OUR MISSION
To connect people in business and industry with one another for the betterment of all.

THREE WAYS TO GROW YOUR COMPANY:
1. Marketing and Sales
2. Hiring the Right People
3. Mergers and Acquisitions

BIC Alliance

BIC Recruiting places sales, sales management, operations management and executive management in the energy and industrial sector. Its extensive network of more than 30,000 contacts allows the division’s recruiters to find the best candidates for positions; in fact, more than half of BIC Recruiting’s placements come from direct referrals, a major differentiating factor between BIC Recruiting and other executive search firms.

IVS Investment Banking delivers premium financial transaction services to assist industrial business owners, primarily in the downstream sector. Our investment banking group has a wide array of skills and experience as a division of BIC Alliance. Since inception, the principals of IVS Investment Banking have completed 20 transactions of over $420 million in value.

BIC Media Solutions is the newest addition to BIC Alliance. BIC Media Solutions can offer you turnkey solutions to your digital video needs for product marketing, company branding or use at a trade show. In addition, BIC Media Solutions is a custom publisher for any books related to leadership, inspirational stories, and company anniversaries or histories.

BIC Magazine is America’s largest multi-industry, multi-departmental energy publication. Through all media, including print, digital and industry events, BIC reaches an audience of more than 80,000 per month. Key decision makers rely on BIC Magazine and BICMagazine.com to find solutions and suppliers for the challenges they face daily.
ARE YOU IN FRONT OF YOUR CUSTOMERS TODAY?
BIC MAGAZINE IS!

Leading companies that provide services and products to the industrial market use BIC Magazine to get their message in front of key decision makers. BIC is the preferred source for news, expansions and project announcements, new products, plant/site management, maintenance and reliability best practices, leadership and training, safety and other topics.

BIC MAGAZINE
- 6 issues a year featuring interviews, case studies, project profiles, best-practices articles
- 74,000 total reach is the largest readership of any multi-industry publication in North America
- Available in print and digital editions

E-NEWSLETTERS
- 22,000 subscribers
- Open rate: 20%
- Weekly top news including expansions and project announcements
- Event listings
- Best practices and solutions

BICMAGAZINE.COM
- 45,000 unique visitors per month
- 80,000 page views per month
- Top news and industry-related content daily
- New products and supplier news
- People going places
- Content appeals to several job functions: operations, safety, maintenance and reliability, purchasing, etc.

NATIVE ADS
- Generate leads for your sales team
- Establish expertise through problem-solving branded content

WEBINARS
- Harness the power of BIC’s loyal audience
- Full contact info of registrants provided
- Establish expertise in your discipline, service line or category

SOCIAL MEDIA
- 50,000+ followers and connections on company and staff pages
- Facebook, Twitter, YouTube and LinkedIn

VIDEOS
- Custom videos
- Logo sponsorship videos
- Trade show interviews

EVENT SPONSORSHIPS
- Sponsor one of BIC’s premier networking events
- Sponsor virtual events with industry leaders to showcase your company
- Attendee lists included with sponsorships
CIRCULATION BY DEPARTMENT

- Executives / Department Managers: 20%
- Maintenance, Construction & Projects: 16%
- Operations: 13%
- Plant Managers / Supervisors: 12%
- Health, Safety, Security & Environmental Engineers: 12%
- Human Resources / Training: 8%
- Other: 5%
- Other: 1%

- Purchasing / Procurement: 13%
- Oil & Gas Majors / Independents: 12%
- Power / Utilities: 8%
- EPCs, Service Companies & Suppliers: 5%
- Other: 1%

CIRCULATION BY INDUSTRY

- Refining / Chem / Petrochem (Downstream): 43%
- Pipeline / Terminals (Midstream): 23%
- Oil & Gas Majors / Independents: 17%
- Power / Utilities: 12%
- EPCs, Service Companies & Suppliers: 12%
- Other: 8%

INDUSTRY REACH

- Total Readership Per Issue: 74K
- Total Print Distribution Per Issue: 30K
- Inside Industry E-Newsletter Circulation: 22K
- Resources Alert E-Newsletter Circulation: 20K
- Unique Monthly Web Visitors: 45K
- Web Page Views Monthly: 80K
- Social Media Followers And Connections: 50K

*BIC Company and Staff pages

BICMediaKit.com
BUILD BRAND AWARENESS THROUGH CONTENT MARKETING

Recommend key leadership for executive, entrepreneur, or sales and marketing profiles so potential clients become familiar with key players in your company.

INDUSTRY PROFILES:
Nominate a particular plant manager; CEO; maintenance manager; superintendent; purchasing agent; health, safety and environment manager; or other executive in industry for a profile.

OTHER PROFILES:
Recommend key leadership for executive, entrepreneur, or sales and marketing profiles so potential clients become familiar with key players in your company.

EVENT COVERAGE:
Submit your company’s community outreach activity, open house or networking function photos to BIC Magazine, or a BIC contact will attend and cover the event.

GUEST ARTICLES:
Share your knowledge with colleagues and industry. Establish expertise by submitting a guest, technical knowledge or leadership article to become a resource.

“BIC Magazine has been an invaluable resource to the chemical industry.”

Hector L. Rivero
President and CEO
Texas Chemical Council and Association of Chemical Industry of Texas
BIC includes what our peers are up to, as well as articles on the future of oil, community and the latest technology.

Mohamed Elaoudiy
Projects Integration
Phillips 66

NEWS RELEASES:
Keep readers informed with Supplier News and New Products & Services, as well as safety milestones.

PEOPLE GOING PLACES:
Announce your new hires and staff promotions.

I’m eager to see what I’ll learn when the next issue arrives.

Jeremy Pretto
North American Site Logistics Reliability Manager
The Dow Chemical Company

CASE STUDIES:
Highlight projects and include testimonials from clients.

BIC IS YOUR MULTI-COMPANY NEWSLETTER
As a BIC Alliance member, you are assigned an editor and graphic designer to help produce content for your campaign. Our team will work with you to develop materials that communicate your marketing message in the most effective way possible. Think of your editor as a reporter on assignment to cover your company in print and online. This content can be used on your website, social media and as reprints for direct sales and trade shows to further spread your marketing message. This content is particularly valuable for lead generation … Content is king!
One of the great benefits of being a BIC Alliance member is the ability to participate in BIC Alliance's various networking opportunities over the course of the year. These events draw more than 600 people from owner/operators to potential subcontractors and service companies. BIC’s crawfish boil is held in the spring in La Porte, Texas. Our newest event is the fish fry held in the fall. As a BIC Alliance member, you can send personnel to the events.

BIC Alliance and the Economic Alliance Houston Port Region host industrial procurement networking breakfasts twice a year. Purchasing and procurement professionals from owner/operators as well as EPC contractors participate as panelists. BIC moderates the panel. Previous panelists included representatives from ExxonMobil, Flint Hills Resources, Air Products, LyondellBasell, Enterprise Products, Jacobs, Dow and Shell. Events are hosted remotely as needed.

Get the most out of BIC face-to-face and virtual events by being a sponsor. Event sponsorships offer high visibility and access to the entire attendee list, along with contact information after the event. During the events, sponsors can interact with attendees.

For more information:
Direct inquiries to your account executive or:
Jeremy Osterberger, President and COO
jeremy@bicalliance.com • (281) 538-9996
We were vetted for a project through a company that saw our advertisement in BIC. Once vetted, we quoted and negotiated a multimillion-dollar project. To say the least, our investment with BIC has been paid back many times over. The exposure we’ve received through our ads, editorials and other announcements has been phenomenal. Advertising with BIC has been the best marketing decision I’ve made so far.

Matt Taylor
Managing Partner
CIMA Services LP

Advertising – Build your brand in BIC Magazine and generate a call to action.

Content – Speak directly to buyers by telling your stories about projects, services and products. Use third-party testimonials and case studies to effectively gain the attention of prospects. Publish company news related to products, services, expansions, new hires and promotions, awards, events and more. Submit guest articles to establish expertise and dominate your category.

Editorial Support – Work with BIC’s staff to develop materials that communicate your message effectively.

As far as reaching the industrial market, I don’t think there is a better way to get your message to the real decision makers. I see BIC everywhere I go. Ohmstede has used all sorts of guest articles, case studies and press releases, and has been advertising with great success. We have also utilized the gift subscription program and BIC’s database, which is second to none. Whether I’m planning out the year or if I’m in need of assistance from the road, I can count on a prompt and accurate response.

Buddy Tucker
Vice President of Sales and Marketing
Ohmstede

Print Plus – Drive your target audience to your website through BIC’s digital edition, and publish your content on BICMagazine.com landing pages to raise your website’s page rank. All pages of BICMagazine.com are optimized for search.

Social Media – Share content published in BIC Magazine on social media to attract more followers.

Lead Generation – Access the most extensive database in the industry to generate sales opportunities. Work closely with BIC’s team and your sales management team for account-based marketing efforts.

Direct Mail – Send complimentary gift subscriptions and digital editions of BIC Magazine along with a customized message to your clients or prospects.

Bonus Distribution – Keep your marketing message in front of decision makers at conferences and industrial trade shows throughout the country. BIC has a strong presence at more than 40 industrial conferences and events.

VALUE-ADDED SERVICES

• Priority press releases and editorial
  – Company achievements/awards and news releases
  – New products/services announcements
  – Promotions/new employees
  – Guest articles
  – Entrepreneur/Executive/Sales & Marketing profile
• Recommendation of a CEO/Plant Manager Profile in Industry

• Access the BIC Alliance database for lead generation
• Gift subscriptions of BIC Magazine for your clients and prospects
• Online publication of your BIC Magazine content with links to your site
• BIC Alliance Member Directory listing
• Event coverage (trade shows, hospitality functions, open houses, etc.)
• Network at BIC Alliance hospitality functions
Webinar Overview:

• Sponsor selects the topic and provides the content and speakers
• Sponsor provides up to three speakers to present virtually, typically 30-40 minutes, with 5-10 minutes for Q&A
• Sponsor prepares all PowerPoints, videos and screen shares for presentation
• Attendees may be polled during the presentation
• BIC provides presenter training on the webinar platform prior to the event
• BIC provides a moderator if requested
• BIC provides the webinar platform, online registration process and promotion
• Sponsor is encouraged to co-promote the webinar

Qualified Lead Generation:

• Sponsor receives full contact data of all registrants after the webinar
• Sponsor may provide 1-2 questions for the registration form; answers included in registrant data
• Summary of the webinar metrics and promotional analytics provided

Who Is Watching:

• Plant/Operations Manager – Kuraray
• Health, Safety & Environmental Director – Valero
• Procurement Manager – NRG
• Turnaround Manager – Shell
• Maintenance & Reliability Manager – Sasol
• Project Manager – Fluor

*Company name and job titles reflect registrants of past webinars

Rates for Complete Webinar Package:

• 1X - $8,500
• 2X or more - $7,500 per webinar

Industry Insight Roundtable:

A new series of editorial driven virtual roundtables featuring industry leaders discussing hot topics in the energy sector. Led by BIC Alliance executives, each event draws hundreds of viewers interested in the trends that will have significant impact on their plants and facilities. Sponsorships available. $4,500 per event.

Margaret Dunbar
VP of Marketing
Montrose Environmental Group

We have produced several webinars with BIC on LDAR, Fenceline Monitoring, and other topics related to Montrose Environmental Group’s integrated services to the oil & gas, chemical and energy markets. The audiences for the webinars have been right on target, highly engaged and a source of excellent leads. We also are very impressed with BIC’s marketing of our webinars and our company brand.

For more information:

Direct inquiries to your account executive or:
Jeremy Osterberger, President and COO
jeremy@bicalliance.com • (281) 538-9996
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)
- Up to 100+ total page views

See Native Ad examples here.

Rate:
$5,100 Native Ad #1
$3,750 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

For more information:
Direct inquiries to your account executive or:
Jeremy Osterberger, President and COO
jeremy@bicalliance.com  •  (281) 538-9996
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: Virtual or face-to-face in BIC’s Houston office, client’s office or other agreed-upon location in Houston area
- 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, YouTube and/or Twitter
- Completion time: 14 working days
- Review: Client will approve videos prior to posting
- Ownership: Client has ownership of video file and raw footage

Rate: $5,000

Industry Video Sponsorship

- Sponsor logo will be layered over 4 videos that BIC Magazine produces for social media and BICMagazine.com
- Video subject matter is typically an interview with owner/operator, association or conference leader, industry influencer, EPC firm or a major contractor
- Videos promoted through BIC e-newsletters, BIC website, and social media. Inquire for current average impressions
- Link to sponsor’s website included in the caption of the video
- Videos are selected by BIC’s video team
- Videos will run within one year of contract approval
- Podcast: BIC may convert video to podcast with voiceover mention of sponsor’s name

Rate: $4,000 (4 videos)

Tradeshow/Executive Interview

- Conference/tradeshow booth or virtual interview, up to 3 minutes
- Webpage with descriptive copies and edited video that includes interview, logo, image and B-roll
- Link to sponsor’s website included in the caption of the video
- Video complete within 24-48 hours from receipt of sponsor materials
- Limited approval prior to posting
- Videos will be posted to social media and BICMagazine.com

Rate: $2,000

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

Rate Per Insertion

<table>
<thead>
<tr>
<th>Insertion</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,400</td>
<td>$6,000</td>
<td>$5,600</td>
</tr>
<tr>
<td>Jr Page (Island)</td>
<td>$5,700</td>
<td>$5,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,400</td>
<td>$4,100</td>
<td>$3,700</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,600</td>
<td>$2,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>Prime Positions*</td>
<td>$7,200</td>
<td>$6,900</td>
<td>$6,600</td>
</tr>
</tbody>
</table>

*Front pages 2–6 and back pages 2–4.

PRINT PLUS: Client’s ad and editorial will be published in BIC Magazine’s digital edition, and the editorial on BICMagazine.com, optimized for search.

FRONT COVER CAMPAIGN

Front Cover Issue: $30,500 (1x) $30,500
Full-Page: $5,300 (5x) $26,500
Total Investment: (6x) $57,000

FRONT COVER ISSUE INCLUDES: Front cover, full-page ad, 2 pages of editorial and pictures, front cover teaser, 500 reprints, selection of “hook” article on page facing cover story, and cover story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

BACK COVER CAMPAIGN

Option A
- Back Cover Issue: $13,200 (1x) $13,200
- Full-Page: $5,300 (5x) $26,500
- Total Investment: (6x) $39,700

Option B
- Back Cover Issue: $13,200 (1x) $13,200
- Full-Page: $6,000 (3x) $18,000
- Total Investment: (4x) $31,200

BACK COVER ISSUE INCLUDES: Back cover, full-page ad, full page of editorial and pictures, front cover teaser, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

4-PAGE COLOR INSERT CAMPAIGN

Option A
- 4-Page Color Insert: $20,400 (1x) $20,400
- Full-Page: $5,300 (5x) $26,500
- Total Investment: (6x) $46,900

Option B
- 4-Page Color Insert: $20,400 (1x) $20,400
- Full-Page: $6,000 (3x) $18,000
- Total Investment: (4x) $38,400

INSERT ISSUE INCLUDES: 4-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

2-PAGE COLOR INSERT CAMPAIGN

Option A
- 2-Page Color Insert: $15,300 (1x) $15,300
- Full-Page Color: $5,300 (5x) $26,500
- Total Investment: (6x) $41,800

Option B
- 2-Page Color Insert: $15,300 (1x) $15,300
- Full-Page Color: $6,000 (3x) $18,000
- Total Investment: (4x) $33,300

INSERT ISSUE INCLUDES: 2-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

Billing: Insertions to be billed upon publication, NET 10 days. Front cover insertions are to be prepaid 30 days prior to publication.
### 2021 Editorial Calendar

**BIC Media Kit**

**BIC Magazine**

#### Bonus Distribution*

<table>
<thead>
<tr>
<th>January/February</th>
<th>Editorial Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE: 11/20/20</td>
<td>• Domestic Energy Outlook&lt;br&gt;• Pipeline Inspection &amp; Repair&lt;br&gt;• Environmental Compliance&lt;br&gt;• Wastewater Management&lt;br&gt;• Asset Integrity Management&lt;br&gt;• Safety Compliance&lt;br&gt;• Maintenance Programs&lt;br&gt;• LMG Sector Report&lt;br&gt;• Demolition &amp; Civil Construction&lt;br&gt;• Downstream Digital Transformation</td>
</tr>
<tr>
<td>• Aboveground Storage Tank Conference &amp; Trade Show&lt;br&gt;• IC Health/Safety/Environmental Conference&lt;br&gt;• IADC Sustainability Conference &amp; Exhibition&lt;br&gt;• International Pipeline Pigging &amp; Integrity Management Conference&lt;br&gt;• LNG USA Summit</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>March/April</th>
<th>Editorial Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE: 1/19/21</td>
<td>• Corrosion Protection&lt;br&gt;• New Safety Products&lt;br&gt;• Petrochemical Outlook&lt;br&gt;• Turnaround Execution&lt;br&gt;• Plant Automation&lt;br&gt;• Mechanical Integrity&lt;br&gt;• Safety Supplier Focus&lt;br&gt;• SynGas Report&lt;br&gt;• Midstream Project Update&lt;br&gt;• Plant Optimization&lt;br&gt;• Tank Storage Solutions&lt;br&gt;• Power Plant Maintenance</td>
</tr>
<tr>
<td>• CERAWeek by IHS Markit&lt;br&gt;• POWERGEN International&lt;br&gt;• Waste Management (WM) Symposium&lt;br&gt;• SynGas&lt;br&gt;• NACE CORROSION&lt;br&gt;• AFPM Annual Meeting&lt;br&gt;• World Petrochemical Conference&lt;br&gt;• AFPM International Petrochemical Conference&lt;br&gt;• AIChE Spring Meeting and Global Congress on Process Safety&lt;br&gt;• AFPM Labor Relations/Human Resources Conference&lt;br&gt;• Plant Maintenance, Inspection and Engineering Society’s Expo&lt;br&gt;• Cooling Technology Institute Annual Conference</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>May/June</th>
<th>Editorial Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE: 3/15/21</td>
<td>• Turnarounds and Shutdowns&lt;br&gt;• Environmental Technologies&lt;br&gt;• Safety Product Highlights&lt;br&gt;• Lifting &amp; Rigging Equipment&lt;br&gt;• Tank &amp; Terminal Projects&lt;br&gt;• Downstream EPC&lt;br&gt;• Refinery Expansion Update&lt;br&gt;• Process Safety Management&lt;br&gt;• Liquid Storage &amp; Transportation&lt;br&gt;• Drone Applications&lt;br&gt;• Plant Inspections</td>
</tr>
<tr>
<td>• Downstream Exhibition &amp; Conference&lt;br&gt;• World of Concrete&lt;br&gt;• ILTA International Operating Conference &amp; Trade Show&lt;br&gt;• OSHA Region VI VPPPA Annual Safety &amp; Health Conference&lt;br&gt;• RetComm Galveston&lt;br&gt;• TCEQ’s Environmental Trade Fair &amp; Conference&lt;br&gt;• NSC Southern Conference &amp; Expo&lt;br&gt;• ASSP Safety Professional Development Conference &amp; Exposition&lt;br&gt;• Environmental, Health &amp; Safety Seminar&lt;br&gt;• Offshore Technology Conference&lt;br&gt;• Energy Drone &amp; Robotics Summit&lt;br&gt;• International Fuel ethanol Workshop &amp; Expo&lt;br&gt;• Underground Construction Technology International Conference &amp; Exhibition&lt;br&gt;• WWETT Show-Water &amp; Wastewater Equipment</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>July/August</th>
<th>Editorial Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE: 5/17/21</td>
<td>• Industrial Fire Training&lt;br&gt;• Scaffold Solutions&lt;br&gt;• Petrochemical Project News&lt;br&gt;• Plant Maintenance &amp; Reliability&lt;br&gt;• Project Controls&lt;br&gt;• Natural Gas Report&lt;br&gt;• OSHA Report</td>
</tr>
<tr>
<td>• Texas A&amp;M Annual Industrial School Vendor Show&lt;br&gt;• ASME Power Conference&lt;br&gt;• SMRP Houston Chapter’s Maintenance &amp; Reliability Symposium&lt;br&gt;• VPPPA Safety+ Symposium&lt;br&gt;• Scaffold &amp; Access Industry Association Convention &amp; Expo</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>September/October</th>
<th>Editorial Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE: 7/19/21</td>
<td>• Capital Projects Forecast&lt;br&gt;• Storage Tank Repair&lt;br&gt;• Scaffold Improvement&lt;br&gt;• Turnaround Management&lt;br&gt;• Refinery Digitalization&lt;br&gt;• Contractor Safety&lt;br&gt;• Turbomachinery Maintenance&lt;br&gt;• Crane &amp; Rigging&lt;br&gt;• Facility Maintenance&lt;br&gt;• Emergency Response &amp; Risk Mitigation&lt;br&gt;• Industrial Cleaning Technology</td>
</tr>
<tr>
<td>• ECC’s PerspECtives Conference&lt;br&gt;• WUTA Conference &amp; Expo&lt;br&gt;• Economic Alliance Houston Port Region Gulf Coast Industry Forum&lt;br&gt;• Society of Petroleum Engineers Annual Technical Conference&lt;br&gt;• Louisiana Safety &amp; Health Conference&lt;br&gt;• National Safety Council Congress &amp; Expo&lt;br&gt;• APFM Summit&lt;br&gt;• WEFTEC-Water Environment Federation Technical Exhibition&lt;br&gt;• API Storage Tank Conference &amp; Expo</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>November/December</th>
<th>Editorial Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE: 9/20/21</td>
<td>• Chemical Industry Update&lt;br&gt;• Equipment Monitoring &amp; Repair&lt;br&gt;• Fire Safety Improvements&lt;br&gt;• Petrochemical &amp; Maritime Industry News&lt;br&gt;• Industrial Cleaning Equipment&lt;br&gt;• Reuse and Circular Economy&lt;br&gt;• Refinery Asset Reliability&lt;br&gt;• Shale Gas Update</td>
</tr>
<tr>
<td>• National Aboveground Storage Tank Conference &amp; Trade Show&lt;br&gt;• Coatings+&lt;br&gt;• CLEAN GULF&lt;br&gt;• WASTECON&lt;br&gt;• International WorkBoat Show &amp; Conference&lt;br&gt;• AIChE Annual Meeting&lt;br&gt;• ASNT Annual Conference&lt;br&gt;• Turbomachinery &amp; Pump Symposia&lt;br&gt;• IADC Annual General Meeting</td>
<td></td>
</tr>
</tbody>
</table>

*Subject to change
**Audience**

Subscribers include decision makers in the Refining, Petrochem, Industrial Construction, Pipelines, Tanks and Terminals, O&G Exploration and Production, Power Generation industries as well as contractors and EPC companies. Circulation is approximately 22,000. Average open rate is 20% per issue.

**Content**

Profiles of industry leaders, project updates, news and analysis, guest articles, Hot Jobs, upcoming industry events, and featured resources and video. Mobile-optimized design.

Recent Issues: [www.bicenewsletter.com](http://www.bicenewsletter.com)

**Frequency**

Every Tuesday and special editions. Ask your account executive for availability.

---

### Net per issue

<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 Banner Ad</td>
<td>600 x 125</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
</tr>
<tr>
<td>#2 Ad Banner</td>
<td>600 x 125</td>
<td>$1,800</td>
<td>$1,750</td>
<td>$1,650</td>
</tr>
<tr>
<td>#3 Ad Banner</td>
<td>600 x 125</td>
<td>$1,300</td>
<td>$1,250</td>
<td>$1,200</td>
</tr>
<tr>
<td>#4 Ad Banner</td>
<td>600 x 125</td>
<td>$1,300</td>
<td>$1,250</td>
<td>$1,200</td>
</tr>
<tr>
<td>#5 Ad Banner</td>
<td>600 x 125</td>
<td>$1,300</td>
<td>$1,250</td>
<td>$1,200</td>
</tr>
<tr>
<td>#1 Native Ad</td>
<td>Details Below</td>
<td>$1,800</td>
<td>$1,750</td>
<td>$1,650</td>
</tr>
<tr>
<td>#2 Native Ad</td>
<td>Details Below</td>
<td>$5,100</td>
<td>$4,950</td>
<td>$4,700</td>
</tr>
<tr>
<td>#1 Native Ad #2</td>
<td>Details Below</td>
<td>$5,100</td>
<td>$4,950</td>
<td>$4,700</td>
</tr>
<tr>
<td>#2 Native Ad #2</td>
<td>Details Below</td>
<td>$3,750</td>
<td>$3,500</td>
<td>$3,300</td>
</tr>
</tbody>
</table>

**Specs**

40k max file size, PDF, PNG, JPEG

Static ads only; dynamic ads may not render properly.

Featured Event: Summary of an upcoming event, up to 50 words, plus full description up to 250 words on BICMagazine.com’s events page, and a link to the event’s page.

Sponsored Content: Article with headline and up to 50-word description within the one E-Newsletter, plus full description on BICMagazine.com.

Native Ads: #1 (second story) #2 (fourth story). Text, at least 500 words; with link to custom landing page on BICMagazine.com. Landing page with top banner ad and floor ad. Spec: BICNativeAd.com

Advertiser provides all text, ad files and links.

---

**For more information:**

Direct inquiries to your account executive or:

Jeremy Osterberger, President and COO
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

---

**Valuable Resources**

- **BIC Video:** Roger Guenther discusses the future of Port Houston
- **BIC Website:** New Products and Services
- **Upcoming Webinar:** Conoco’s mechanical heat exchanger tube cleaning with wet and dry applications
- **BIC Podcast:** Best practices for creating a drone program

**Upcoming Industry Events**

- ABC Greater Houston Membership Breakfast - July 26, Houston, TX
- 11th Petrochem & Refinery Shutdowns and Turnarounds - July 30-August 1, Austin, TX
- SMRP Houston Chapter MaRS 2019 - August 7-9, Galveston, TX
**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.

### #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*</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

*Details above

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

Comprising the most engaged consumers of BIC’s digital products, BIC Monthly Resources Alert subscribers include decision makers in the Refining, Petrochem, Industrial Construction, Pipelines, Tanks and Terminals, O&G Exploration and Production, and Power Generation industries as well as contractor and EPC companies. Circulation is approximately 20,000. Average open rate is 20%.

Content

BIC Monthly Resources Alert showcases webinars, videos, whitepapers, conferences and events within the downstream oil & gas industry. Subscribers receive valuable information that applies directly to their day-to-day responsibilities including new technology, industry trends and solutions, operational excellence, occupational safety and health, environmental and risk management, and regulatory compliance.

Recent Issues: www.bicalert.com

Frequency

Second Thursday of every month. Ask your account executive for availability.

### Position | Size | 1x | 6x | 12x
--- | --- | --- | --- | ---
#1 Ad Banner | 600 x 125 | $2,000 | $1,900 | $1,800
#2 Ad Banner | 600 x 125 | $1,800 | $1,750 | $1,650
#3 Ad Banner | 600 x 125 | $1,300 | $1,250 | $1,200

Advertisers in #1 Banner or #2 Banner positions have the option to run a Featured Product.

Specs

40k max file size, PDF, PNG, JPEG

Static ads only; dynamic ads may not transmit properly in some clients’ email.

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

WEBINAR
Digital reliability: 24/7 real-time machinery diagnostics
OnDemand
When it comes to the reliability of equipment in process facilities, it is imperative that operators, managers and maintenance teams have a clear picture of each machine’s health in real time. A paradigm shift is taking place — early detection and identification of issues are far superior to sudden equipment failures. What does this mean for your facility?

WEBINAR
Does combining ultrasonic cleaning with hydroblasting really make a difference?
OnDemand
Trying to decide if ultrasonic cleaning of heat exchangers is worth a try? In this webinar, using a simplified plant model, the presenters briefly introduce and demonstrate how cleaning has a huge impact on the bottom line for refineries and chemical plants.

ABC National’s 2020 Young Professional of the Year: Brandon Mabile
Associated Builders and Contractors announced Brandon Mabile, business development manager of Performance Contractors, Houston, received ABC’s 2020 Young Professional of the Year Award.

CLEAN AS NEW intro and services
CLEAN AS NEW combines Tech Sonic ultrasonic cleaning technology with hydroblasting to clean heat exchangers and parts to a like-new condition.

COVID-19 Decon: Three-step prep for return to work
While the country and the rest of the world are still dealing with the enduring effects of the COVID-19 pandemic and businesses are doing their best to ride out the storm, the team at Apache Services is working diligently.

BIC Magazine’s Weekly Industry Report
Stay informed — sign up for our weekly e-newsletter, containing the latest in oil and gas news and analysis, profiles of industry leaders, guest articles and other resources provided exclusively by BIC Magazine.

BIC Recruiting’s Monthly Candidate Report
Whether you’re searching for your next dream job or your next key employee, our monthly newsletter will share valuable insights into the oil and gas job market.
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

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