



[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.  
[Read more >](#)

#1 Ad Banner  
600x125



**FEATURED PRODUCT**  
[Partnering in Protection](#)  
 With a full PPE portfolio and expert local service, Red Wing for Business helps companies protect their workers. Get your custom PPE solution.

#2 Ad Banner  
600x125



[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.  
[Watch >](#)

#3 Ad Banner  
600x125



[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 >](#)

#4 Ad Banner  
600x125



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## Content

BIC Resources Alert showcases webinars, videos, whitepapers, conferences and events within the energy 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.

## Audience

BIC 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 15,000. Average open rate is 30%.

## Frequency

Second Wednesday of every month.

## AD UNITS AND NET RATES

Position	Size	1x	6x	12x
#1 Ad 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
Featured Video or Featured Product	See Specs Box	\$1,800	\$1,750	\$1,650

## 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 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 of up to 200 words). Can include embedded links, and a second image (optional).

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](mailto:bmartin@bicalliance.com).

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