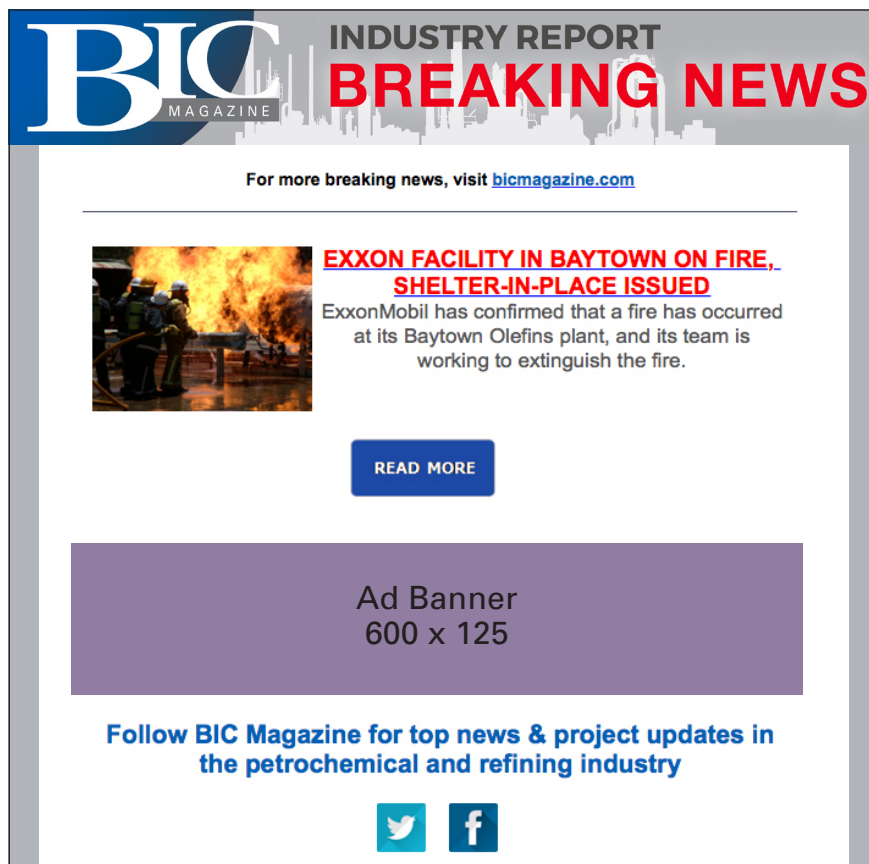


# Breaking News Sponsorship

- Single story E-blast with image and/or video
- Each E-blast has one sponsor /banner ad (600x125)
- Banner ad package includes six Breaking News E-blasts within 12 months
- Breaking News content may be a project announcement, industrial incident or other developing news
- Typical frequency of Breaking News E-blasts will be 1-2 per month, up to editor's discretion
- Ad file due five business days before the start of the sponsorship; sponsor can submit new banner ad
- Invoicing: Invoiced after each Breaking News E-blast (\$2,500 per)

**Investment:** \$2,500 per E-Blast 6x = \$15,000



The image shows a screenshot of an email blast from BIC Magazine. At the top left is the BIC MAGAZINE logo. To its right, the text reads "INDUSTRY REPORT" in grey and "BREAKING NEWS" in large red letters. Below this, a link says "For more breaking news, visit [bicmagazine.com](http://bicmagazine.com)". The main content features a photo of firefighters at a large fire, with the headline "EXXON FACILITY IN BAYTOWN ON FIRE, SHELTER-IN-PLACE ISSUED" in red. The text below the photo states: "ExxonMobil has confirmed that a fire has occurred at its Baytown Olefins plant, and its team is working to extinguish the fire." A blue "READ MORE" button is positioned below the text. At the bottom of the email content is a purple rectangular area labeled "Ad Banner 600 x 125". Below the banner, there is a call to action: "Follow BIC Magazine for top news & project updates in the petrochemical and refining industry" and social media icons for Twitter and Facebook.