

NEW MEDIA, INDUSTRIAL MAPS AND POSTERS

Single-Sponsor E-Newsletter

- Single-sponsor e-newsletter with link to content
- E-newsletter will be sent second time to un-opens after 3 days
- Sponsor logo included in e-newsletter
- Distributed to targeted recipients
- Readers who click on email will visit dedicated landing page with Top Banner ad and Floor ad with links and 500-2,500 word story
- Landing page can be enhanced with images, graphics, charts, videos, links, etc.
- Additional promotion including social media
- Sponsor will receive email address or full contact info of all identifiable visitors to landing page (who do not opt-out)
- Sponsor will receive an advanced analytic report
- E-newsletter sent out on first, second or fourth Thursday of the month

Rate: \$6,500



Custom Targeted Research and Survey Sponsorship

- Client provides survey questions. BIC contributes and has final approval on content of the survey
- Survey disseminated to a targeted selection of BIC's audience via email
- The survey and the survey report will be branded as "The BIC Alliance Targeted Survey 2020, sponsored by _____"
- The survey report and summary article will be published and promoted with client branding via:
 - BIC Industry Report e-newsletter
 - BIC Resources Alert feature
 - BICMagazine.com sponsored content for two weeks
 - Landing page with survey report and summary article, call to action and sponsor's Top Banner ad and Floor ad
 - Social media promotion (up to 3 posts on LinkedIn over 60 days)
- Sponsor will receive email addresses and other available contact info of all survey participants and identifiable visitors to landing page (who do not opt-out)
- Quarter-page in BIC Magazine with sponsor logo and link to survey results

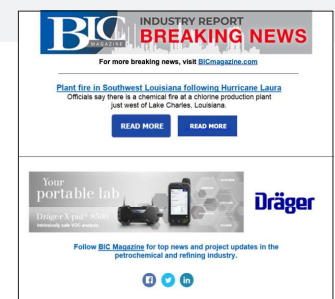
Rate: \$11,500



Breaking News Sponsorship

- Single-story e-newsletter with image and/or video
- Breaking News content may be a project announcement, industrial incident or other developing news
- File size 600 x 125
- Ad file due five business days before the start of the sponsorship; sponsor can submit new banner ad
- Frequency:
 - Six Breaking News e-blasts within 12-month period
 - Typically 1-2 per month, up to editor's discretion

Rate: \$2,500 per



Industrial Maps and Posters Sponsorship

- Brick ads (3.9" x 2.3") will border map with company logo, website and brief message
- Distribution of each map: 33,500 printed
- 30,000 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
- Bonus copies: Advertisers receive 50 extra folded posters for distribution

Rate: \$3,500 per brick ad

