

# VIDEO MARKETING: 2021 RATES & SPECS

## Tradeshaw 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

Direct inquiries to your account executive or:  
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