

2019 E-Newsletter **RATES & SPECS**

Audience

Decision makers in the energy industry, including refining, petrochemical, construction, chemical processing, terminal, pipeline, power generation, oil & gas exploration, pulp & paper and marine sectors. Circulation is approximately 38,000. Average open rate is 13% per issue.

Editorial

Profiles of industry leaders, news and analysis, guest articles, Hot Jobs, upcoming industry events, white papers and featured video.
Mobile-Optimized Design.

Frequency

Every Tuesday. Ask your account executive for availability.

Position	Size	Net per issue
#1 Top Banner	600 x 125	\$1,800
#2 Ad Banner	600 x 125	\$1,600
#3 Ad Banner	600 x 125	\$1,150
#4 Ad Banner	600 x 125	\$1,150
#5 Ad Banner	600 x 125	\$1,150
Featured Event	Text, up to 50 words <small>*see details below</small>	\$1,600
Native Ads	Text, up to 50 words <small>*see details below</small>	\$4,900

Specs

40k max file size, PDF, PNG, JPEG

Static ads only; dynamic ads may not transmit properly in some clients' email.

Featured Event: Story just above Upcoming Industry Events, up to 50 words, plus full story up to 250 words on BICMagazine.com and link to your event's page.

Native Ads: First and fourth stories; Text, up to 50 words; with link to custom landing page on BICMagazine.com. *(See Native Ad Spec Sheet)*

Advertiser provides ad file and link.

Sales

Direct inquiries to your account executive or:
Jeremy Osterberger, Vice President
jeremy@bicalliance.com • (281) 538-9996

Production

Please direct questions and send ad files to:
Heather Cavalier, Digital Art Traffic Controller
heather@bicalliance.com • (225) 751-9996

The visual layout shows the BIC Industry Report Weekly e-newsletter with the following ad placements:

- #1 Top Banner Ad** (600 x 125) at the top.
- Native Ad #1** (600 x 125) in the first story.
- #2 Ad Banner** (600 x 125) between the first and second stories.
- Native Ad #2** (600 x 125) in the second story.
- #3 Ad Banner** (600 x 125) between the second and third stories.
- #4 Ad Banner** (600 x 125) between the third and fourth stories.
- #5 Ad Banner** (600 x 125) between the fourth and fifth stories.
- Featured Event** (600 x 125) at the bottom.