

# VIDEO MARKETING 2021 RATES & SPECS

## 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)



## Tradeshows/Executive Interview

- Conference/tradeshows 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:  
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