

2019 BIC Native Advertising

What is Native Advertising?

A type of online advertising that matches the form of the other content on the platform on which it appears. An example is an article written by a company to promote its expertise on a topic or a success story showcasing its product or service. The article appears in the same form as other editorial content.

What do you get with a BIC native ad?

- First or fourth story in BIC Industry Report E-Newsletter (example: top right)
- Dedicated landing page (example: bottom right)
- Posted on BICMagazine.com homepage for one week
- Promoted on social media for one week
- Advanced analytic report

Top Banner and Floor Ad on landing page

Sponsor can choose to run the same banner or different banners for the Top Banner and Floor Ad positions. The Floor 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 the page.

Ad sizes for each position:

- Desktop: 970 x 90
- Mobile: 728 x 90, 300 x 250 and 300 x 100

Within and at the end of the article, the sponsor can provide "call to action" links, videos, white papers, etc.

Send all content and ad files to heather@bicalliance.com two weeks before publish date.

Typical response:

- On average, depending upon content, there will be 40 to 100+ email addresses clicking on sponsor's content (minus opt-outs)
- 100-150+ unique page views

[See Native Ad examples here.](#)

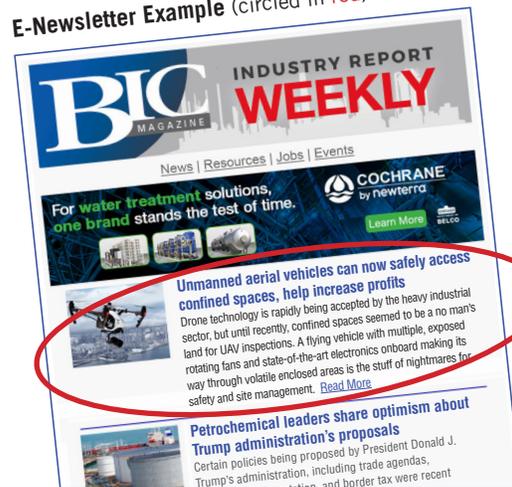
Rate:

\$4,900

For more information:

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

E-Newsletter Example (circled in red)



Dedicated Landing Page Example

A screenshot of a dedicated landing page for the article "Unmanned Aerial Vehicles Can Now Safely Access Confined Spaces, Help Increase Profits". The page features the TurneR Industries logo and navigation menu at the top. The main content area includes the article title, a "Print" button, and a "NOTE" section. The article text describes the benefits of using UAVs for inspection, such as being safer, faster, and more cost-effective. Two images of UAVs are shown: one in flight and one in a protective cage. The page footer includes contact information for TurneR Industries.