

# CUSTOM AND SINGLE-SPONSOR MARKETING

## Single-Sponsor E-Newsletter

- Single-sponsor e-newsletter with summaries and images for 1-3 sponsor-supplied articles
- E-newsletter has one banner ad from the sponsor
- Each article links to a dedicated landing page with the full story (up to 2,500 words), images, video, and two sponsor banners
- Distributed to 2,000-6,000 BIC subscribers within the sponsor's target group; a second time to recipients who didn't open the first
- Additional promotion, including social media
- Landing page can be enhanced with images, graphics, charts, videos, links, etc.
- Sponsor will receive emails and contact info for visitors to landing page who do not opt-out

Rate: \$6,500 depending on project scope.



## 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:
  - o BIC Industry Report e-newsletter
  - o BIC Resources Alert feature
  - o BICMagazine.com sponsored content for two weeks
  - o Landing page with survey report and summary article, call to action and sponsor's Top Banner ad and Floor ad
  - o 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 depending on project scope.



## 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: There are typically 6-8 Breaking News e-blasts per year.

Rate: \$2,500 per



### For more information:

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