

BIC Monthly Resources Alert: 2020 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.

Recent Issues: www.bicalert.com

Frequency

Second Thursday of every month. Ask your account executive for availability.

Position	Size	Net per month		
		1x	6x	12x
#1 Top Banner	600 x 125	\$2,000	\$1,900	\$1,800
#2 Ad Banner	600 x 125	\$1,800	\$1,710	\$1,620
#3 Ad Banner	600 x 125	\$1,300	\$1,240	\$1,170
Featured Event or Sponsored Content	Text, up to 50 words *Details below	\$1,800	\$1,710	\$1,620

Specs

40k max file size, PDF, PNG, JPEG

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

Featured Event: Summary of an upcoming event, up to 50 words, plus full description up to 250 words on BICMagazine.com's events page, and a link to event's page.

Sponsored Content: Article with headline and 50 words (or less) description within one Resources Alert. Landing page on BICMagazine.com with 500-2,500 word article.

Advertiser provides ad file and link.

Sales

Direct inquiries to your account executive or:
Jeremy Osterberger, Vice President
jerry@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 or Sponsored Content #1

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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 +](#)

#3 Ad Banner
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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.

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