INCOSE UK
Advertising Rates

April 2020—March 2021
Please note all prices are exclusive of VAT.
About INCOSE UK

The International Council on Systems Engineering (INCOSE) UK Chapter is a non-profit organisation, which aims to foster the definition, recognition, understanding and practice of world-class Systems Engineering in industry, academia and government. The Chapter is also supported by the 30+ organisations which form the UK Advisory Board (UKAB).

INCOSE UK hosts an annual two day conference, the Annual Systems Engineering Conference (ASEC) which is the UK’s premier Systems Engineering event, attracting a wide range of industry professionals, international presenters and practitioners, which provides a distinguished platform for networking, learning and sharing ideas.

Advertising through INCOSE UK

With over 1,000 UK based members, INCOSE UK offers organisations access to a large number of the UK’s systems engineers and the INCOSE UK UKAB which is made up of over 30 leading Systems Engineering organisations.

There are a number of different ways organisations can advertise through INCOSE UK which include: adverts in our e-newsletter, emailers, job adverts posted on our website, entries in the INCOSE UK events calendar, bespoke company branded copies of the INCOSE UK STEM initiative book Think Engineer and advert entries in our Annual Systems Engineering Conference brochure and handbook. 

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Website Advertisements

**ePreview Adverts**

ePreview is the INCOSE UK e-newsletter produced approximately five times per annum and is distributed to the INCOSE UK membership and UK Corporate Advisory board (UKAB). It also remains accessible in perpetuity to both members and non members via our website.

<table>
<thead>
<tr>
<th>Size of Advert</th>
<th>Educational and Engineering Events</th>
<th>Direct Company Recruiting and Product Sales</th>
<th>Recruitment Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 A4</td>
<td>£105</td>
<td>£155</td>
<td>£205</td>
</tr>
<tr>
<td>Full Page A4</td>
<td>£190</td>
<td>£300</td>
<td>£405</td>
</tr>
</tbody>
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**Job Vacancies**

Job vacancy advertisements are displayed on the [INCOSE UK website](#), for one calendar month (30 days). Adverts may include a company logo and outline of the vacancy (300 words maximum), including a hyperlink to a full advert on the company’s preferred website.

Job adverts that are added to the website may also be sent out as an emailer to all INCOSE UK members who have agreed to receive emailers, at additional cost (see page 5).

Job vacancies words must be submitted in a plain text format. You will also need to provide a high quality version of your company logo, logos should be in either PNG or SVG format.

*Placement of multiple job vacancy advertisements can attract a discretionary discount (see page 7).*

<table>
<thead>
<tr>
<th>Type</th>
<th>Direct Company Recruiting</th>
<th>Recruitment Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>£310</td>
<td>£410</td>
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</table>
Events Calendar

**Price: £155**

Companies and organisations that offer Systems Engineering related events can advertise on the [events calendar](#) page of the INCOSE UK website. Companies are restricted to a maximum twelve listings per calendar year. Companies may also wish to send an emailer notifying members of the event, information regarding emailers can be found below.

Emailers

**Price: £125**

Emailer can be sent to all INCOSE UK members who have agreed to receive emailers. Emailers could include information regarding job vacancies, events or company products.

Emailers should be a maximum of 150 words and can include a company logo and links to websites containing further information about the emailer subject.

Training Providers

**Price: £515**

The Training providers page includes a short description of companies, including the type of training offered, entries can also include the company logo and links to the company website. The training providers page can be found at [www.incoseuk.org](https://www.incoseuk.org). Please note entries on the training providers page does not mean INCOSE UK endorses the listed companies. The annual fee for entries of not more than 100 words, together with a company logo (logos should be in either PNG or SVG format).
Bespoke copies of an INCOSE UK publication would typically display your company’s logo on the cover and include a dedicated page within the book about the company.

**Bespoke Copies of Think Engineer**

INCOSE UK is committed to inspiring the next generation of systems engineers through the promotion of STEM. **Think Engineer** (published by INCOSE UK) is written by Professor Jon Holt and illustrated by Ian Simmons. It is aimed at Key Stage 2 pupils (aged 7-11), their parents and teachers to raise awareness of engineering.

For more information about this opportunity email: advertise@incoseuk.org

**Bespoke Copies of other INCOSE UK publications**

If you are interested in purchasing bespoke copies of other INCOSE UK publications such as the “Don’t Panic” series please contact the Secretariat using the below email address.

For more information about this opportunity email: advertise@incoseuk.org
Annual Systems Engineering Conference (ASEC)

The Annual Systems Engineering Conference (ASEC) is the UK’s Premier Systems Engineering event and brings together a wide range of professionals from a variety of backgrounds, with the common interest of building upon their Systems Engineering knowledge and sharing ideas with their peers.

ASEC Exhibitor and Sponsorship Opportunities

The ASEC Sponsorship and exhibitor document is released prior to the conference each year. For more information about the exhibitor and sponsorship opportunities available at ASEC this year email events@incoseuk.org.
Promotional Campaigns

For promotional campaigns or other similar requirements, please contact the INCOSE UK Secretariat for a discretionary discount.

UKAB Members

UKAB members are entitled to a 15% discount on all advertisement purchases. However UKAB discount is not available for advertisements placed through Recruitment Agencies. A multiple job discount will not apply if the UKAB discount is claimed, since the UKAB discount is always the better option.

Multiple Purchase Discount

The purchase of multiple job vacancies, calendar entries and emailers submitted on a single order incurs the following discount:

- Two to four advertisements: – 5%
- Five to ten: – 10%
Booking and Payment

All bookings are to be made through the INCOSE UK Secretariat by email to advertise@incoseuk.org. Acceptance of bookings is dependent on agreement of a written quotation. We will require either the settlement of our invoice or a valid purchase order before we can run your advertisement. Provided that a purchase order number is provided, payment is to be made within 30 days of the date of our invoice.

All prices are subject to VAT.

Terms and Conditions

By agreeing to accept any of the forms of advertising above, INCOSE UK is not endorsing any particular course, event or organisation. INCOSE UK’s basis for acceptance is to ensure that its membership – both individual and corporate – has access to relevant information and that none of the material we feature, is in anyway offensive, inappropriate, irrelevant or causes us to be in breach of any local laws or regulations.

INCOSE UK Ltd reserves the right to either initially reject, or subsequently withdraw, any advertisement that breaches these terms and conditions. INCOSE UK reserves the right to reject advertisements without explanation, If your advertisement is withdrawn following initial publication you may be entitled to an element of refund, which will be determined at the time of withdrawal.

Contact us

Email: advertise@incoseuk.org
Telephone: 01460 298217
Address: INCOSE UK Secretariat, The Dyers Building, 21 Silver Street, Ilminster, TA19 0DH

Please note all prices are exclusive of VAT.