

2019 BICMagazine.com **RATES & SPECS**

Run Of Site Banners Help Gain Maximum Exposure

#1 Top Leaderboard

(size 970 x 90)

Appears at the top of the page within user's view, right below the BIC header. Only one per run of site.

Investment: 12 months - \$25,080; 6 months - \$13,920; 1 month - \$2,320

#2 Leaderboard

(size 970 x 90)

Investment: 12 months - \$18,000; 6 months - \$9,900; 1 month - \$1,650

#3, #4 and #5 Leaderboards

(size 970 x 90)

Investment: 12 months - \$13,860; 6 months - \$7,200; 1 month - \$1,200

Right Rail Medium Rectangles

(size 300 x 250)

Rotated between the positions so that your ad will always be viewable but will appear in either A, B, C or D position on an equal basis. Right Rail Rectangles are limited to 4 advertisers.

Investment: 12 months - \$21,000; 6 months - \$11,400; 1 month - \$1,900

#6 and #7 Right Rail Small Rectangles

(size 300 x 100)

Small Rectangles are limited to two advertisers.

Investment: 12 months - \$10,800; 6 months - \$5,940; 1 month - \$990

Floor Ad

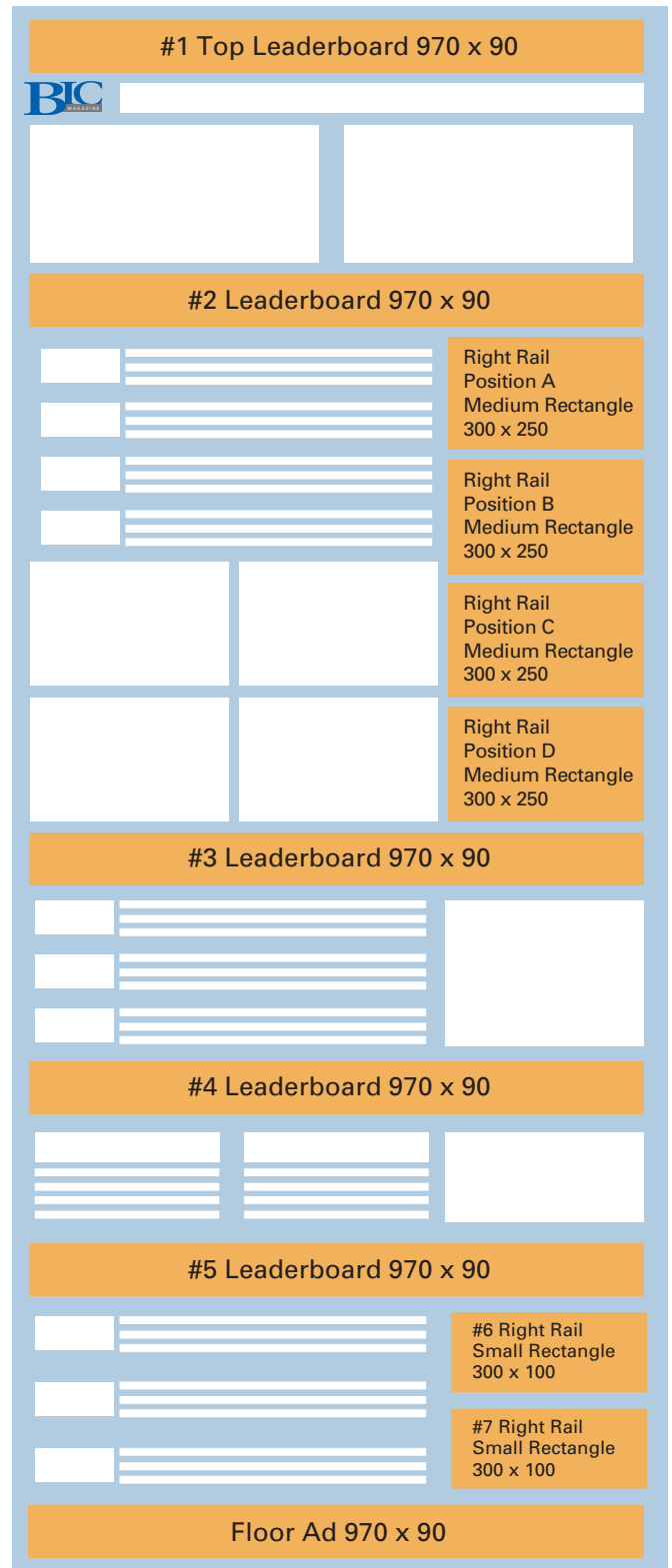
(size 970 x 90)

This is the newest premium rich media offering from BIC. This ad is a fixed adhesion ad that sits at the bottom of the browser and remains in the user's view even as they scroll down on the page.

Investment: 12 months - \$30,120; 6 months - \$19,920; 1 month - \$3,320

Sales

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



Materials must be submitted 10 business days prior to scheduled insertion dates. Please email your creative in accordance with the specifications for the purchased position to:
 Heather Cavalier, Digital Art Traffic Controller • heather@bicalliance.com