



2025 ADVERTISING & SPONSORSHIP OPPORTUNITIES



Leverage Yourself with INCOSE

About INCOSE

The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization that promotes international collaboration in systems engineering practice, education, and research.

INCOSE's mission is to "address complex societal and technical challenges by enabling, promoting and advancing systems engineering and systems approaches." Founded in 1990, INCOSE has more than 73 chapters and over 26,500 members and associates worldwide.

For additional information about INCOSE visit www.incose.org.

INCOSE is the largest global systems engineering network!





Reach a global network of systems engineers with **INCOSE!**

INCOSE offers a comprehensive range of advertising and sponsorship opportunities designed to enhance your marketing strategy and connect you with the most engaged and active systems engineering professionals worldwide. With over 26,500 members, 73 chapters, and 55 working groups, INCOSE has a truly global reach, with active members across 71 countries.

Our community is further enriched by the Corporate Advisory Board (CAB), which includes more than 130 corporate organizations from diverse industries and disciplines. This makes INCOSE an unparalleled platform for organizations seeking to engage with thought leaders, innovators, and practitioners in systems engineering.

Whether you are looking to increase brand visibility, showcase your organization's expertise, or build connections with industry leaders, INCOSE can help. We work with you to create tailored advertising and sponsorship packages designed to meet your unique goals and deliver maximum impact.

The value of sponsorship with INCOSE

INCOSE would like to acknowledge the value of our corporate sponsorships as they help propel the organization's mission and vision to move forward through recognition of their contribution.

Sponsors receive recognition for their contribution to align with the values systems of INCOSE.

Sponsors receive recognition while the organization receives contributions to advance their goals and broaden their impact.

Sponsorships are brand alignment not product placement.

Sponsors are corporate partners, they collaborate with INCOSE leaders; sponsors do not control content.

INCOSE does not infer the endorsement of commercial products, services, and tools from our sponsors and advertisers.

Maximize your reach with our advertising channels

INCOSE offers a diverse range of advertising channels to help you reach your target audience effectively. You can showcase your brand through our website, the INCOSE eNote, social media platforms, and by sponsoring webinars. Additionally, your message can reach our members via the Members Newsletter and the INSIGHT magazine, ensuring maximum visibility across multiple touchpoints.

In the following pages, we'll explore each advertising option in detail, helping you choose the best avenues to meet your marketing goals.



Website Ads
Starting \$760.00



Social Media
Starting \$480.00



Video Ads
Starting \$3,000.00



Advertorials
Starting \$3,500.00



In Focus
Starting \$460.00



INSIGHT Magazine
Starting \$975.00



Webinar Sponsor
Starting \$500.00



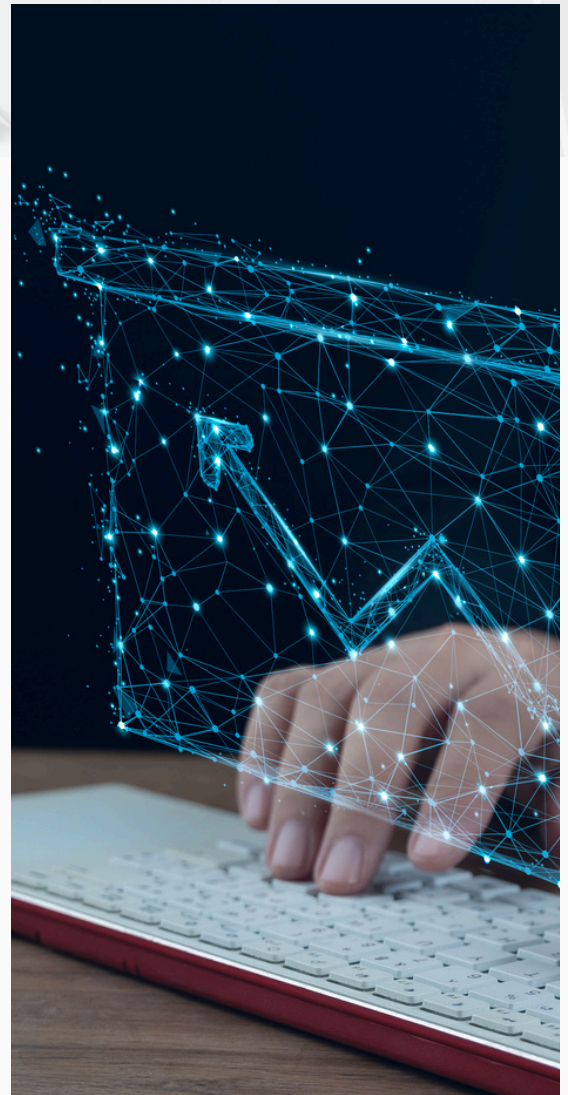
Members Newsletter
Starting \$165.00



Website – incose.org

Reach a global audience of
systems engineers!

INCOSE's website is a dynamic platform where members and visitors alike collaborate to advance technical expertise, share ideas, and drive progress in systems engineering. Leverage this vibrant and widely accessed resource with banner and body ads that connect your company to a global audience of professionals, innovators, and thought leaders.



1,700,000 views!

Yearly



28,000+ users

Monthly



145,000+ page views

Monthly

Website Advertising Options

One of the Top 3 Viewed Pages

Type	Frequency	Price
Banner Advert - Horizontal or Vertical	Monthly	\$1,650
Banner Advert - Horizontal or Vertical	Annually	\$18,150
Medium Advert	Monthly	\$1,200
Medium Advert	Annually	\$13,200

Run of the Site *

Type	Frequency	Price
Banner Advert - Horizontal or Vertical	Monthly	\$1,150
Banner Advert - Horizontal or Vertical	Annually	\$12,650
Medium Advert	Monthly	\$760
Medium Advert	Annually	\$8,360

* Location to be selected by INCOSE.

Please contact advertise@incose.net for bookings.



Social Media

INCOSE has a growing following across a variety of social media platforms.

Advertising on the INCOSE social media channels allows you access to our global following via LinkedIn, X, Facebook, and Instagram. Our impressions are enjoying exceptional growth with LinkedIn now 35,000 followers, creating over 3.4 million impressions and 82,000 clicks. (Dec 23-Dec 24)



35,000 LinkedIn followers



3,400,000 LinkedIn impressions



82,000+ LinkedIn clicks



One post per month

Type	Frequency	Price
Picture – 1200 x 1200px	Monthly	\$480
Picture – 1200 x 1200px	Annually	\$5,280

All adverts to be received by the 25th of the previous month.

Where will you be seen?



LinkedIn



X



Instagram



Facebook



YouTube



Video Ad

Step into the spotlight with INCOSE’s latest advertising opportunity — dynamic video ad placements that put your brand, product, or service directly in front of thousands of systems engineering professionals worldwide.

This year, we’re giving you the power to tell your story in motion with flexible, high-impact ad formats that deliver maximum visibility on our most viewed platforms. Your 30/60 second video ad will appear on **social media** and **“In Focus”** for one month. You must supply all video content.

3X Higher Engagement

Video ads generate more attention and clicks than static content.

Tell Your Brand Story

Introduce your brand, highlight a product, or showcase your services.

Call-to-Action Power

Inspire viewers to visit your website, learn more, or take the next step.



One video per month

Type	Frequency	Price
30-Second Ad Spot	Monthly	\$3,000
60-Second Ad Spot	Monthly	\$6,000

All videos to be received by the 25th of the previous month.

Please contact advertise@incose.net for bookings.



Advertorials

An advertorial is a unique blend of advertisement and editorial content, designed to engage readers with informative, compelling storytelling while subtly promoting a brand, service, or product. Unlike traditional ads, advertorials offer value-driven content that resonates with INCOSE's community of systems engineers, thought leaders, and decision-makers. It positions your message as an insightful narrative, encouraging deeper connection and trust.

Engaging Content

A **300-600 word** narrative that informs and inspires while subtly promoting your brand, product, or service.

High Visibility

Strategically placed for **maximum impact**, capturing the attention of INCOSE's global network of systems engineers and decision-makers.

Credibility Boost

Position your organization as a **thought leader** with content that resonates, builds trust, and highlights your commitment to systems engineering success.



Type	Price
300-600 Word Advertorial	\$3,500

This fee includes professional design, editorial review, and prime placement. Your advertorial will be placed in one of the following: Members Newsletter, In Focus, Social Media, or a combination of these, as inventory allows.

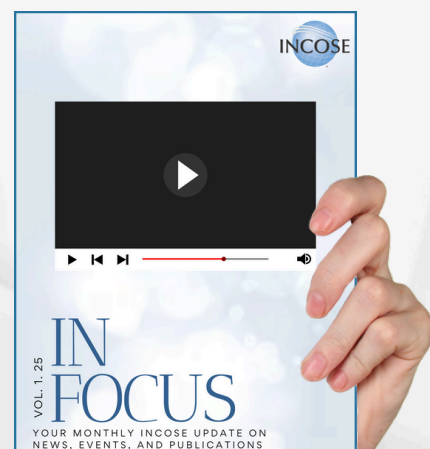
Please contact advertise@incose.net for bookings.

NEW

In Focus (the new and improved eNote)

"In Focus" is our monthly newsletter that provides the latest updates on INCOSE news, events, and publications. By advertising with us, you will gain access to a targeted email list of over 18,000 recipients, along with additional exposure through our website and social media channels, reaching over 35,000 individuals.

All adverts to be received by the 25th of the previous month.



Benefits of advertising in In Focus include:

- Placement within the publication (front and back pages available for an additional cost)
- Exposure through social media, email, and the website
- Image caption options (up to 50 words, similar to social media posts)
- Flexible ad sizes (half-page, email banner, and full-page options available for additional costs)
- Public accessibility (formerly restricted to members and a specific target group, now available to everyone)
- Video: Ability to showcase ads in video format (see video sheet for pricing)
- Significantly broader reach

We offer a comprehensive platform to **maximize your visibility across multiple channels.**

In Focus - Size	Monthly	Annually
Full Page	\$720	\$7,900
Half Page	\$580	\$6,400
Quarter Page	\$460	\$5,200
Email Banner (ONLY 2 can be sold)	\$500	\$5,500

300 dpi, send digital/interactive PDF for links to remain clickable. **Sizing Guide on Page 16.**

INCOSE Webinar Series



INCOSE Technical Operations presents recognized experts in the field who discuss the "State of the Art" in Systems Engineering. (Up to 8 each year)

These presentations occur live, via the internet and are open to anyone. The sessions last one hour and are recorded. INCOSE members can access these recordings from the Member's Only pages of the INCOSE Library.

Sponsorship of the Webinars includes your company's name and logo on the invitation email that goes to all members, and your company's logo displayed and mentioned during the Webinar. It will also remain on the recording in the Webinar Library. In addition, your Company is included in the Social Media Webinar advertising campaign reaching a much wider audience.

2024	Delivered	Opened	Clicks	Forwards
Average	18,494	6,481	850	3,238

Type	Frequency	Price
Logo on Webinar, Email and Social Media	Individual Webinar	\$500
Logo on Webinar, Email and Social Media	Annually (up to 8 Webinars)	\$4,000

Please contact advertise@incose.net for bookings.

Members Newsletter

The INCOSE Members Newsletter is published every quarter to our diverse global membership and contains articles and news items of interest.

The Newsletter is focused on happenings of interest from across the systems community. Packed with events from around the world, news from working groups, insights on the upcoming standards, and items of interest from INCOSE's global reach. This quarterly newsletter adds new depth as we share the latest news in the world of systems.



18,494+ Delivered

Quarterly average stats for 2024



9,300+ Opened

Quarterly average stats for 2024



2,600 Unique Forwards

Quarterly average stats for 2024



4,650 Clicks

Quarterly average stats for 2024



Members Newsletter	Per Issue	Annual
Two Page	\$2,640	\$9,240
One Page	\$1,400	\$4,900
Half Page	\$990	\$3,465
Quarter Page	\$660	\$2,300
Eighth Page	\$330	\$1,155
Sixteenth Page	\$165	\$580

DEADLINE- the Members Newsletter is published in March, June, September, and December all adverts to be received by 11th of previous month.

300 dpi, send digital/interactive PDF for links to remain clickable. **Sizing Guide on Page 16.**



INSIGHT Magazine

INSIGHT is the magazine of the International Council on Systems Engineering. It features theme sections dedicated to providing informative articles on the state of the art and practice in systems engineering.

It also contains status and information about INCOSE's technical work programs, and events, editorials, book reviews, trends, and how-to-do articles that are pertinent to the many aspects of a systems engineer's job.



11,135+
Delivered



7,200+
Opens



730+
Clicks

INSIGHT Magazine Advertising Options

INSIGHT Advertising	Per Issue	Annual
Full Page - 4/C rate	\$1,720	\$6,880
Full Page B/W	\$1,720	\$6,880
Cover inside 2 - 4/C rate	\$2,000	\$8,000
Back inside Cover 3 - 4/C rate	\$2,000	\$8,000
Back Cover 4 - 4/C rate	\$2,500	\$10,000
Half-page Horizontal & Vertical - 4/C rate	\$1,200	\$4,800
Half-page Horizontal & Vertical B/W	\$1,200	\$4,800
Quarter-page Horizontal	\$975	\$3,900

Advertising Packages

CEO

- ✓ Website Advert (1 of top 3 pages) - **Banner**
- ✓ Social Media (1 post per month)
- ✓ Advertorial (1 per month)
- ✓ INSIGHT 6 issues for price of 4 - Full page
- ✓ Members Newsletter (4 issues) - Full page

~~\$38,490~~

Normal Price with annual discounts

\$36,566

Package Price (less 5%)

\$32,716

CAB Package Price (less 15%)

EXEC

- ✓ Website Advert (1 of top 3 pages) - **Medium**
- ✓ Social Media (1 post per month)
- ✓ Advertorial (1 per month)
- ✓ INSIGHT 6 issues for price of 4 - Half page
- ✓ Members Newsletter (4 issues) - Half page

~~\$30,025~~

Normal Price with annual discounts

\$28,523

Package Price (less 5%)

\$25,521

CAB Package Price (less 15%)

ADMIN

- ✗ Website Advert (1 of top 3 pages)
- ✓ Social Media (1 post per month)
- ✓ Advertorial (1 per month)
- ✓ INSIGHT 6 issues for price of 4 - Quarter page
- ✓ Members Newsletter (4 issues) - Quarter page

~~\$14,760~~

Normal Price with annual discounts

\$14,022

Package Price (less 5%)

\$12,546

CAB Package Price (less 15%)

Please contact advertise@incose.net for bookings.

Enhance Your Package with Add-Ons!



− 1 +

10% Discount

In Focus

Get even more visibility by adding “In Focus” to your chosen package.

Choose any “In Focus” yearly ad option and enjoy an exclusive 10% discount!



− 1 +

10% Discount

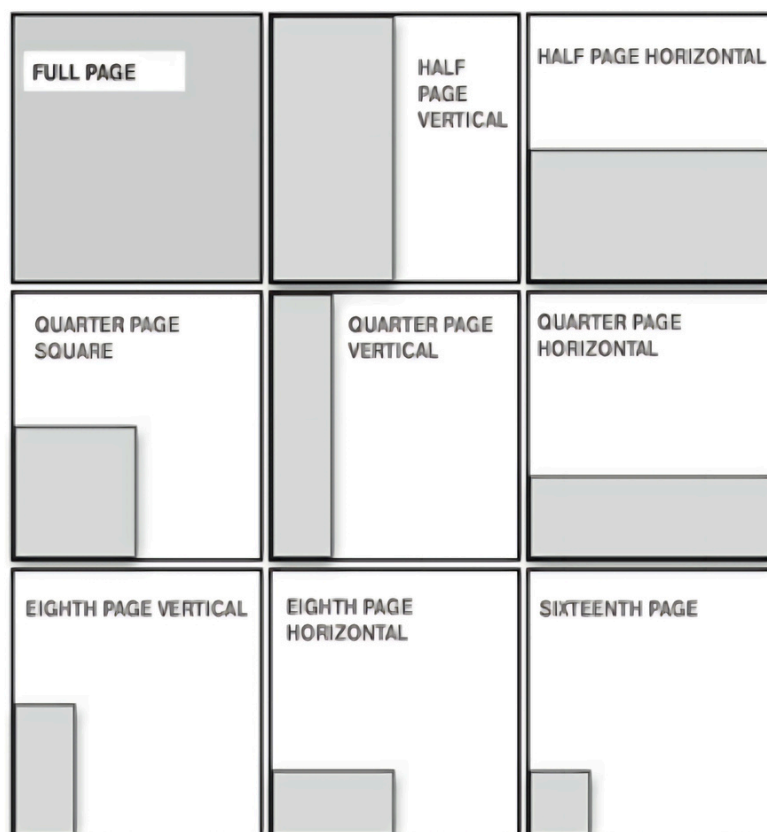
Video Ads

Take your brand to the next level with dynamic video content.

Add any Video Ad option to your package and receive an exclusive 10% discount!

Please contact advertise@incose.net for bookings.

Advertising Size (inches)	Width	Height
Full Page - with bleed	8.75	11.25
Trim Size	8.5	11.0
Full Page - no bleed	7.0	9.5
Half Page - Vertical	3.375	9.5
Half Page - Horizontal	7.0	4.625
Qtr. Page - Square	3.375	4.625
Additional Options - Newsletter & In Focus	Width	Height
Qtr. Page - Vertical	1.65	10.0
Qtr. Page - Horizontal	7.5	2.3
Additional Options - Newsletter only	Width	Height
Eighth Page - Vertical	1.65	4.85
Eighth Page - Horizontal	3.6	2.3
Sixteenth Page	1.65	2.3
Additional Option - In Focus only	Width	Height
Email Banner	6.25	1.042





LEVERAGE YOURSELF WITH INCOSE

advertise@incose.net