

LEAD GENERATION NATIVE ADVERTISING

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



Dedicated Landing Page Example

TURNER INDUSTRIES Construction Equipment Fabrication Maintenance Turnarounds Specialty Services
ONE SOLUTION FOR YOUR SUCCESS

BIC MAGAZINE PETROCHEMICAL INDUSTRY

INDUSTRY SEGMENTS DEPARTMENTS EMPLOYERS RESOURCES EVENTS SUBSCRIBE ABOUT Q

Unmanned Aerial Vehicles Can Now Safely Access Confined Spaces, Help Increase Profits

SHARE ON: Print

NOTE: The sponsor of this content may contact you with more information on this topic. Click here to opt out from sharing your email address with this sponsor. (This link will not unsubscribe you from any other BIC email list.)

While there is no doubt people are essential to the heavy industrial workplace, there are many advantages to be gained by removing them from performing hazardous tasks such as inspecting above ground-level or in confined spaces. Imagine not having to shut down the piece of equipment you are inspecting and easily being able to make those inspections at a safe distance from operating equipment. By using Unmanned Aerial Vehicles (UAV), commonly referred to as drones, you can achieve this and reduce your OSHA exposure while increasing 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 inspectors. 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.

As a leader in heavy industrial solutions, Turner Industries stays on the cutting edge when it comes to new technology to benefit clients. When adding a new service, it is based on client need coupled with the latest technological innovations. As such, bringing the latest technology to its inspection and NDE services, Turner is introducing the most recent addition to its UAV fleet—the Elia Scout—the Elia drone, by Flyability.

Collision-tolerant, this drone is specifically designed to fly in confined spaces, making it possible to now access complex areas where drone use was simply impossible before. Because of its protective cage, the Elia is safe to fly close and even in contact with humans and its surrounding environment. It can be used when the plant is still in operation without risk of crash or injury. The Elia, together with four other drones, make Turner's UAV fleet able to handle even the most difficult inspection jobs, and handle them safely.

UAV inspection benefits:

- Safer** - Inspecting with drones is far safer than sending people out to do it, especially when heights and possibly weakened structures are involved.
- Faster** - Aerial inspections with drones are typically carried out in fewer hours or days than previous methods. Aerial inspections can also be requested, planned and performed in a much shorter turnaround time than conventional inspection methods.
- Cost-Effective** - Time is money. Some inspections typically require days or weeks to conduct and can call on multiple cranes, depending on the job. Drone technology provides a more cost-effective solution.

With the use of UAVs, Turner offers clients solutions that are cost-effective, high quality and well documented. In addition to flare-tip, pipeline and rooftop inspections, topography and 3-D mapping, the company's UAVs have gas-leak monitoring and detection capabilities.

The UAV cameras in Turner's fleet produce clear, high-resolution pictures with image quality of 4K high-definition video at up to 30 frames per second (fps) and 12-megapixel still photos. Infrared camera capabilities enable Turner's UAVs to detect cold spots and hot spots up to 350 degrees Celsius (662 degrees Fahrenheit) and provide high-sensitivity (50 mK) infrared scanning at 336/30 fps and MP4 video.

This sensitivity provides accurate temperature measurements ideal for analytics and telemetry available in 2K and 4K digital-zoom still photos in both jpeg and tiff formats.

Turner's remote control pilot licensed operators are compliant with all Federal Aviation Administration regulations for commercial operations. For a demonstration or price estimate, contact Turner Industries: turner@bicmag.com

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For more information:

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