

# 2019 BIC Monthly Resources Alert **RATES & SPECS**

## Audience

Comprising the most engaged consumers of BIC's digital products, BIC Monthly Resources Alert subscribers include decision makers in refining, petrochemical, construction, chemical processing, terminal, pipeline, power generation, oil & gas exploration, pulp & paper, and marine sectors. Circulation is approximately 20,000. Average open rate is 19%.

## Content

BIC Monthly Resources Alert showcases webinars, videos, whitepapers, conferences and events within the Downstream Oil & Gas Industry. Subscribers receive valuable information that applies directly to their day-to-day responsibilities including new technology, industry trends and solutions, operational excellence, occupational safety and health, environmental and risk management, and regulatory compliance.

## Frequency

Second Thursday of every month. 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
Featured Event #1 & #2	Text, up to 50 words *see details below	\$1,600

## Specs

40k max file size, PDF, PNG, JPEG

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

Featured Event: A short summary of an upcoming event, up to 50 words, plus full story up to 250 words on BICMagazine.com, and a link to your event's page. Please include a horizontal image that is 240x185 pixels.


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




**Valuable Resources from BICMagazine.com**



**Rent, Replace, Repair — Maximizing Water Treatment System ROI**

In this webinar, Evoqua will discuss the selection process and various factors which should be considered when determining whether to repair existing water treatment equipment, replace old equipment with new, or rent temporary water treatment equipment.

[Register for it +](#)




**Faster and safer projects with a project-managed alternative welding system**

BHI Energy will discuss completed projects and the challenges and solutions addressed when dealing with alternative welding systems. Attendees will learn how the project-managed approach to critical path projects has saved tens of millions of dollars in turnaround costs, increased project quality and optimized safety.

[Register for it +](#)

**#1 Ad Banner**  
600 x 125

Featured Event



Featured Event #1

---




---




---

**#2 Ad Banner**  
600 x 125




**Honeywell BW Solo**  
Honeywell's new BW Solo is the company's latest next generation single gas detector. It helps companies reduce cost and keep workers protected. It offers one-button operation and is small, lightweight and easy to service.

[Watch it +](#)



**A Salute to Heroes Cruise**  
BIC Alliance, Sailing Angels and Wounded Warriors spent an afternoon on Clear Lake filming the Salute to Heroes Cruise. See what attendees had to say.


[Watch it +](#)



**Thompson Industrial Services - An overview of the company**  
Outage specialists with comprehensive services that include automated hydroblasting, wet-dry vacuuming, high volume hydroblasting, hydro-cutting, chemical cleaning and much more...

[Watch it +](#)

Featured Event



Featured Event #2

---




---




---

**#3 Ad Banner**  
600 x 125



**BIC Magazine's Weekly Industry Report**  
Stay informed — sign up for our weekly e-newsletter, containing the latest in oil and gas news and analysis, profiles of industry leaders, guest articles and other resources provided exclusively by BIC Magazine.

[Get it +](#)



**BIC Recruiting's Monthly Candidate Report**  
Whether you're searching for your new dream job or your next key employee, our monthly newsletter will share valuable insights into the oil and gas job market.

[Get it +](#)