

# BICMAGAZINE.COM: 2021 RATES & SPECS

**Audience:** 40K 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.

Position	Size	Net per month		
		1x	6x	12x
#1 Top Leaderboard	970 x 90	\$2,420	\$2,320	\$2,090
#2 Leaderboard	970 x 90	\$1,990	\$1,890	\$1,750
#3, #4 & #5 Leaderboard	970 x 90	\$1,480	\$1,380	\$1,330
Right Rail Medium Rectangle	300 x 250	\$2,000	\$1,900	\$1,750
#6, #7 & #8 Small Rectangle	300 x 100	\$1,230	\$1,130	\$1,030
Floor Ad	970 x 90	\$3,420	\$3,320	\$2,510
Sponsored Content	Text, at least 500 words *Details above	\$1,800	\$1,600	\$1,400

## 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 shows a representative layout of the BICMagazine.com website. At the top is the #1 Top Leaderboard (970 x 90) featuring a large article about BASF construction chemicals. Below this are sections for #2, #3, #4, and #5 Leaderboards (970 x 90), which include articles on finding jobs, Supreme Court decisions, and Edelhoff Technologies. To the right of these sections are Right Rail Medium Rectangles (300 x 250) and Right Rail Small Rectangles (300 x 100) for various topics like oil prices, downtime reduction, and downstream growth. At the bottom is a Floor Ad (970 x 90) and a section for Sponsored Content. The layout is clean and professional, with a focus on industry news and analysis.

The image above is representative only. See BICMagazine.com for actual layout.