

NATIVE ADVERTISING

Expert content to establish credibility and generate leads



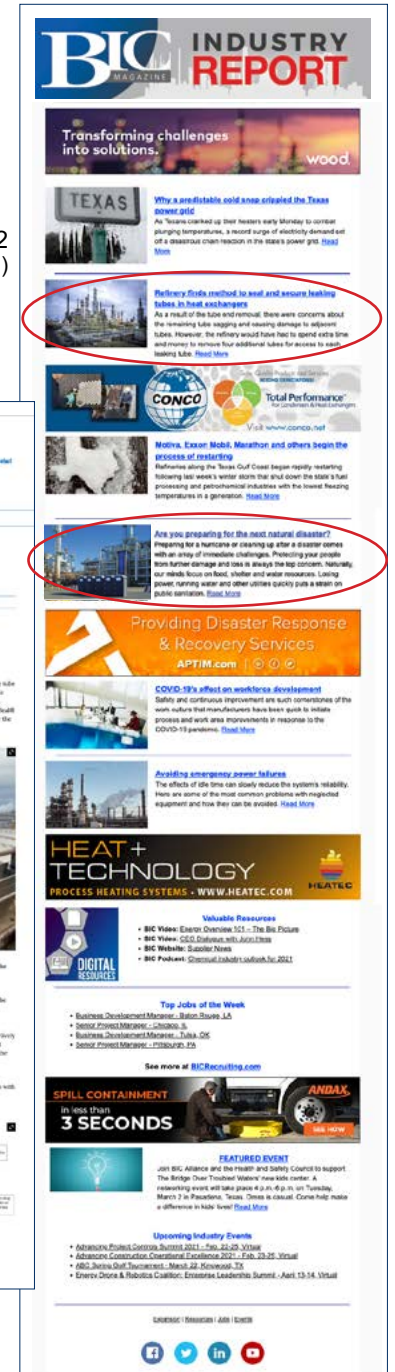
What is "Native Advertising?"

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 #1 & #2 Examples (circled in red)



Dedicated Landing Page Example



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.

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.