

# BICMAGAZINE.COM 2021 RATES & SPECS

**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)

(Plus mobile ad back-up sizes of 728x90 and 300x100.)

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 animated GIFs or HTML5.

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

(Plus mobile ad back-up sizes of 728x90 and 300x100.)

Homepage only. One advertiser per position. Can include animated GIFs or HTML5.

## Right Rail Medium Rectangles (300 x 250)

(Plus mobile ad back-up size of 300x100.)

Homepage and run of site. Can include animated GIFs or HTML5. Approximately 20,000 impressions per month per advertiser. Multiple advertisers may rotate in the position.

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

Homepage and limited run of site. One advertiser per position. Can include animated GIFs or HTML5.

## Floor Ad (970 x 90)

(Plus mobile ad back-up sizes of 728x90 and 300x100.)

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)

(Plus mobile ad back-up sizes of 480x90 and 300x100.)

Appears in most articles on BICMagazine.com. Can include animated GIFs or HTML5. Approximately 15,000 impressions per month per advertiser. Multiple advertisers may rotate in the position.

### Net per month

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

## 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

The image shows a representative layout of the BIC Magazine website. It features a top navigation bar with the BIC logo and 'MAGAZINE' text. Below the navigation, there are several content sections: 'LATEST NEWS' with a large article titled 'CITGO Lake Charles update' and a 'Commodities' table; 'EXPANSIONS' with articles on U.S. energy imports and exports, and Petrochemical owner-contractor business models; 'BIG & INDUSTRY VIDEOS' featuring a video about CPChem Cedar Bayou; 'EXECUTIVE PROFILES' with portraits of industry leaders; 'PEOPLE GOING PLACES' with news about executive appointments; 'BIG ATTENDS' with photos of industry events; 'FROM BIC ALLIANCE MEMBERS' with articles on procurement strategies and downtime reduction; and 'CURRENT ISSUE' showing the magazine cover. On the right side, there are several 'Right Rail' ad placements of different sizes (Medium Rectangle 300 x 250 and Small Rectangle 300 x 100). At the bottom, there is a 'Floor Ad' section. The entire layout is enclosed in a blue rounded rectangle.

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