

The screenshot shows the BIC Magazine website layout with various ad placements. At the top is the #1 Top Leaderboard (970x90). Below it are several content blocks, each with a #2 Leaderboard (970x90) on the right side. Further down are #3 and #4 Leaderboards (970x90) and #5 Leaderboards (970x90). On the right side, there are three Right Rail Small Rectangle ads (300x100), labeled #6, #7, and #8. At the bottom, there is a Floor Ad (970x90). A note at the bottom states: "The image above is representative only. See BICMagazine.com for actual layout."

Custom Display & Rich Media Ads

Analytics provided with each campaign

#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, and #4 Leaderboards (970x90)

(Plus mobile ad back-up sizes of 728x90 and 300x100)
Homepage only. Can include animated GIFs or HTML5. Minimum of 6,000 views per month for #2; 2,000 views per month for #3 and #4. One advertiser per position.

Right Rail Rectangles (300x250)

(Plus mobile ad back-up size of 300x100)
Homepage and run of site. Can include animated GIFs or HTML5. Minimum of 15,000 views per month per advertiser. Multiple advertisers rotate in the positions.

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.

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.

AD UNITS & NET RATES

POSITION	SIZE	RATE PER MONTH		
		1X	6X	12X
#1 Top Leaderboard	970x70	\$3,000	\$2,800	\$2,600
#2 Top Leaderboard	970x90	\$2,300	\$2,150	\$2,000
#3, #4 Leaderboard	970x90	\$1,700	\$1,600	\$1,500
Right Rail Rectangle	300x250	\$2,500	\$2,400	\$2,300
3D Cube or YouTube	300x250	\$3,000	\$2,900	\$2,800
Floor Ad	970x70	\$4,200	\$3,700	\$3,200
In-Content Ad	660x90	\$2,000	\$1,800	\$1,600
Sponsored Content	Text, at least 500 words	\$2,000	\$1,800	\$1,600
Mobile only banner	300x500	\$2,500	\$2,400	\$2,300



3D Cube (300x250)
Rich media enhancement to Right Rail Rectangle. Displays 6 images in a very slick cube.

Mobile only in-content banner 300x500
An image that is ideally placed in an area that a mobile user would scroll through. As a user scrolls past the advertisement, it simulates a unique parallax effect on the ad. The ad format will not display in desktop, only mobile.



YouTube video with text (300x250)
Embed a YouTube™ video as an advertisement, with an optional message. Responsive and mobile friendly. This format tracks video plays as clicks.

Digital Marketing Agency
Accelerate your online presence
BIC MAGAZINE
BUSINESS & INDUSTRY CONNECTION
OUR SERVICES
• Digital Marketing
• Branding Strategy
• SEO Campaigns
• Mobile Application
GET STARTED