

INDUSTRY
REPORT

#1 Top Banner Ad
600x125

Shell's Deer Park, Texas, refinery restarting large crude unit
Royal Dutch Shell Plc began restarting the large crude distillation unit (CDU) at its 318,000 barrel-per-day (bpd) Deer Park, Texas, joint-venture refinery, said sources familiar with plant operations. [Read More](#)

Native Ad #1

#2 Ad Banner
600x125

Harvest Midstream completes Ingleside pipeline
Harvest Midstream Company has completed the new Ingleside pipeline, a 24-mile, 24-inch oil pipeline that will originate from the Harvest Midway terminal. [Read More](#)

Native Ad #2

#3 Ad Banner
600x125

Ray Rigdon helps fulfill Phillips 66's mission at Alliance Refinery
As the general manager of Phillips 66's Alliance Refinery, Ray Rigdon is responsible for the overall operation of the refinery and devotes his time to ensuring the site meets all its business, safety and environmental metrics. [Read More](#)

Asset performance management with Invista's Ken Stevens
Jeremy Osterberger of BIC Alliance and BIC Magazine visits with Ken Stevens, Director of Mechanical Reliability for Invista, to talk about asset performance management and how Invista is transforming how its manufacturing technicians interface with process and assets. [Read More](#)

#4 Ad Banner
600x125

Valuable Resources

- **BIC Video:** Roger Guenther discusses the future of Port Houston
- **BIC Website:** New Products & Services
- **Upcoming Webinar:** Conoco's mechanical heat exchanger tube cleaning with wet and dry applications
- **BIC Podcast:** Best practices for creating a drone program

#5 Ad Banner
600x125

Featured Event or Sponsored Content

Upcoming Industry Events

- ABC Greater Houston Membership Breakfast - July 26, Houston, TX
- 11th Petrochem & Refinery Shutdowns and Turnarounds - July 30-August 1, Austin, TX
- SMPF Houston Chapter M&RS 2019 - August 7-9, Galveston, TX

Content

Profiles of industry leaders, project updates, news and analysis, guest articles, Hot Jobs, upcoming industry events, and featured resources and video. Mobile-optimized design.

Audience

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 contractors and EPC companies. Circulation is approximately 15,000. Average open rate is 30% per issue.

Frequency

Every Tuesday and Thursday. (Every Tuesday in July and August)

AD UNITS AND NET RATES

Position	Size	1x	6x	12x
#1 Top Banner	600x125	\$2,150	\$2,050	\$1,900
#2 Ad Banner	600x125	\$1,900	\$1,850	\$1,750
#3 Ad Banner	600x125	\$1,400	\$1,350	\$1,300
#4 Ad Banner	600x125	\$1,400	\$1,350	\$1,300
#5 Ad Banner	600x125	\$1,400	\$1,350	\$1,300
Featured Event, Featured Video or Sponsored Content	See Specs Box	\$1,900	\$1,850	\$1,750
#1 Native Ad	See Specs Box	\$5,400	\$5,200	\$5,000
#2 Native Ad	See Specs Box	\$4,000	\$3,800	\$3,600

Also Available: BIC 6

Exclusive e-newsletter sponsorship featuring top stories of the month from BICMagazine.com. See Custom Marketing on page 15 for more information.

SPECS

Banner Ad: Size 600x125. 40KB max. file size, PDF, PNG, JPEG

Static ads only; dynamic ads do not render properly on all platforms.

Featured Event: Summary of an upcoming event, up to 50 words, plus full description up to 250 words on BICMagazine.com's events page, and a link to the event's page.

Featured Video: Teaser image, 50-word description, headline of video, URL link to the video, or .mp4 video file to upload to our YouTube channel.

Sponsored Content: Article with headline and up to 50-word description within the one e-newsletter, plus full description on BICMagazine.com.

Native Ads: #1 (second story) #2 (fourth story). Text (at least 500 words); with link to custom landing page on BICMagazine.com. Landing page with top banner ad and floor ad.

Advertiser provides all text, ad files and links.

Deadline: All content and ad files due 10 days before publish date. Submit files to Brad Martin, bmartin@bicalliance.com.

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