

# BIC MONTHLY RESOURCES ALERT RATES & SPECS

## 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](http://www.bicalert.com)

## Frequency

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

Net per issue				
Position	Size	1x	6x	12x
#1 Ad Banner	600 x 125	\$2,150	\$2,050	\$1,900
#2 Ad Banner	600 x 125	\$1,900	\$1,850	\$1,750
#3 Ad Banner	600 x 125	\$1,400	\$1,350	\$1,300
#4 Ad Banner	600 x 125	\$1,400	\$1,350	\$1,300
Featured Video or Featured Product	Details Below	\$1,800	\$1,750	\$1,650

## Banner Ad Specs

40k max file size, PDF, PNG, JPEG

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

## Featured Product Specs

- Headline (up to 12 words) and synopsis (up to 50 words).
- Image (PNG or JPEG, min. 300x250, min. 72 dpi, max file size 5 MB), no videos.
- If product is being linked to sponsor's page: URL for landing page.
- If BIC is hosting the product article: Description (can be same as synopsis, or a different description up to 200 words). Can include embedded links, and a second image (optional).

## For more information:

Direct inquiries to your account executive or:  
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For specifications, contact Brad Martin,  
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### [Harnessing the viral nature of an idea](#)

What new idea, if adopted across your group, would drastically improve performance and culture? Is your culture intentionally and constantly injecting itself with new ideas and ways of thinking, rather than adopting a best practice and discontinuing the search for a better way? There will always be a better way, and it begins with someone having a new idea about how to approach today's problems.

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### [Chevron discusses upcoming ECC Conference](#)

Jim Craig, Senior Engineering Advisor, Chevron, discusses upcoming ECC conference that will exchange ideas and establish new networks with the biggest players in the engineering and construction industries.

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### [Optimize heat exchanger performance, reduce wastewater and maintenance costs](#)

Learn how to simplify the maintenance of heat exchangers in your industrial facility, and the best methods to quickly and efficiently return them to peak performance.

[Watch »](#)

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