**#1 Top Leaderboard (970 x 90)**

Homepage and run of site. Appears at the top of the page, immediately above the BIC header. Multiple advertisers rotate in one position. Minimum 15,000 impressions. Can include rich media, video or animation.

**#2, #3, #4 and #5 Leaderboards (970 x 90)**

Homepage only. One advertiser per position. Can include rich media, video or animation.

**Right Rail Medium Rectangles (300 x 250)**

Homepage and run of site. Multiple advertisers rotate among four positions. Can include rich media, video or animation.

**#6, #7 and #8 Right Rail Small Rectangles (300 x 100)**

Homepage and limited run of site. One advertiser per position. 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. Multiple advertisers rotate in one position. 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.

**In-Content Banner Ad (660x90)**

Appears in most articles on BICMagazine.com. Can include rich media, video and animation. Approximately 10,000 impressions per month per advertiser. Multiple advertisers may rotate in the position.

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Top Leaderboard</td>
<td>970 x 90</td>
<td>$2,600</td>
<td>$2,500</td>
<td>$2,300</td>
</tr>
<tr>
<td>#2 Leaderboard</td>
<td>970 x 90</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,750</td>
</tr>
<tr>
<td>#3, #4 &amp; #5 Leaderboard</td>
<td>970 x 90</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,350</td>
</tr>
<tr>
<td>Right Rail Medium Rectangle</td>
<td>300 x 250</td>
<td>$2,200</td>
<td>$2,100</td>
<td>$2,000</td>
</tr>
<tr>
<td>#6, #7 &amp; #8 Small Rectangle</td>
<td>300 x 100</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,050</td>
</tr>
<tr>
<td>Floor Ad</td>
<td>970 x 90</td>
<td>$3,750</td>
<td>$3,350</td>
<td>$2,750</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>Text, at least 500 words *Details above</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>In-Content Ad</td>
<td>660 x 90</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

**For more information:**

Direct inquiries to your account executive or:
Jeremy Osterberger, President and COO
jeremy@bicalliance.com  •  (281) 538-9996

For specifications, contact Heather Cavalier,
Digital Art Traffic Controller  •  heather@bicalliance.com

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**Audience:** 45K unique visitors per month, 80K 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.

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