

BIC Magazine is running a 2023 Louisiana Petrochemical, Oil & Gas (POG) Map. Suppliers of services and products can benefit from year-long exposure with one of the 32 “brick” ads surrounding the map. This 36” wide map will be inserted into the November/December 2023 issue of BIC Magazine, and distributed in high-traffic areas along the Gulf Coast, and at industry events.

The brick ad positions will sell out quickly, as they have with all the maps BIC publishes. Schedule your ad today by contacting your BIC account exec, or Jeremy Osterberger at Jeremy@bicalliance.com, (281) 549-7052.

Map Details

Specifications

- Size of poster: 36” x 21.6”
- Size of ads along perimeter of the poster: 3.9” x 2.3”
- Submit CMYK digital file: PDF or hi-resolution JPEG

Content

- Locations of refineries, petroleum and chemical manufacturing and other industrial sites across Louisiana and the Louisiana Gulf Coast.

Distribution:

- ~33,500 posters printed (~30,000 inserted into BIC Magazine and mailed to key decision makers)
- Additional 1,500 bonus distributed in high-traffic areas along Gulf Coast.
- Bonus copies: Advertisers receive 50 extra folded posters for distribution

Pricing

- Single “brick” ad \$3,500

Specifications

- Size of poster: 36” x 21.6”
- Size of ads along perimeter of the poster: 3.9” x 2.3”

Production

- Publication date: November/December 2023
- Closing date for advertising: August 17th, 2022
- Camera-Ready submittal: August 31st, 2022

