

# BIC MAGAZINE | MEDIA PLANNER 2022



**CONNECTING BUSINESS AND INDUSTRY**



# OUR MISSION

To connect people in business and industry with one another for the betterment of all.



INVESTMENT BANKING

**BIC Magazine** is America's largest multi-industry, multi-departmental energy publication. Through all media, including print, digital and industry events, BIC reaches an audience of more than 100,000 per month. Key decision makers rely on BIC Magazine and BICMagazine.com to find solutions and suppliers for the challenges they face daily.

**BIC Recruiting** places sales, sales management, operations management and executive management in the energy and industrial sector. Its extensive network of more than 30,000 contacts allows the division's recruiters to find the best candidates for positions; in fact, more than half of BIC Recruiting's placements come from direct referrals, a major differentiating factor between BIC Recruiting and other executive search firms.

**IVS Investment Banking** delivers premium financial transaction services to assist industrial business owners, primarily in the downstream sector. Our investment banking group has a wide array of skills and experience as a division of BIC Alliance. Since inception, the principals of IVS Investment Banking have completed 20 transactions of over \$420 million in value.



# BIC KEEPS YOU IN FRONT OF YOUR CUSTOMERS AND PROSPECTS

In Print, Digital Media, Video, Social Media and Events



## BIC MAGAZINE

- 6 issues a year, featuring interviews, case studies, project profiles, best-practice articles
- Total reach of 70,000 is the largest readership of any multi-industry publication in North America
- Available in print and digital editions



## BICMAGAZINE.COM

- 58,000 unique visitors per month
- 94,000 page views per month
- Content: Top News, New Products & Services, Supplier News, People Going Places



## WEBINARS

- Harness the power of BIC's loyal audience
- Full contact info of registrants provided
- Establish expertise in your discipline, service line or category



## E-NEWSLETTERS

- 15,000 subscribers
- Open rate: 30%
- Top news, expansions, event listings, best practices and solutions
- Titles: Industry Report, BIC 6 Top Stories, Breaking News, Resources Alert
- Single-Sponsor and Custom E-Newsletters



## SOCIAL MEDIA

- 56,000+ followers and connections on company and staff pages
- LinkedIn, Twitter, YouTube and Facebook



## NATIVE ADS

- Generate leads for your sales team
- Communicate expertise through problem-solving branded content



## EVENT SPONSORSHIPS

- Sponsor one of BIC's premier networking events
- Sponsor BIC Industry Roundtables
- Attendee lists included with sponsorships



## VIDEOS

- Custom videos and executive leadership interviews
- Logo sponsorship of industry videos
- Trade show interviews



## MAPS AND POSTERS

- Distribution of each map: 30,000
- Bonus distribution of 1,500 at high-traffic areas along Gulf Coast and at industry trade shows
- Bonus copies: Advertisers receive 50 extra folded posters for distribution

## Circulation By Industry

Refining/Chem/Petrochem/Renewables (Downstream)



Pipeline/Terminals (Midstream)



Oil & Gas Majors/Independents (Upstream)



Power/Utilities



EPCs, Service Companies & Suppliers



## Circulation By Department

Executives/Department Managers



Maintenance, Construction & Projects



Purchasing/Procurement



Operations



Plant Managers/Supervisors



Health, Safety, Security & Environmental



Engineers



Human Resources/Training



Other



## Industry Reach

**100K+ Total Net Audience**

**70K**

Total Print Readership Per Issue  
Includes pass along

**15K**

BIC E-Newsletters Circulation

**58K**

Unique Monthly Web Visitors

**94K**

Web Page Views Monthly

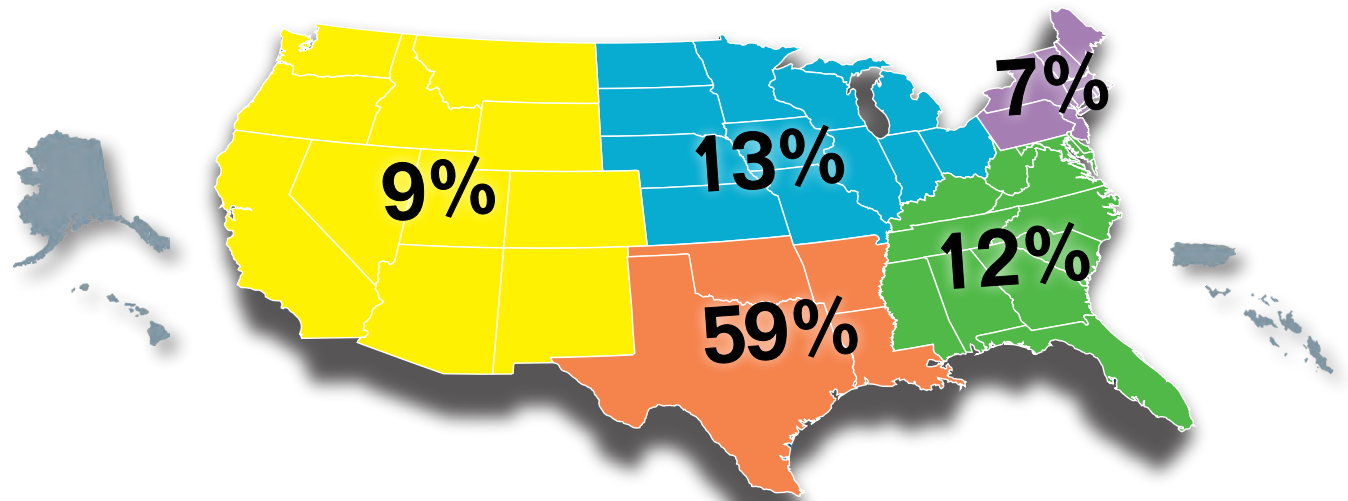
**56K**

Social Media Followers And  
Connections



BIC Company and Staff pages

## Circulation By Region



# BE TOP OF MIND WITH BIC PRINT-PLUS CAMPAIGNS



## Advertising

Build brand awareness in BIC Magazine and generate leads.

## Content

Speak directly to prospects and customers by telling stories about your projects, services and products. Customer testimonials and case studies effectively gain readers' attention. Submit guest technical and thought leadership articles to establish your expertise.

## Editorial Support

Work with BIC's staff to develop materials that communicate your message effectively.

## Print Plus

100% of the content in BIC Magazine also appears on BICMagazine.com optimized for search on Google, maximizing your exposure to your best prospects in print, the digital edition and on the web.

## Social Media

Share your content published in BIC Magazine to maximize your power of social media. Leverage BIC's reputation and audience to increase your engagement.

## Lead Generation

Access the most extensive database in industry through BIC's unique custom data selection to generate sales opportunities. Work with BIC's team and your sales team for account-based marketing and business development.

## Gift Subscriptions

Ensure that your top clients and prospects see your ads and editorial by offering a complimentary subscription to BIC Magazine and the digital edition.

## Bonus Distribution

Keep your marketing message in front of decision makers at industrial conferences and trade shows.

“ There is no better way to get your message to the real decision makers. I see BIC everywhere I go. Ohmstede has used all sorts of guest articles, case studies and press releases, and has been advertising with great success. We have also utilized the gift subscription program and BIC's database, which is second to none.

**Buddy Tucker**

Vice President of Sales and Marketing  
Ohmstede Industrial Services

## VALUE-ADDED SERVICES

- Publish press releases and editorial
  - Company achievements/awards and news releases
  - New products/services announcements
  - Promotions/new employees
  - Guest articles
  - Entrepreneur/Executive/Sales & Marketing profiles
- Access the BIC Alliance database for lead generation
- Target your clients and prospects with gift subscriptions to BIC Magazine
- Online publication of your BIC Magazine content with links to your site
- List your company in BIC's Member Directory
- Coverage of your company's social events, participation in trade shows, hospitality functions, open houses, etc.
- Network at BIC Alliance functions
- Recommendation of an Industry CEO or Plant Manager for a profile



As a BIC Alliance member, use our editorial team to help develop materials that effectively communicate your marketing message. Repurpose published content for your website, social media, newsletters and as reprints for sales collateral.

- GUEST ARTICLES
- EXECUTIVE PROFILES
- RECOGNITION & SAFETY AWARDS
- SUPPLIER NEWS
- NEW PRODUCTS & SERVICES
- PEOPLE GOING PLACES
- CASE STUDIES & TESTIMONIALS

### Hoyt guides Indorama Port Neches through transformation

By Kim Hoyt

Indorama's Kim Hoyt, president of the Port Neches, Texas, plant, is part of a team of experienced executives managing the plant's transformation. Hoyt, who has worked at Indorama for 15 years, is part of a team of experienced executives managing the plant's transformation. Hoyt, who has worked at Indorama for 15 years, is part of a team of experienced executives managing the plant's transformation.

Indorama's Kim Hoyt, president of the Port Neches, Texas, plant, is part of a team of experienced executives managing the plant's transformation. Hoyt, who has worked at Indorama for 15 years, is part of a team of experienced executives managing the plant's transformation.



**Kim Hoyt**  
Site Director —  
Port Neches Operations  
Indorama Ventures —  
Integrated Olefins & Derivatives

Indorama's Kim Hoyt, president of the Port Neches, Texas, plant, is part of a team of experienced executives managing the plant's transformation. Hoyt, who has worked at Indorama for 15 years, is part of a team of experienced executives managing the plant's transformation.

**Phil Finley**  
President and CEO  
Bilfinger Services Inc.

### A conversation with Phil Finley of Bilfinger

Bilfinger Services Inc. President and CEO Phil Finley is part of a team of experienced executives managing the plant's transformation. Finley, who has worked at Bilfinger for 15 years, is part of a team of experienced executives managing the plant's transformation.



**Rick St. Laurent**  
President  
Aegion Energy Services

### A conversation with Rick St. Laurent of Aegion Energy Services

Aegion Energy Services' Rick St. Laurent is part of a team of experienced executives managing the plant's transformation. St. Laurent, who has worked at Aegion for 15 years, is part of a team of experienced executives managing the plant's transformation.

### LyondellBasell's Wood: Community, relationships key for JV

By Kim Hoyt

LyondellBasell's Wood is part of a team of experienced executives managing the plant's transformation. Wood, who has worked at LyondellBasell for 15 years, is part of a team of experienced executives managing the plant's transformation.



**Anthony 'Tony' Wood**  
Site Manager —  
LyondellBasell

LyondellBasell's Wood is part of a team of experienced executives managing the plant's transformation. Wood, who has worked at LyondellBasell for 15 years, is part of a team of experienced executives managing the plant's transformation.

### Braskem praises CIMA for construction of maintenance building

By Kim Hoyt

Braskem's CIMA is part of a team of experienced executives managing the plant's transformation. CIMA, who has worked at Braskem for 15 years, is part of a team of experienced executives managing the plant's transformation.

### Petrochem giant cuts thousands of man-hours with precast system

By Kim Hoyt

Petrochem's precast system is part of a team of experienced executives managing the plant's transformation. The system, who has worked at Petrochem for 15 years, is part of a team of experienced executives managing the plant's transformation.

### How to 'turnaround' your business

By Kim Hoyt

How to 'turnaround' your business is part of a team of experienced executives managing the plant's transformation. The article, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### Delegate to manage

By Kim Hoyt

Delegate to manage is part of a team of experienced executives managing the plant's transformation. The article, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### Are all safety credentials the same?

By Kim Hoyt

Are all safety credentials the same? is part of a team of experienced executives managing the plant's transformation. The article, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### BrandSafway reaches safety milestone at Kraton Corp.

By Kim Hoyt

BrandSafway's safety milestone at Kraton Corp. is part of a team of experienced executives managing the plant's transformation. The milestone, who has worked at BrandSafway for 15 years, is part of a team of experienced executives managing the plant's transformation.

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### NEW PRODUCTS & SERVICES

By Kim Hoyt

New products and services are part of a team of experienced executives managing the plant's transformation. The products, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### SUPPLIER NEWS

By Kim Hoyt

Supplier news is part of a team of experienced executives managing the plant's transformation. The news, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### Bayou City Industrial News

By Kim Hoyt

Bayou City Industrial News is part of a team of experienced executives managing the plant's transformation. The news, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### PEOPLE GOING PLACES

By Kim Hoyt

People going places is part of a team of experienced executives managing the plant's transformation. The people, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### GROUPS INDUSTRY NEWS

By Kim Hoyt

Groups industry news is part of a team of experienced executives managing the plant's transformation. The news, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### TECHNOLOGY

By Kim Hoyt

Technology is part of a team of experienced executives managing the plant's transformation. The technology, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### MARKETING

By Kim Hoyt

Marketing is part of a team of experienced executives managing the plant's transformation. The marketing, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

### SALES

By Kim Hoyt

Sales is part of a team of experienced executives managing the plant's transformation. The sales, who has worked at BIC for 15 years, is part of a team of experienced executives managing the plant's transformation.

## View Recent Issues:

BICMagazine.com/Archives





## Networking Functions

One of the great benefits of being a BIC Alliance member is the ability to participate in BIC Alliance's various networking opportunities over the course of the year. These events draw more than 600 people from owner/operators to potential subcontractors and service companies. BIC's crawfish boil is held in the spring in La Porte, Texas. Our newest event is the fish fry held in the fall. As a BIC Alliance member, you can send personnel to the events.

“ION Science Inc. is always excited to sponsor a BIC event. The leads and discussions are super helpful, and are more productive than many trade shows where we exhibit. BIC is a big part of our oil & gas marketing.”

**Terry Deeds**

Director, General Manager  
ION Science Inc.

## Plant Leadership Panel

BIC Alliance partners with industry associations in the Gulf Coast region to host industrial procurement networking breakfasts.

Purchasing and procurement professionals from owner/operators as well as EPC contractors participate as panelists. BIC moderates the panel. Previous panelists include representatives from Shintech, ExxonMobil, Flint Hills Resources, Air Products, LyondellBasell, Enterprise Products, Jacobs, Dow and Shell.



## Event Sponsorships

Get the most out of BIC events by being a sponsor. Event sponsorships offer high visibility and access to the entire attendee list, along with contact information after the event. During the events, sponsors can interact with attendees and promote products and services.



Sponsorship of a BIC Webinar is an easy, effective way to generate sales leads in a booming industrial marketplace. Present educational content to demonstrate your expertise and thought leadership, all while showcasing your products and services to BIC's audience. Build relationships with key industrial decision makers and nurture leads generated through BIC's interactive webinar platform.

## Webinar Overview:

- Sponsor provides content, 1-3 speakers and a PowerPoint; video and screen sharing are optional
- Presentation is typically 30-40 minutes, with a 15-minute Q&A
- Attendee polls during the presentation are available
- BIC staffer provides a live introduction to the webinar
- BIC provides the webinar platform, online registration process and promotion

## Webinar Promotion:

- E-blasts to BIC audience
- Promotional content and banner ads in BIC e-newsletters
- Branding and promotion on BICMagazine.com
- Social media marketing

## Qualified Lead Generation:

- Sponsor receives full opt-in contact data for all registrants, webinar metrics
- Sponsor may provide 1-2 questions for the registration form
- On-demand recording generates leads for 12 months

## Who attends BIC Webinars:

BIC webinar attendees include top personnel from downstream, midstream and upstream energy companies, such as:

- Plant/Operations Manager – **Kuraray**
- Health, Safety & Environmental Director – **Valero**
- Procurement Manager – **NRG**
- Turnaround Manager – **Shell**
- Maintenance & Reliability Manager – **Sasol**
- Project Manager – **Fluor**

## Rates for Complete Webinar Package:

- 1X - \$8,500
- 2X or more - \$7,500 per webinar



## BIC Industry Roundtables

### Unique Branding and Lead Generation Opportunity

Editorial-driven virtual roundtables with industry leaders discussing topics such as: market predictions & analysis, reliability & maintenance, process safety, environmental, productivity, shutdowns & turnarounds, procurement, supply chain & logistics and more.

Up to four non-competing sponsors.

- Sponsor receives:
  - Exposure throughout promotion and during event, including logo, links and description
  - Mention of company's value proposition during live presentation
  - Full opt-in contact data for all registrants
- BIC manages all content
- Sponsorships are limited to four non-competing companies, per event
- Sponsorships: \$5,500 per event

## Watch Recent Webinars:

[BICWebinars.com](http://BICWebinars.com)



# NATIVE ADVERTISING

Expert content to establish credibility and generate leads



## What is “Native Advertising?”

Branded content that appears in the same form as other editorial content on the platform. An example is an article written by a company to promote its expertise on a topic or a success story showcasing products or services.

## What do you get with a BIC native ad?

- Second or fourth story in BIC Industry Report E-Newsletter
- Dedicated landing page with top banner and floor ad
- Within and at the end of the article, the sponsor can provide “call to action” links, videos, white papers, etc.
- Posted on BICMagazine.com for one year
- Promoted on social media for one week
- Analytics report; email addresses of readers clicking on sponsor’s content (40+, depending on nature of content)

## Native Ad Landing Page Specs

Sponsor can choose to run the same or different banners for the Top Banner and Floor Ad positions. The Floor Ad remains in the users’ view even as they scroll on the page.

### Ad sizes for each position:

- Desktop: 970x90
- Mobile: 728x90, 300x250 and 300x100

### Content:

- 500-2,500 word article
- Up to 2 images and 2 videos. Images: 3 MB max. Videos: YouTube link or MP4 file, use a drop box service for files larger than 8 MB.
- Within and at the end of the article, the sponsor can provide “call to action” links, videos, white papers, etc.

### Deadline:

All content and ad files due 10 days before publish date. Submit files to Brad Martin, [bmartin@bicalliance.com](mailto:bmartin@bicalliance.com).

See Native Ad examples [here](#). (Click on an edition date. Then click on the 2nd or 4th story to see a Native Ad.)

## Rates:

\$5,400 Native Ad #1 (second story)

\$4,000 Native Ad #2 (fourth story)

## Also Available: Single-Sponsor E-Newsletter

Exclusive e-newsletter sponsorship featuring 1-3 client content pieces. See page 15 for more information.

## Native Ad #1 & #2 Examples (circled in red)

## Dedicated Landing Page Example



## Logo Sponsorship

- Sponsor logo will be layered over 4 videos that BIC Magazine produces for social media and BICMagazine.com
- Video content is an interview with industry influencers, such as owner/operators, association or conference leaders, EPC firm/contractor executives
- Videos promoted through BIC e-newsletters, BIC website and social media. Inquire for current average impressions
- Link to sponsor's website included in the caption of the video
- Videos are selected by BIC's video team
- Videos will run within one year of contract approval
- Podcast: BIC may convert video into podcast with voiceover mention of sponsor's name

**Rate: \$4,000 (Logo sponsorship of 4 videos)**



## Custom Video Package

- Length of finished video: up to 5 minutes
- BIC will provide: Interviewer, video recording, camera and camera operator, and video editing
- Client will provide: Topics for video, visuals and content, company logo and contact information, personnel for interviews
- Site/setting: Virtual or face-to-face in BIC's Houston office, client's office or other agreed-upon location in Houston area
- Topics: Per client input, but generally focusing on new technology, equipment, service offering, etc.
- Distribution of content: BIC will post video on BICMagazine.com and social media channels including LinkedIn, Facebook, YouTube and/or Twitter
- Completion time: 14 working days
- Review: Client will approve videos prior to posting
- Ownership: Client has ownership of video file and raw footage

**Rate: \$6,500**



## Trade Show/Executive Interview

- Conference/trade show booth or virtual interview, up to 3 minutes
- Webpage with descriptive copies and edited video that includes interview, logo, image and B-roll
- Link to sponsor's website included in the caption of the video
- Video complete within 24-48 hours from receipt of sponsor materials
- Limited approval prior to posting
- Videos will be posted to social media and BICMagazine.com

**Rate: \$2,100**

**Watch Recent Videos:**

[BICVideos.com](http://BICVideos.com)

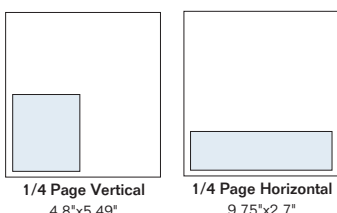
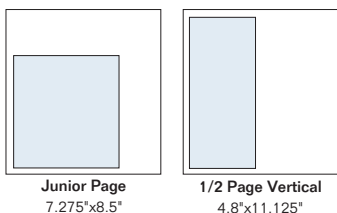
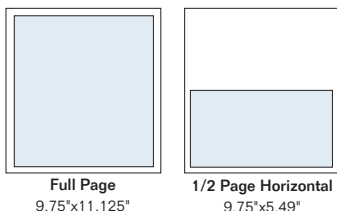


# BIC MAGAZINE 2022 EDITORIAL CALENDAR

For an up-to-date 2022 Editorial and Bonus Distribution Calendar, visit [BICmediakit.com](http://BICmediakit.com)

Issue	<b>January/February</b> <b>AD CLOSE: 11/17/21</b>	<b>March/April</b> <b>AD CLOSE: 1/17/22</b>	<b>May/June</b> <b>AD CLOSE: 3/14/22</b>
<b>Bonus Distribution</b>	<ul style="list-style-type: none"> <li>• PowerGen International</li> <li>• Underground Construction Technology Conference</li> <li>• American Hydrogen Forum</li> <li>• American LNG Forum</li> <li>• World of Concrete</li> <li>• Cooling Technology Institute Annual Conference</li> <li>• IADC Sustainability Conference &amp; Exhibition</li> <li>• WWETT – Water &amp; Wastewater Equipment, Treatment &amp; Transport</li> <li>• International Pipeline Pigging &amp; Integrity Management Conference</li> </ul>	<ul style="list-style-type: none"> <li>• World Petrochemical Conference</li> <li>• CERAWEEK by IHS Markit</li> <li>• Waste Management (WM) Symposia</li> <li>• AMPP Annual Conference and Expo</li> <li>• AFPM Security Conference</li> <li>• AFPM Annual Meeting</li> <li>• AFPM International Petrochemical Conference</li> <li>• AIChE Spring Meeting and Global Congress on Process Safety</li> <li>• Plant Maintenance, Inspection and Engineering Society's Expo</li> <li>• EUEC Annual Energy, Utility &amp; Environment Conference</li> <li>• ACE Spring National Meeting &amp; Expo</li> </ul>	<ul style="list-style-type: none"> <li>• OSHA Region VI VPPPA Annual Safety &amp; Health Conference</li> <li>• RefComm Galveston</li> <li>• TCEQ's Environmental Trade Fair &amp; Conference (ETFC)</li> <li>• Safety Professional Development Conference &amp; Exposition</li> <li>• Annual Environmental, Health &amp; Safety Seminar</li> <li>• Offshore Technology Conference</li> <li>• Energy Drone &amp; Robotics Summit</li> <li>• International Fuel Ethanol Workshop &amp; Expo</li> <li>• API's Spring Refining and Equipment Standards Meeting</li> <li>• Industrial Hygiene Conference &amp; Expo</li> <li>• WasteExpo</li> </ul>
<b>Editorial Focus</b>	<ul style="list-style-type: none"> <li>• Domestic Energy Outlook</li> <li>• Pipeline Inspection &amp; Repair</li> <li>• Environmental Compliance</li> <li>• Wastewater Management</li> <li>• Asset Integrity Management</li> <li>• Safety Compliance</li> <li>• Maintenance Programs</li> <li>• LNG Sector Report</li> <li>• Demolition &amp; Civil Construction</li> <li>• Downstream Digital Transformation</li> </ul>	<ul style="list-style-type: none"> <li>• Corrosion Protection</li> <li>• New Safety Products</li> <li>• Petrochemical Outlook</li> <li>• Turnaround Execution</li> <li>• Plant Automation</li> <li>• Mechanical Integrity</li> <li>• Safety Supplier Focus</li> <li>• SynGas Report</li> <li>• Midstream Project Update</li> <li>• Plant Optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Turnarounds and Shutdowns</li> <li>• Environmental Technologies</li> <li>• Safety Product Highlights</li> <li>• Lifting &amp; Rigging Equipment</li> <li>• Tank &amp; Terminal Projects</li> <li>• Downstream EPC</li> <li>• Industrial Cleaning Technology</li> <li>• Process Safety Management</li> <li>• Liquid Storage &amp; Transportation</li> <li>• Drone Applications</li> </ul>
Issue	<b>July/August</b> <b>AD CLOSE: 5/16/22</b>	<b>September/October</b> <b>AD CLOSE: 7/18/22</b>	<b>November/December</b> <b>AD CLOSE: 9/19/22</b>
<b>Bonus Distribution</b>	<ul style="list-style-type: none"> <li>• NISTM – Aboveground Storage Tank Conference</li> <li>• Texas A&amp;M Annual Industrial School Vendor Show</li> <li>• ASME Power Conference</li> <li>• SMRP Houston Chapter's Maintenance &amp; Reliability Symposium</li> <li>• VPPPA Safety+ Symposium</li> <li>• Scaffold &amp; Access Industry Association Convention &amp; Expo</li> <li>• 4C Health/Safety/Environmental Conference</li> <li>• Region 3 ASSP PDC</li> <li>• Fire-Rescue International — IAFC's Conference &amp; Expo</li> </ul>	<ul style="list-style-type: none"> <li>• Downstream Exhibition &amp; Conference</li> <li>• ECC PerspECCTives Conference</li> <li>• LNG USA Summit</li> <li>• ILTA International Conference &amp; Tradeshow</li> <li>• AFPM Summit</li> <li>• Economic Alliance Houston Port Region Gulf Coast Industry Forum</li> <li>• Society of Petroleum Engineers Annual Technical Conference</li> <li>• National Safety Council Congress &amp; Expo</li> <li>• Water Environment Federation Technical Expo &amp; Conference</li> <li>• API Storage Tank Conference &amp; Expo</li> </ul>	<ul style="list-style-type: none"> <li>• NISTM – National Aboveground Storage Tank Conference</li> <li>• IADC Annual General Meeting</li> <li>• WJTA Conference &amp; Expo</li> <li>• Coatings+</li> <li>• CLEAN GULF</li> <li>• International WorkBoat Show &amp; Conference</li> <li>• AIChE Annual Meeting</li> <li>• ASNT Annual Conference</li> <li>• Turbomachinery &amp; Pump Symposia</li> <li>• SynGas</li> </ul>
<b>Editorial Focus</b>	<ul style="list-style-type: none"> <li>• Industrial Fire Training</li> <li>• Scaffold Solutions</li> <li>• Petrochemical Project News</li> <li>• Plant Maintenance &amp; Reliability</li> <li>• Project Controls</li> <li>• Natural Gas Report</li> <li>• OSHA Report</li> <li>• Refinery Expansion Update</li> <li>• Plant Inspections</li> </ul>	<ul style="list-style-type: none"> <li>• Capital Projects Forecast</li> <li>• Storage Tank Repair</li> <li>• Turnaround Management</li> <li>• Refinery Digitization</li> <li>• Contractor Safety</li> <li>• Turbomachinery Maintenance</li> <li>• Crane &amp; Rigging</li> <li>• Facility Maintenance</li> <li>• Emergency Response &amp; Risk Mitigation</li> </ul>	<ul style="list-style-type: none"> <li>• Chemical Industry Update</li> <li>• Equipment Monitoring &amp; Repair</li> <li>• Scaffold Improvement</li> <li>• Fire Safety Improvements</li> <li>• Petrochemical &amp; Maritime Industry News</li> <li>• Industrial Cleaning Equipment</li> <li>• Reuse and Circular Economy</li> <li>• Refinery Asset Reliability</li> <li>• Shale Gas Update</li> </ul>

### AD SIZES



Full Mechanical Spec Sheet available  
at [BICspecs.com](http://BICspecs.com)

### INSIDE CAMPAIGNS

#### Rate Per Insertion

Ad Size	4x	6x	12x
<b>Full Page</b>	<b>\$6,400</b>	<b>\$6,000</b>	<b>\$5,600</b>
<b>Jr Page (Island)</b>	<b>\$5,700</b>	<b>\$5,500</b>	<b>\$5,000</b>
<b>1/2 Page</b>	<b>\$4,400</b>	<b>\$4,100</b>	<b>\$3,700</b>
<b>1/4 Page</b>	<b>\$2,600</b>	<b>\$2,300</b>	<b>\$2,000</b>
<b>Prime Positions*</b>	<b>\$7,200</b>	<b>\$6,900</b>	<b>\$6,600</b>

\*Front pages 2-6, inside back cover, back positions #3, #4

**PRINT PLUS:** Client's ad and editorial will be published in BIC Magazine's [digital edition](#), and the editorial on [BICMagazine.com](http://BICMagazine.com), optimized for search. All print campaigns also include access to value-added services:

- Advertising
- Content Print & Online
- Editorial Support
- Social Media
- Lead Generation/Custom Data Selection
- Gift Subscriptions
- Bonus Distribution

### FRONT COVER CAMPAIGN

Front Cover Issue:	\$30,500	(1x)	\$30,500
Full-Page:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$57,000

**FRONT COVER ISSUE INCLUDES:** Front cover, full-page ad, 2 pages of editorial and pictures, front cover teaser, 500 reprints, selection of "hook" article on page facing cover story, and cover story posted on [BICMagazine.com](http://BICMagazine.com) for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.



### BACK COVER CAMPAIGN

#### Option A

Back Cover Issue:	\$13,200	(1x)	\$13,200
Full-Page:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$39,700

#### Option B

Back Cover Issue:	\$13,200	(1x)	\$13,200
Full-Page:	\$6,000	(3x)	\$18,000
Total Investment:		(4x)	\$31,200

**BACK COVER ISSUE INCLUDES:** Back cover, full-page ad, full page of editorial and pictures, front cover teaser, 500 reprints, and story posted on [BICMagazine.com](http://BICMagazine.com) for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

### 4-PAGE INSERT CAMPAIGN

#### Option A

4-Page Insert:	\$20,400	(1x)	\$20,400
Full-Page:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$46,900

#### Option B

4-Page Insert:	\$20,400	(1x)	\$20,400
Full-Page:	\$6,000	(3x)	\$18,000
Total Investment:		(4x)	\$38,400

**INSERT ISSUE INCLUDES:** 4-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and story posted on [BICMagazine.com](http://BICMagazine.com) for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

### 2-PAGE INSERT CAMPAIGN

#### Option A

2-Page Insert:	\$15,300	(1x)	\$15,300
Full-Page:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$41,800

#### Option B

2-Page Insert:	\$15,300	(1x)	\$15,300
Full-Page:	\$6,000	(3x)	\$18,000
Total Investment:		(4x)	\$33,300

**INSERT ISSUE INCLUDES:** 2-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and story posted on [BICMagazine.com](http://BICMagazine.com) for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.



### 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
- SMPR Houston Chapter M&PS 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](mailto:bmartin@bicalliance.com).

## View Recent Issues:

[BICMagazine.com/Archives](http://BICMagazine.com/Archives)

## 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](mailto:bmartin@bicalliance.com).

The screenshot displays the BIC Magazine website layout with various ad units highlighted. At the top is the #1 Top Leaderboard (970x90). Below it are #2, #3, #4, and #5 Leaderboards (970x90). On the right side, there are Right Rail Medium Rectangles (300x250) and Right Rail Small Rectangles (300x100). At the bottom is the Floor Ad (970x90). The website content includes articles like 'CITGO Lake Charles update', 'U.S. energy imports and exports were nearly equal in May', and 'CPChem Cedar Bayou update with Plant Manager Gary Piana'.





**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



**BIC Magazine's Weekly Industry Report**  
Stay informed — sign up for our weekly e-newsletter, containing the latest in oil and gas news and analysis, profiles of industry leaders, guest articles and other resources provided exclusively by BIC Magazine.  
[Get it »](#)



**BIC Recruiting's Monthly Candidate Report**  
Whether you're searching for your new dream job or your next key employee, our monthly newsletter will share valuable insights into the oil and gas job market.  
[Get it »](#)

## 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).

## View Recent Issues:

[BICMagazine.com/Archives](http://BICMagazine.com/Archives)

- Exclusive sponsorship 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 BIC E-Newsletter subscribers
- Additional promotion, including social media
- Metrics report; email addresses of readers clicking on sponsor's content
- Frequency: Up to 3 times a month

**Rate:** \$6,900

- Exclusive Sponsorship, two ad banner positions
- Top stories of the month distributed to entire readership
- Highly engaging content
- Frequency: Monthly

**Rates:** 1X - \$3,900 per issue  
6X - \$3,700 per issue  
12X - \$3,300 per issue



## Breaking News Sponsorship

- Exclusive Sponsorship
- Single-story e-newsletter with image and/or video
- Breaking News content may be a project announcement, industrial incident or other developing news
- Frequency: There are typically 6-8 Breaking News e-blasts per year

**Banner Ad:** Size 600x125. 40KB max. file size, PDF, PNG, JPEG. Static ads only; dynamic ads do not render properly on all platforms.

**Deadline:** Ad file due 5 business days before the start of the sponsorship; sponsor can submit new banner ad. Submit files to Brad Martin, [bmartin@bicalliance.com](mailto:bmartin@bicalliance.com).

**Rate:** \$2,500 per issue



## Industrial Maps and Posters Sponsorship

- Published Fall 2022, content TBD
- Brick ads border map with company logo, website and brief copy
- Distribution of each map: 30,000
  - o inserted into BIC Magazine
  - o mailed to key decision makers
  - o circulated in high-traffic Gulf Coast locations
  - o distributed at industry trade shows
- Bonus copies: Advertisers receive 50 extra folded posters

**Brick Ad:** Size 3.9"x2.3". Accepted files are high resolution PDF or 300 dpi TIFF or JPEG.

**Deadline:** Ad file due Aug.15, 2022. Submit file to Heather Cavalier, [heather@bicalliance.com](mailto:heather@bicalliance.com).

**Rate:** \$3,500 per brick ad







**800.460.4242**

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