

INDUSTRY REPORT E-NEWSLETTER: 2021 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 issue

Position	Size	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
#4 Ad Banner	600 x 125	\$1,300	\$1,240	\$1,170
#5 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
#1 Native Ad	Text, at least 500 words *Details below	\$4,950	\$4,710	\$4,460
#2 Native Ad	Text, at least 500 words *Details below	\$3,500	\$3,330	\$3,150

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.

Native Ads: Second and fourth stories; text, at least 500 words; with link to custom landing page on BICMagazine.com.

(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



#1 Top Banner Ad 600 x 125



Venture Global raises \$10B for Calcasieu Pass LNG project in Louisiana
Venture Global LNG said its Calcasieu Pass project in Louisiana has secured more than \$10 billion in binding commitments from a group of lenders including Bank of America, Goldman Sachs and JPMorgan Chase. [Read More](#)

Native Ad #1

#2 Ad Banner 600 x 125



Kinder Morgan moves ahead with pipeline connection to Houston
Kinder Morgan Inc. will go ahead with a South Texas pipeline connection that would transport crude from Phillips 66's 900,000 barrel-per-day (bpd) Gray Oak pipeline in the Permian Basin to delivery points at the Houston Ship Channel. [Read More](#)

Native Ad #2

#3 Ad Banner 600 x 125



Leaders: Don't think you are that special
Leadership is not defined merely by being in charge of commanding the troops. A leader is responsible for recruiting, hiring, training, coaching, modeling, engaging, monitoring, motivating, anticipating, prioritizing, planning, evaluating, clarifying, adapting, envisioning, directing, disciplining, reinforcing, reporting, recognizing, budgeting and building alliances. [Read More](#)



North American shale has disrupted the world — in a good way
Its been a little over a decade since shale and its accompanying repercussions on global energy have made an unprecedented impact on not only the U.S. energy picture, but also the global energy picture. [Read More](#)

#4 Ad Banner 600 x 125



Valuable Resources

- **BIC Upcoming Webinar:** Montrose Environmental: Successful LDAR Program Strategies
- **BIC Upcoming Webinar:** Conco: Preventing heat exchanger failure
- **BIC OnDemand Webinar:** IVS: Let's make a deal
- **BIC OnDemand Webinar:** Blackline Safety: From gas detection and lone worker safety to STO efficiency

#5 Ad Banner 600 x 125

Featured Event or Sponsored Content

Upcoming Industry Events

- ABC Greater Houston Membership Breakfast - July 26, Houston, TX
- 11th Petrochem & Refinery Shutoffs and Turnarounds - July 30-August 1, Austin, TX
- SMRP Houston Chapter MaRS 2019 - August 7-9, Galveston, TX