available on all website pages
- Include your URL with ad creative file
- Maximum size: 200 KB
- Accepted file formats: GIF, JPG, PNG and HTML5
- 3rd party tags and geotargeting accepted



Issue Alerts

Sent to opt-in subscribers, it is a preview of upcoming articles in a mobile friendly email. Four (4) positions are available in each issue.

- MPU (square): 300 x 250 pixels
- Include your URL with ad creative file
- Maximum size: 200 KB
- Accepted file formats: static GIF, JPG, and PNG
- No 3rd party tags accepted



For detailed digital specifications:

<https://goo.gl/mQJHjV>

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

Issuance & Closing Dates

Frequency: 6x per year

2020 Closing Dates:

ISS/Vol	Cover Date	Space Reservation	Material Due	Inserts Due
23:1	January	12/19/19	12/26/19	1/2/20
23:2	March	2/17/20	2/24/20	3/1/20
23:3	May	4/16/20	4/23/20	4/30/20
23:4	July	6/19/20	6/26/20	7/3/20
23:5	September	8/19/20	8/26/20	9/2/20
23:6	November	10/19/20	10/26/20	11/1/20

Send digital advertising files to:

OnlineAdTraffic@wiley.com Wiley 101 Station Landing, Suite 300,
Medford, MA 02155

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