

BICMagazine.com: 2020 RATES & SPECS

Audience: 30K unique visitors per month, 80K page views per month. Refining, Petrochem, Pipelines, Terminals, O&G Exploration & Production, Power Generation, EPCs.

#1 Top Leaderboard (970 x 90)

Homepage and run of site. Appears at the top of the page right above the BIC header. Up to two advertisers rotate in one position. Minimum 50% impression share. Can include rich media, video or animation.

#2, #3, #4 and #5 Leaderboards (970 x 90)

Homepage and limited run of site (at least one leaderboard ad will run on the section pages and subsection pages). 100% impression share. Can include rich media, video or animation.

Right Rail Medium Rectangles (300 x 250)

Homepage and run of site. Up to eight advertisers rotate among four positions. Minimum 50% impression share per position. Can include rich media, video or animation.

#6, #7 and #8 Right Rail Small Rectangles (300 x 100)

Homepage and limited run of site. Ads will appear on section pages and subsection pages. 100% impression share. Can include rich media, video and animation.

Floor Ad (970 x 90)

Homepage and run of site. Fixed adhesion ad that sits at the bottom of the browser and remains in the users' view as they scroll up or down on the page. Ad converts to a fixed bottom leaderboard when closed. Up to two advertisers rotate in one position. Minimum 50% impression share. Static ad required.

Sponsored Content

Homepage headline, top right rail. Links to dedicated landing page with 500-2,500 word article, plus Top Leaderboard and Floor Ad, exclusive to sponsor on that landing page.

Position	Size	Net per month		
		1x	6x	12x
#1 Top Banner	970 x 90	\$2,420	\$2,320	\$2,090
#2 Leaderboard	970 x 90	\$1,990	\$1,890	\$1,750
#3, #4 & #5 Leaderboard	970 x 90	\$1,480	\$1,380	\$1,330
Right Rail Medium Rectangle	300 x 250	\$2,000	\$1,900	\$1,750
#6, #7 & #8 Small Rectangle	300 x 100	\$1,230	\$1,130	\$1,030
Floor Ad	970 x 90	\$3,420	\$3,320	\$2,510
Sponsored Content	Text, at least 500 words *Details above	\$1,800	\$1,600	\$1,400

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. For specifications, contact Heather Cavalier, Digital Art Traffic Controller • heather@bicalliance.com

The image shows a representative layout of the BIC Magazine website with various ad placements. At the top is the BIC Magazine logo and navigation. Below is a 'LATEST NEWS' section with a main article titled 'Standard Industries, private equity vie for BASF construction chemicals' and several smaller articles on the right. Below the news is a 'TRAINING & HUMAN RESOURCES' section with articles like 'Find job' and 'Supreme Court declines to extend state wage-hour law'. This is followed by 'BIG & INDUSTRY VIDEOS' featuring 'Edelhoff Technologies debuts its proprietary technology for the refining industry'. Below that is an 'EXECUTIVE PROFILES' section with portraits of industry leaders. Next is a 'PEOPLE GOING PLACES' section with news about industry appointments. This is followed by 'BIC ATTENDS' and 'CURRENT ISSUE' sections. At the bottom are 'FROM BIC ALLIANCE MEMBERS' and 'Floor Ad' sections. On the right side, there are several 'Right Rail' ad spots of different sizes (Medium Rectangle and Small Rectangle) corresponding to the rates listed in the table.

The image above is representative only. See www.bicmagazine.com for actual layout.