OUR MISSION
To connect people in business and industry with one another for the betterment of all.

BIC Media Solutions is the newest addition to BIC Alliance. BIC Media Solutions can offer you turnkey solutions to your digital video needs for product marketing, company branding or use at a trade show. In addition, BIC Media Solutions is a custom publisher for any books related to leadership, inspirational stories, and company anniversaries or histories.

THREE WAYS TO GROW YOUR COMPANY:
1. Marketing and Sales
2. Hiring the Right People
3. Mergers and Acquisitions

BIC Recruiting places sales, sales management, operations management and executive management in the energy and industrial sector. Its extensive network of more than 30,000 contacts allows the division’s recruiters to find the best candidates for positions; in fact, more than half of BIC Recruiting’s placements come from direct referrals, a major differentiating factor between BIC Recruiting and other executive search firms.

IVS Investment Banking delivers premium financial transaction services to assist industrial business owners primarily in the downstream sector. Our investment banking group has a wide array of skills and experience as a division of BIC Alliance. Since inception, the principals of IVS Investment Banking have completed 20 transactions of over $420 million in value.

BIC Magazine is America’s largest multi-industry, multi-departmental energy publication. Through all media, including print, digital and industry events, BIC reaches an audience of more than 80,000 per month. Key decision makers rely on BIC Magazine and BICMagazine.com to find solutions and suppliers for the challenges they face daily.
ARE YOU IN FRONT OF YOUR CUSTOMERS TODAY?
BIC MAGAZINE IS!

Leading companies that provide services and products to the industrial market use BIC Magazine to get their message in front of key decision makers. BIC is the preferred source for news, expansions and project announcements, new products, plant/site management, maintenance and reliability best practices, leadership and training, safety and other topics.

BIC MAGAZINE
- 10 issues a year featuring interviews, case studies, project profiles, best-practices articles
- 81,000 total reach is the largest readership of any multi-industry publication in North America
- Available in print and digital editions

E-NEWSLETTERS
- 22,000 subscribers
- Open rate: 20%
- Weekly top news including expansions and project announcements
- Event listings
- Best practices and solutions

BICMAGAZINE.COM
- 33,000 unique monthly visitors
- 75,000 page views per month
- Top news and industry-related content daily
- New products and supplier news
- People going places
- Content appeals to several job functions: operations, safety, maintenance and reliability, purchasing, etc.

NATIVE ADS
- Generate leads for your sales team
- Establish expertise through strong content

WEBINARS
- Harness the power of BIC’s loyal audience
- Full contact info of registrants provided
- Establish expertise in your discipline, service line or category

SOCIAL MEDIA
- 40,000+ followers and connections on company and staff pages
- Facebook, Twitter, YouTube and LinkedIn

VIDEOS
- Custom videos
- Logo sponsorship videos
- Trade show interviews

EVENT SPONSORSHIPS
- Co-sponsor one of BIC’s premier networking events
- Attendee lists included with sponsorship
BIC MAGAZINE PRINT AND DIGITAL DEMOGRAPHICS AND REACH

CIRCULATION BY INDUSTRY

- Refining / Chem / Petrochem (Downstream) 43%
- Pipeline / Terminals (Midstream) 23%
- Oil & Gas Majors / Independents 17%
- Power / Utilities 12%
- EPCs, Service Companies & Suppliers 5%

CIRCULATION BY DEPARTMENT

- Executives / Department Managers 20%
- Maintenance, Construction & Projects 16%
- Purchasing / Procurement 13%
- Operations 13%
- Plant Managers / Supervisors 12%
- Health, Safety, Security & Environmental Engineers 12%
- Human Resources / Training 8%
- Other 5%

INDUSTRY REACH

- Total Readership Per Issue 81K
- Total Print Distribution Per Issue 34K
- E-Newsletter Circulation 22K
- Unique Monthly Web Visitors 33K
- Web Page Views Monthly 75K
- Social Media Followers And Connections 40K

*BIC Company and Staff pages

43%
23%
17%
12%
5%

9%
13%
59%
12%
7%

7%
BUILD BRAND AWARENESS THROUGH CONTENT MARKETING

INDUSTRY PROFILES:
Nominate a particular plant manager; CEO; maintenance manager; superintendent; purchasing agent; health, safety and environment manager; or other executive in industry for a profile.

GUEST ARTICLES:
Share your knowledge with colleagues and industry. Establish expertise by submitting a guest, technical knowledge or leadership article to become a resource.

OTHER PROFILES:
Recommend key leadership for executive, entrepreneur, or sales and marketing profiles so potential clients become familiar with key players in your company.

EVENT COVERAGE:
Submit your company’s community outreach activity, open house or networking function photos to BIC Magazine, or a BIC contact will attend and cover the event.
As a BIC Alliance member, you are assigned an editor and graphic designer to help produce content for your campaign. Our team will work with you to develop materials that communicate your marketing message in the most effective way possible. Think of your editor as a reporter on assignment to cover your company in print and online. This content can be used on your website, social media and as reprints for direct sales and trade shows to further spread your marketing message. This content is particularly valuable for lead generation. . .Content is king!

Keep readers informed with Supplier News and New Products & Services, as well as safety milestones.

Announce your new hires and staff promotions.

Highlight projects and include testimonials from clients.

I’m eager to see what I’ll learn when the next issue arrives.

Jeremy Pretto
Reliability Manager & Improvement Leader
The Dow Chemical Company

BIC includes what our peers are up to, as well as articles on the future of oil, community and the latest technology.

Mohamed Elaoudiy
Business Services and Systems Integration
Phillips 66

BIC Magazine has been an invaluable resource to the chemical industry.

Hector L. Rivero
President
Texas Chemical Council

BIC IS YOUR MULTI-COMPANY NEWSLETTER
NETWORKING AND EVENT SPONSORSHIPS

NETWORKING FUNCTIONS

One of the great benefits of being a BIC Alliance member is the ability to participate in BIC Alliance’s various networking opportunities over the course of the year. These events draw more than 600 people from owner/operators to potential subcontractors and service companies. BIC’s crawfish boil is held in the spring in La Porte, Texas. Our newest event is the fish fry held in the fall. As a BIC Alliance member, you can send personnel to the events.

PROCUREMENT BREAKFAST

BIC Alliance and the Economic Alliance Houston Port Region host industrial procurement networking breakfasts twice a year. Purchasing and procurement professionals from owner/operators as well as EPC contractors participate as panelists. BIC moderates the panel. Previous panelists included representatives from ExxonMobil, Flint Hills Resources, Air Products, LyondellBasell, Enterprise Products, Jacobs, Dow and Shell.

EVENT SPONSORSHIPS

Get the most out of BIC events by being a sponsor. Event sponsorships offer high visibility and access to the entire attendee list, along with contact information after the event. During the events, sponsors can interact with attendees.
We were vetted for a project through a company that saw our advertisement in BIC. Once vetted, we quoted and negotiated a multimillion-dollar project. To say the least, our investment with BIC has been paid back many times over. The exposure we’ve received through our ads, editorials and other announcements has been phenomenal. Advertising with BIC has been the best marketing decision I’ve made so far.

Matt Taylor
Managing Partner
CIMA Services LP

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**BE TOP OF MIND WITH BIC PRINT PLUS CAMPAIGNS!**

**Advertising** – Build your brand in BIC Magazine and generate a call to action.

**Content** – Speak directly to buyers by telling your stories about projects, services and products. Use third-party testimonials and case studies to effectively gain the attention of prospects. Publish company news related to products, services, expansions, new hires and promotions, awards, events and more. Submit guest articles to establish expertise and dominate your category.

**Editorial Support** – Work with BIC’s staff to develop materials that communicate your message effectively.

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**Print Plus** – Drive your target audience to your website through BIC’s digital edition, and publish your content on BICMagazine.com landing pages to raise your website’s page rank. All pages of BICMagazine.com are optimized for search.

**Social Media** – Share content published in BIC Magazine on social media to attract more followers.

**Lead Generation** – Access the most extensive database in the industry to generate sales opportunities. Work closely with BIC’s team and your sales management team for account-based marketing efforts.

**Direct Mail** – Send complimentary gift subscriptions and digital editions of BIC Magazine along with a customized message to your clients or prospects.

**Bonus Distribution** – Keep your marketing message in front of decision makers at conferences and industrial trade shows throughout the country. BIC has a strong presence at more than 40 industrial conferences and events.

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**VALUE-ADDED SERVICES**

- Priority press releases and editorial
  - Company achievements/awards and news releases
  - New products/services announcements
  - Promotions/new employees
  - Guest articles
  - Entrepreneur/Executive/Sales & Marketing profiles
- Recommendation of a CEO/Plant Manager Profile in Industry
- Access the BIC Alliance database for lead generation
- Gift subscriptions of BIC Magazine for your clients and prospects
- Online publication of your BIC Magazine content with links to your site
- BIC Alliance Member Directory online listing
- Event coverage (trade shows, hospitality functions, open houses, etc.)
- Network at BIC Alliance hospitality functions

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As far as reaching the industrial market, I don’t think there is a better way to get your message to the real decision makers. I see BIC everywhere I go. Ohmstede has used all sorts of guest articles, case studies and press releases, and has been advertising with great success. We have also utilized the gift subscription program and BIC’s database, which is second to none. Whether I’m planning out the year or if I’m in need of assistance from the road, I can count on a prompt and accurate response.

Buddy Tucker
Vice President of Sales and Marketing
Ohmstede
Webinar sponsorships from BIC Magazine are an easy, effective way to generate sales leads in a booming industrial marketplace. Market your products and services directly to BIC’s audience with a customized presentation. Present educational content to establish expertise and thought leadership. Build relationships with key industrial decision makers.

Webinar Overview:
- Sponsors select the topic and provide the content and speakers
- BIC and webinar sponsor co-promote the presentation
- BIC provides moderator and manages online registration process
- User-friendly platform and walkthrough performed prior to webinar
- Sponsor provides up to three speakers to present over the phone within the webinar platform (30-40 minutes with 5-10 minutes for Q&A)
- Speakers supply side decks (flash clips and video accepted)
- Sponsor receives file of presentation post-webinar

Qualified Lead Generation:
- Full contact data of all registrants post-webinar
- Answers from registration and webinar survey questions
- A list of any questions submitted by attendees during the event
- Summary of the webinar stats, including promotional analytics so you can communicate the results

Branding:
Sponsor company is given prominent placement on all marketing materials including webinar registration page, social media, targeted e-blasts, inclusion in Resources Alert e-newsletter, promotion on BICMagazine.com and in BIC Magazine print edition, and reminder email notifications pre- and post-event to registrants.

Who Is Watching:
- Plant/Operations Manager – Kuraray
- Health, Safety & Environmental Director – Valero
- Procurement Manager – NRG
- Turnaround Manager – Shell
- Maintenance & Reliability Manager – Sasol
- Project Manager – Fluor

*Company name and job titles reflect registrants of past webinars

Rates for Complete Webinar Package:
- 1X - $8,500
- 2X or more - $7,500 per webinar

Promotional Campaign:
- Dedicated promotional e-blast
- Print ad promotion (schedule permitting)
- Social media marketing
- Branding through BICMagazine.com
- Inclusion in BICs e-newsletter
- Inclusion in Resources Alert e-blast
- On-demand recording generates leads for 12 months

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

BIC Magazine did a great job producing our webinar and promoting it to petrochemical industry leaders in the U.S. and beyond. The webinar has drawn lots of interest in our petrochemical conferences in Houston and New Orleans.

Emily McMahon
Senior Conference Producer
Petrochemical Update
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
- Dedicated landing page with top banner and floor ad
- Within and at the end of the article, the sponsor can provide “call to action” links, videos, white papers, etc.
- Posted on BICMagazine.com homepage for one week
- Promoted on social media for one week
- Advanced analytic report

BIC’s native advertising program is a proven way to get our company’s message in front of a relevant and engaged audience.

Jason Broha
Marketing Director
Turner Industries

Typical response:
- On average, depending upon content, there will be 40 to 100+ email addresses clicking on sponsor’s content (minus opt-outs)
- 100+ total page views

See Native Ad examples here.

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

BIC reaches our target audience in the refining and petrochemical industry for our multiple business units. Our digital exposure and content-rich approach provides tangible leads for our sales team. BIC e-newsletter advertising allows us to stay in front of multiple departments at the owner level.

Justin Nickel
Director of Marketing
PK Companies

For more information:
Direct inquiries to your account executive or:
Jeremy Osterberger, Vice President
jeremy@bicalliance.com • (281) 538-9996
BIC Alliance has been publishing a very successful series of wall maps since 2014 including the U.S. Refinery Capacity Maps, Texas Gulf Coast Industrial Facilities Map and a Refinery Process Poster. We will be offering another industrial wall poster in 2020.

- Distribution of each map: 33,500 printed
- 32,000 inserted into BIC Magazine and mailed to key decision makers
- Additional bonus distribution of 1,500 at high-traffic areas along Gulf Coast and industry trade shows
- Brick ads (3.9” x 2.3”) will border map
- Bonus copies: Advertisers receive 50 extra folded posters for distribution
- 32 brick ads total
- Map size: 32” x 21.6”
- Price per brick ad is $3,450
INSIDE CAMPAIGNS

<table>
<thead>
<tr>
<th>Insertion</th>
<th>4x</th>
<th>6x</th>
<th>8x</th>
<th>10x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$6,400</td>
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<td>$5,800</td>
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<tr>
<td>Jr Page (Island)</td>
<td>$5,700</td>
<td>$5,500</td>
<td>$5,300</td>
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<tr>
<td>1/2 Page</td>
<td>$4,400</td>
<td>$4,100</td>
<td>$3,900</td>
<td>$3,700</td>
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<tr>
<td>1/4 Page</td>
<td>$2,600</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$2,000</td>
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<tr>
<td>Prime Positions</td>
<td>$7,200</td>
<td>$6,900</td>
<td>$6,700</td>
<td>$6,600</td>
</tr>
</tbody>
</table>

PRINT PLUS: Client’s ad and editorial will be published in BIC Magazine’s digital edition, and the editorial on BICMagazine.com, optimized for search.

FRONT COVER CAMPAIGN

Front Cover Issue: $30,500 (1x) $30,500
Full-Page Color: $5,300 (9x) $47,700
Total Investment: (10x) $78,200

FRONT COVER ISSUE INCLUDES: Color front cover, full-page color ad, 2 color pages of editorial and pictures, front cover teaser, 500 reprints, selection of “hook” article on page facing cover story, and cover story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

4-PAGE COLOR INSERT CAMPAIGN

Option A
4-Page Color Insert: $20,400 (1x) $20,400
Full-Page Color: $5,300 (9x) $47,700
Total Investment: (10x) $68,100

Option B
4-Page Color Insert: $20,400 (1x) $20,400
Full-Page Color: $6,000 (5x) $30,000
Total Investment: (6x) $50,400

INSERT ISSUE INCLUDES: 4-page, color, 8.5 x 10.75 insert and full-page color ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

2-PAGE COLOR INSERT CAMPAIGN

Option A
2-Page Color Insert: $15,300 (1x) $15,300
Full-Page Color: $5,300 (9x) $47,700
Total Investment: (10x) $63,000

Option B
2-Page Color Insert: $15,300 (1x) $15,300
Full-Page Color: $6,000 (5x) $30,000
Total Investment: (6x) $45,300

INSERT ISSUE INCLUDES: 2-page, color, 8.5 x 10.75 insert and full-page color ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

BACK COVER CAMPAIGN

Option A
Back Cover Issue: $13,200 (1x) $13,200
Full-Page Color: $5,300 (9x) $47,700
Total Investment: (10x) $60,900

Option B
Back Cover Issue: $13,200 (1x) $13,200
Full-Page Color: $6,000 (5x) $30,000
Total Investment: (6x) $43,200

BACK COVER ISSUE INCLUDES: Color back cover, full-page color ad, full page of color editorial and pictures, front cover teaser, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

Billing: Insertions to be billed upon publication, NET 10 days. Front cover insertions are to be prepaid 30 days prior to publication.
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<thead>
<tr>
<th>Month</th>
<th>Bonus Distribution</th>
<th>Editorial Focus</th>
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<tbody>
<tr>
<td>February</td>
<td>□ 32nd International Pipeline Pigging &amp; Integrity Management Conference</td>
<td>□ Pipeline Inspection &amp; Repair</td>
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<td></td>
<td>□ Cooling Technology Institute Annual Conference</td>
<td>□ Domestic Energy Outlook</td>
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<td>□ IADC Health, Safety, Environment &amp; Training Conference &amp; Exhibition</td>
<td>□ Environmental Compliance</td>
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<td>□ 4th Annual LNG USA Summit</td>
<td>□ LNG Sector Report</td>
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<td>□ 4C Health/Safety/Environmental Conference 2020</td>
<td>□ Behavioral Safety</td>
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<td>□ World of Concrete 2020</td>
<td>□ Maintenance/Reliability Best Practices</td>
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<td>March</td>
<td>□ AFPM Annual Meeting</td>
<td>□ Petrochemical Expansions</td>
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<td>□ 35th World Petrochemical Conference</td>
<td>□ Workforce Development</td>
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<td>□ IHS Energy CERAweek 2020</td>
<td>□ Safety Product Innovation</td>
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<td>□ NACE CORROSION 2020</td>
<td>□ Turnaround Execution</td>
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<td>□ SynGas 2020</td>
<td>□ Corrosion Protection</td>
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<td></td>
<td>□ 22nd Annual ELECTRIC POWER Conference &amp; Exhibition</td>
<td>□ Plant Automation</td>
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<td></td>
<td>□ 22nd Annual International Aboveground Storage Tank Conference &amp; Trade Show</td>
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<td></td>
<td>□ Plant Maintenance, Inspection and Engineering Society Expo &amp; Conference</td>
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<tr>
<td>April</td>
<td>□ Offshore Technology Conference,2020</td>
<td>□ Midstream Projects</td>
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<td></td>
<td>□ OSHA Region VI VPPPA Annual Safety &amp; Health Conference</td>
<td>□ Process Engineering &amp; Optimization</td>
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<td></td>
<td>□ AFPM National Occupational and Process Safety Conference</td>
<td>□ Aboveground Tank Storage</td>
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<td>□ TCEQ’s Environmental Trade Fair &amp; Conference</td>
<td>□ Power Plant Maintenance</td>
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<td></td>
<td>□ RefComm Galveston 2020</td>
<td>□ Rotating Equipment Service &amp; Repair</td>
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<td>□ NSC Southern Conference &amp; Expo</td>
<td>□ Safety Supplier Focus</td>
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<tr>
<td>May</td>
<td>□ 33rd Annual Environmental, Health &amp; Safety Seminar</td>
<td>□ Refinery/Chemical Turnarounds</td>
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<td>□ ILTA 40th International Operating Conference &amp; Trade Show</td>
<td>□ Wastewater Treatment Solutions</td>
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<td>□ Downstream Engineering &amp; Construction Conference &amp; Expo</td>
<td>□ Liquid Storage &amp; Transportation</td>
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<td>□ Energy Drone &amp; Robotics Summit</td>
<td>□ Safety Product Highlights</td>
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<td>□ Texas A&amp;M Annual Industrial School Vendor Show</td>
<td>□ Heavy Haul &amp; Logistics Solutions</td>
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<td>□ VPPPA Safety+ Symposium 2020</td>
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<td>□ SMRP Maintenance &amp; Reliability Symposium</td>
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<td>□ APFM Summit</td>
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<td>□ ASME Power Conference 2020</td>
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<td>August</td>
<td>□ Scaffold &amp; Access Industry Association Convention &amp; Expo</td>
<td>□ Turbomachinery Maintenance</td>
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<td>□ 49th Turbomachinery Symposium &amp; 36th Pump Symposium</td>
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<td>□ Louisiana Safety &amp; Health Conference</td>
<td>□ Wastewater Management</td>
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<td>□ VPPPA Safety+ Symposium 2020</td>
<td>□ Industrial Cleaning Technology</td>
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<td>□ SMRP Annual Conference</td>
<td>□ Crane &amp; Rigging</td>
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<td>□ 2020 WEFTEC-Water Environment Federation Technical Exhibition</td>
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<td>□ CLEAN GULF</td>
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<td>□ 2020 National Safety Council Congress &amp; Expo</td>
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<td>□ 2020 API Storage Tank Conference &amp; Expo</td>
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<tr>
<td>September</td>
<td>□ SHA Annual Conference</td>
<td>□ Refinery Modernization</td>
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<tr>
<td></td>
<td>□ 2020 WJTA Conference &amp; Expo</td>
<td>□ Capital Expenditures</td>
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<td>□ AIChe Annual Meeting</td>
<td>□ Craft Labor Training</td>
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<td></td>
<td>□ API Fall Refining and Equipment Standards Meeting</td>
<td>□ Piping, Valves &amp; Fittings</td>
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<td></td>
<td>□ World of Concrete 2020</td>
<td>□ Spill Response &amp; Risk Mitigation</td>
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<td></td>
<td>□ Process Safety Management</td>
<td>□ Contractor Safety</td>
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<td>October</td>
<td>□ Chemical Industry Update</td>
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<td></td>
<td>□ Refining Equipment Standards</td>
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<td>□ Sustainability &amp; Environmental Services</td>
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<td>□ Fire Safety Improvements</td>
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<td>□ Petrochemical &amp; Maritime Industry News</td>
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<td>□ International WorkBoat Show &amp; Conference</td>
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<td>□ Coatings Solutions</td>
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<td>2021</td>
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<td></td>
<td>□ Refinery Asset Reliability</td>
<td>□ Refinery Asset Reliability</td>
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<td></td>
<td>□ Unmanned Aerial Vehicle Inspections</td>
<td>□ Unmanned Aerial Vehicle Inspections</td>
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## INDUSTRY REPORT E-NEWSLETTER: 2020 RATES & SPECS

### Audience
Decision makers in the Refining, Petrochem, Industrial Construction, Pipelines, Tanks and Terminals, O&G Exploration and Production, Power Generation and EPC industries. Circulation is approximately 22,000. Average open rate is 20% per issue.

### Content
Profiles of industry leaders, news and analysis, guest articles, Hot Jobs, upcoming industry events, and featured resources and video. Mobile-optimized design.

### Recent Issues:  www.bicenewsletter.com

### Frequency
Every Tuesday and third Thursday.
Ask your account executive for availability.

### Net per month

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>#1 Top Banner</td>
<td>600 x 125</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
</tr>
<tr>
<td>#2 Ad Banner</td>
<td>600 x 125</td>
<td>$1,800</td>
<td>$1,710</td>
<td>$1,620</td>
</tr>
<tr>
<td>#3 Ad Banner</td>
<td>600 x 125</td>
<td>$1,300</td>
<td>$1,240</td>
<td>$1,170</td>
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<tr>
<td>#4 Ad Banner</td>
<td>600 x 125</td>
<td>$1,300</td>
<td>$1,240</td>
<td>$1,170</td>
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<tr>
<td>#5 Ad Banner</td>
<td>600 x 125</td>
<td>$1,300</td>
<td>$1,240</td>
<td>$1,170</td>
</tr>
<tr>
<td>Featured Event or Sponsored Content</td>
<td>Text, up to 50 words</td>
<td>$1,800</td>
<td>$1,710</td>
<td>$1,620</td>
</tr>
<tr>
<td>#1 Native Ad</td>
<td>Text, at least 500 words</td>
<td>$4,950</td>
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<td>$4,460</td>
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<tr>
<td>#2 Native Ad</td>
<td>Text, at least 500 words</td>
<td>$3,500</td>
<td>$3,330</td>
<td>$3,150</td>
</tr>
</tbody>
</table>

### Specs
40k max file size, PDF, PNG, JPEG
Static ads only; dynamic ads may not transmit properly.

**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 the one E-Newsletter. Landing page with 500-2,500 word article.

(See Native Ad Spec Sheet)
Advertiser provides ad file and link.

### Sales
Direct inquiries to your account executive or:
Jeremy Osterberger, Vice President
jeremy@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
- BIC Upcoming Webinar: Montrose Environmental: Successful LDAR Program Strategies
- BIC Upcoming Webinar: Conoco: Preventing heat exchanger failure
- BIC OnDemand Webinar: IVS: Let’s make a deal
- BIC OnDemand Webinar: Blackline Safety: Risk mitigation: From gas detection and lone worker safety to ESG efficiency

### Upcoming Industry Events
- ABC Greater Houston Membership Breakfast - July 26, Houston, TX
- 11th Petrochem & Refinery Shutdowns and Turnarounds - July 30-August 1, Austin, TX
- SMRP Houston Chapter MaRS 2019 - August 7-9, Galveston, TX
**BICMAGAZINE.COM: 2020 RATES & SPECS**

**Audience:** 33K unique visitors per month, 75K page views per month. Decision makers in the Refining, Petrochem, Industrial Construction, Pipelines, Tanks and Terminals, O&G Exploration and Production, Power Generation and EPC industries.

## #1 Top Leaderboard (970 x 90)

Homepage and run of site. Appears at the top of the page immediately 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.

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<tr>
<td>#1 Top Leaderboard</td>
<td>970 x 90</td>
<td>$2,420</td>
<td>$2,320</td>
<td>$2,090</td>
</tr>
<tr>
<td>#2 Leaderboard</td>
<td>970 x 90</td>
<td>$1,990</td>
<td>$1,890</td>
<td>$1,750</td>
</tr>
<tr>
<td>#3, #4 &amp; #5 Leaderboard</td>
<td>970 x 90</td>
<td>$1,480</td>
<td>$1,380</td>
<td>$1,330</td>
</tr>
<tr>
<td>Right Rail Medium Rectangle</td>
<td>300 x 250</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,750</td>
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<tr>
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<td>300 x 100</td>
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<td>Sponsored Content</td>
<td>Text, at least 500 words</td>
<td><em>Details above</em></td>
<td>$1,800</td>
<td>$1,600</td>
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**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 above is representative only. See BICMagazine.com for actual layout.
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 the Refining, Petrochem, Industrial Construction, Pipelines, Tanks and Terminals, O&G Exploration and Production, Power Generation and EPC industries. Circulation is approximately 22,000. Average open rate is 20%.

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.

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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 jeremy@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
Tradeshow Video Package

- Trade show booth interview up to three minutes
- Dedicated landing page with descriptive copy and edited video that includes interview, logo, images, and B-roll shot at the event
- Link to sponsor’s website included in the caption of the video
- Final edited video completed 24 – 48 hours, if sponsor provides materials
- Limited approval prior to posting
- Videos will be posted to social media and BICMagazine.com
- Invoicing: Payment due upon completion

Investment: $2,000

Custom Video Package

- Length of finished video: 5 minutes or less
- BIC will provide: Interviewer, video recording, camera and camera operator, and video editing
- Client will provide: Topics for video, visuals and content, company logo and contact information, personnel for interviews
- Site/setting: BIC’s Houston office, client’s office or other agreed-upon location
- Topics: Per client input but generally focusing on new technology, equipment, service offering, etc.
- Distribution of content: BIC will post video on BICMagazine.com and social media channels including LinkedIn, Facebook and Twitter
- Completion time: 14 working days
- Review: Client will approve videos prior to posting
- Ownership: Client has ownership of video file and raw footage
- Invoicing: Payment due in full prior to initiating video project

Investment: $5,000

Industry Video Sponsorship

- Sponsor logo will be layered over 8 videos that BIC Magazine produces for social media and BICMagazine.com
- Sponsor logo overlays bottom of video for 10 seconds at intro and 10 seconds at the end of the video
- Link to sponsor’s website included in the caption of the video
- Editorial video subject matter is typically an interview with owner/operator, association or conference, EPC firm or a major contractor
- Videos are selected by BIC’s video team
- Videos will run within one year of contract approval
- Client will provide a logo
- Invoicing: Payment due in full prior to video sponsorship

Investment: $8,000

Sales
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Jeremy Osterberger, Vice President • jeremy@bicalliance.com • (281) 538-9996

Investment: $5,000