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 for one year
- 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