

Audience

58K unique visitors per month, 94K 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.

AD BANNERS AND SPONSORED CONTENT

#1 Top Leaderboard (970x90)

(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. Can include animated GIFs or HTML5. Minimum of 20,000 impressions per month per advertiser. Multiple advertisers rotate in one position.

#2, #3, #4 and #5 Leaderboards (970x90)

(Plus mobile ad back-up sizes of 728x90 and 300x100)
Homepage only. Can include animated GIFs or HTML5. Minimum of 8,000 impressions per month. One advertiser per position.

Right Rail Medium Rectangles (300x250)

(Plus mobile ad back-up size of 300x100)
Homepage and run of site. Can include animated GIFs or HTML5. Minimum of 20,000 impressions per month per advertiser. Multiple advertisers rotate in the positions.

#6, #7 and #8 Right Rail Small Rectangles (300x100)

Homepage and limited run of site. Can include animated GIFs or HTML5. Minimum of 7,000 impressions per month. One advertiser per position.

Floor Ad (970x90)

(Plus mobile ad back-up sizes of 728x90 and 300x100.)
Homepage and run of site. Fixed ad at the bottom of the browser that remains in the users' view during scrolling. Ad converts to a fixed bottom leaderboard when closed. Minimum of 20,000 impressions per month per advertiser. Multiple advertisers rotate in one position.

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.

Sponsored Content

Home page top right rail: image and headline. Links to dedicated landing page with 500-2,500 word article, plus Top Leaderboard and Floor Ad, exclusive to sponsor on that landing page.

AD UNITS AND NET RATES				
Position	Size	1x	6x	12x
#1 Top Leaderboard	970x90	\$2,800	\$2,650	\$2,450
#2 Leaderboard	970x90	\$2,150	\$2,050	\$1,900
#3, #4 & #5 Leaderboard	970x90	\$1,600	\$1,500	\$1,450
Right Rail Medium Rectangle	300x250	\$2,350	\$2,250	\$2,150
#6, #7 & #8 Small Rectangle	300x100	\$1,350	\$1,250	\$1,150
Floor Ad	970x90	\$4,000	\$3,550	\$3,000
In-Content Ad	660x90	\$2,100	\$2,000	\$1,900
Sponsored Content	Text, at least 500 words *Details above	\$1,900	\$1,700	\$1,500

Deadline: All content and ad files due 10 days before publish date. Max file size for banners: 1MB. Submit files to Brad Martin, bmartin@bicalliance.com.

The screenshot shows the BIC Magazine website interface with several ad units highlighted:

- #1 Top Leaderboard 970x90:** Located at the top of the page, below the navigation bar.
- #2 Leaderboard 970x90:** Located below the main content area, featuring a large image and headline.
- Right Rail Medium Rectangle 300x250:** Located on the right side of the page, adjacent to the main content.
- #3 Leaderboard 970x90:** Located below the main content area, featuring a smaller image and headline.
- Executive Profiles:** A section featuring headshots and names of industry executives.
- #4 Leaderboard 970 x 90:** Located below the executive profiles, featuring a grid of small images.
- People Round Faces:** A section featuring headshots of industry professionals.
- #5 Leaderboard 970x90:** Located below the people round faces, featuring a grid of small images.
- BIC Alerts:** A section featuring small images and headlines related to industry alerts.
- Right Rail Small Rectangles 300x100:** Located on the right side of the page, below the medium rectangles.
- Floor Ad 970x90:** Located at the bottom of the page, featuring a large image and headline.