Unmanned aerial vehicles can now safely access confined spaces, help increase profits

Drone technology is rapidly being accepted by the heavy industrial sector, but until recently, confined spaces seemed to be a no man's land for UAV inspections. A flying vehicle with multiple, exposed rotating fans and state-of-the-art electronics onboard making its way through volatile enclosed areas is the stuff of nightmares for safety and site management.

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?
- Second 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 up or down on 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)
- Up to 100+ total page views

See Native Ad examples here.

Rate:
- $4,950 Native Ad #1
- $3,500 Native Ad #2

For more information:
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