

BIC MAGAZINE

MEDIA PLANNER 2024



PROGRAMMATIC

PRINT

EVENTS

DIGITAL

VIDEOS

SOCIAL

WEBINARS

WEB

Connecting Business & Industry



BIC ALLIANCE MISSION

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



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.

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.

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 & Events



BIC MAGAZINE

- 6 issues per year, featuring interviews, case studies, project profiles, best-practice articles
- Total reach of 60K is the largest readership of any multi-industry, multi-departmental publication in the U.S.
- Available in print and digital editions



BICMAGAZINE.COM

- 1.3M page views annually
- 66K unique visitors per month
- 102K page views per month
- Content: Top News, New Products & Services, Supplier News, People Going Places, Videos



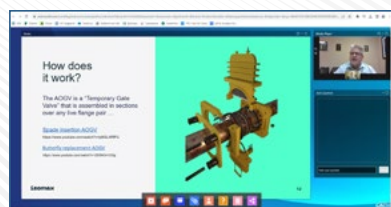
NEWSLETTERS

- 22K subscribers / Open rate: 28%
- Top news, expansions, event listings, best practices and solutions
- Titles: Industry Report, BIC 6 (Top Stories), Resources Alert, The Networker
- Single Sponsor Newsletter - Generates leads



NATIVE ADS

- Generate leads for your sales team
- Communicate expertise through problem-solving branded content
- Featured in the Industry Report newsletter
- Evergreen content on BICMagazine.com



WEBINARS

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



VIDEOS

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



EVENT SPONSORSHIPS

- Sponsor BIC's premier networking events
- The PRIME Expo and Conference
- Annual Crawfish Boil
- Annual Fish Fry
- Attendee lists included with sponsorships



INDUSTRIAL MAPS

- Distribution of each map: 24K
- Bonus distribution at high-traffic areas along Gulf Coast and at industry trade shows
- Bonus copies: Advertisers receive 50 extra folded posters for distribution



CUSTOM DIGITAL MARKETING

- Industry-specific Programmatic Ad Campaigns
- Website optimization, SEO and additional landing pages
- Social media management
- Content marketing
- Email marketing

Circulation by Industry

Refining/Chem/Petrochem/Hydrogen/Renewables (Downstream)



Pipeline/Terminals/LNG (Midstream)



Integrated Oil & Gas Companies (Upstream/All Streams)



EPCs, Service Companies & Suppliers



Power/Utilities



Circulation by Department

Plant Managers/Department Managers



Maintenance, Construction & Projects



Purchasing/Procurement



Operations



C-Suite/Executives



Health, Safety & Environmental, Security



Engineers



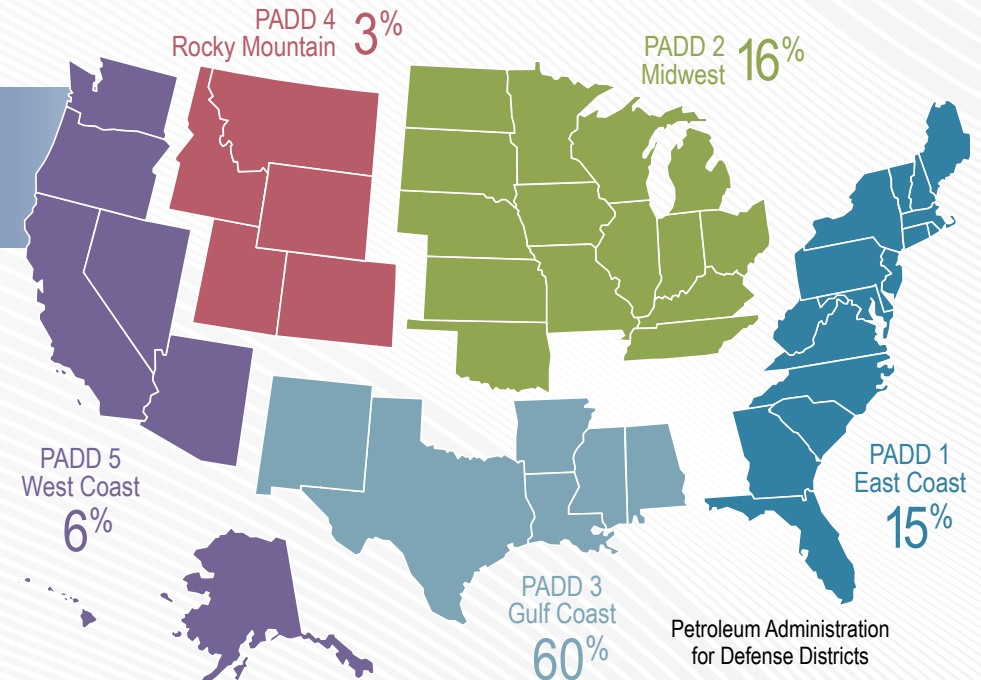
Sustainability & Operational Excellence



Human Resources/Training



Circulation by Region



Industry Reach

100K+ Total Monthly Audience

60K Total Print Readership Per Issue
Includes pass along

22K BIC Newsletters Circulation

66K Monthly Sessions on BICMagazine.com

1.3M Web Page Views Annually

102K Web Page Views Monthly

75K Social Media Followers & Connections

BIC Company & Staff pages

ADVERTISING

BIC Magazine is the most highly read industrial publication and online source in the U.S. energy market. Reach BIC's readership in print and online for superior brand awareness and lead generation unavailable through any other marketing channel.

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.

- Publish press releases and editorial
 - Guest articles, Case Studies and Testimonials
 - Supplier News for company achievements/awards and news releases
 - New Products and Services announcements
 - People Going Places to spotlight new employees and promotions
 - Executive Profiles for key leaders
- List your company in BIC's Member Directory
- Coverage of your company's social events, participation in trade shows, hospitality functions, open houses, etc.
- Recommendation of an Industry CEO or Plant Manager for a profile

EDITORIAL SUPPORT

Publish content that effectively communicates your company's value with the help of the BIC Content Strategists. Your company's subject matter experts can team up with an industry savvy BIC editor to shape articles that inform readers and reflect your company's thought leadership.

PRINT PLUS

All content in BIC Magazine also appears on BICMagazine.com, optimized for search on Google and other search engines, 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 the power of social media. Leverage BIC's reputation and audience to increase your engagement.

LEAD GENERATION

Access the most extensive database in the 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 who pick it up at industrial conferences and trade shows, and at locations in the greater Houston area frequented by professionals in industry.

NETWORKING

BIC marketing partners benefit from the BIC Alliance mission to connect people in industry with one another at key industry and BIC Alliance events such as The PRIME Expo, Crawfish Boil and Fish Fry.

“

We exhibited at The PRIME Expo and not only did we network with industrial decision makers, but also secured direct business from a chemical manufacturer at the event.



Blake Arbour
Regional Sales Manager
Sulzer

“

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

The PRIME Expo

This event is targeted to plant managers, maintenance & reliability, inspection, construction, safety and engineering professionals in the refining, petrochem and industrial sectors. The expo brings together leaders in downstream and midstream to network and explore solutions for improving operations and maintenance.



Event Sponsorships & Networking

One of the great benefits of being a BIC Alliance member is the opportunity to participate in various networking events that draw more than 1,000 people from owner/operators to potential subcontractors and service companies. BIC's Crawfish Boil is held in the spring, while BIC'S Fish Fry is held each fall in La Porte, Texas. Get the most out of BIC events by being a sponsor. Event sponsorships offer high visibility and access to the attendee list.



Industry Leadership Panels

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.



BIC MAGAZINE EDITORIAL CALENDAR

For an up-to-date 2024 Editorial & Bonus Distribution Calendar, visit BICmediakit.com



ISSUE	JANUARY / FEBRUARY	MARCH / APRIL	MAY / JUNE
	SALES DEADLINE: 11/15/23	SALES DEADLINE: 1/15/24	SALES DEADLINE: 3/18/24
Bonus Distribution	<ul style="list-style-type: none"> <input type="checkbox"/> American LNG Forum <input type="checkbox"/> World of Concrete <input type="checkbox"/> Cooling Technology Institute Annual Conference and CTI <input type="checkbox"/> International Pipeline Pigging & Integrity Management Conference <input type="checkbox"/> WWETT Show-Water & Wastewater Equipment, Treatment & Transport <input type="checkbox"/> POWERGEN International <input type="checkbox"/> MineXchange SME Annual Conference & Expo <input type="checkbox"/> American Hydrogen Forum <input type="checkbox"/> ECC Extra Conference 	<ul style="list-style-type: none"> <input type="checkbox"/> CERAWeek by S&P Global <input type="checkbox"/> CONEXPO-CON/AGG <input type="checkbox"/> Underground Construction Technology International Conference <input type="checkbox"/> RefComm Galveston <input type="checkbox"/> AMPP Annual Conference + Expo <input type="checkbox"/> World Petrochemical Conference <input type="checkbox"/> 4C Conference <input type="checkbox"/> SynGas <input type="checkbox"/> AFPM Annual Meeting <input type="checkbox"/> International Aboveground Storage Tank Conference & Trade Show <input type="checkbox"/> Waste Management (WM) Symposia 	<ul style="list-style-type: none"> <input type="checkbox"/> Offshore Technology Conference <input type="checkbox"/> Nitrogen + Syngas USA <input type="checkbox"/> Environmental, Health & Safety Seminar <input type="checkbox"/> Carbon Capture Technology North America Expo <input type="checkbox"/> TCEQ's Environmental Trade Fair & Conference (ETFC) <input type="checkbox"/> OSHA Region VI VPPPA Annual Safety & Health Conference <input type="checkbox"/> Downstream Exhibition & Conference <input type="checkbox"/> ILTA International Operating Conference & Trade Show <input type="checkbox"/> NSC Spring Safety Conference & Expo
Editorial Focus	<ul style="list-style-type: none"> <input type="checkbox"/> Digital Transformation <input type="checkbox"/> Operational Excellence <input type="checkbox"/> Energy Industry Outlook <input type="checkbox"/> Pipeline Inspection & Repair <input type="checkbox"/> Renewable Fuels Projects <input type="checkbox"/> Wastewater Solutions <input type="checkbox"/> Safety Standards <input type="checkbox"/> Civil Construction & Demolition <input type="checkbox"/> Asset Integrity Management 	<ul style="list-style-type: none"> <input type="checkbox"/> New Safety Products <input type="checkbox"/> Advanced Recycling <input type="checkbox"/> Optimizing Turnarounds <input type="checkbox"/> Hydrogen Utilization <input type="checkbox"/> Petrochemical Forecast <input type="checkbox"/> Refinery Digitalization <input type="checkbox"/> Tank Storage & Midstream Review <input type="checkbox"/> Corrosion Under Insulation <input type="checkbox"/> Plant Operations Software <input type="checkbox"/> SynGas Report 	<ul style="list-style-type: none"> <input type="checkbox"/> Carbon Capture Use and Storage <input type="checkbox"/> Equipment & Site Services <input type="checkbox"/> Safety Product Highlights <input type="checkbox"/> Downstream EPC <input type="checkbox"/> Digitalizing Turnarounds <input type="checkbox"/> Lifting & Rigging Equipment <input type="checkbox"/> Process Safety Management <input type="checkbox"/> Liquid Storage <input type="checkbox"/> Refinery Expansion Update <input type="checkbox"/> OSHA Standards
ISSUE	JULY / AUGUST	SEPTEMBER / OCTOBER	NOVEMBER / DECEMBER
	SALES DEADLINE: 5/15/24	SALES DEADLINE: 7/15/24	SALES DEADLINE: 9/16/24
Bonus Distribution	<ul style="list-style-type: none"> <input type="checkbox"/> Texas A&M Annual Industrial School Vendor Show <input type="checkbox"/> ASSP Professional Development Conference & Exposition Safety <input type="checkbox"/> Fire-Rescue International — IAFC's Conference & Expo <input type="checkbox"/> ECC PerspECtives Conference <input type="checkbox"/> Experience Power 2023 Conference + Exhibition <input type="checkbox"/> Distributed Energy Conference <input type="checkbox"/> HyrdogeNext <input type="checkbox"/> The PRIME Expo 	<ul style="list-style-type: none"> <input type="checkbox"/> VPPPA Safety+ Symposium <input type="checkbox"/> GPA Midstream Conference <input type="checkbox"/> Turbomachinery & Pump Symposia <input type="checkbox"/> WEFTEC-Water Environment Federation Technical Exhibition <input type="checkbox"/> National Safety Council Congress & Expo 2023 <input type="checkbox"/> API Storage Tank Conference <input type="checkbox"/> AFPM Summit <input type="checkbox"/> Gulf Coast Industry Forum <input type="checkbox"/> ASNT Conference <input type="checkbox"/> Heat Exchanger World Conference & Expo 	<ul style="list-style-type: none"> <input type="checkbox"/> API Fall Refining and Equipment Standards Meeting <input type="checkbox"/> AIChE Annual Meeting <input type="checkbox"/> IADC Annual General Meeting <input type="checkbox"/> National Aboveground Storage Tank Conference <input type="checkbox"/> WJTA Expo <input type="checkbox"/> Americas LNG & Gas Technical Conference <input type="checkbox"/> CLEAN GULF
Editorial Focus	<ul style="list-style-type: none"> <input type="checkbox"/> Petrochemical Projects <input type="checkbox"/> Sustainable Plant Operations <input type="checkbox"/> Automated Welding <input type="checkbox"/> Scaffold & Access Solutions <input type="checkbox"/> Industrial Fire Training <input type="checkbox"/> Maximizing Plant Reliability <input type="checkbox"/> Environmental Technologies <input type="checkbox"/> Refinery Modernization <input type="checkbox"/> Workforce Skills Gap Minimization 	<ul style="list-style-type: none"> <input type="checkbox"/> LNG Facility Update <input type="checkbox"/> Digitalizing Maintenance <input type="checkbox"/> Crane & Rigging <input type="checkbox"/> Storage Tank Repair <input type="checkbox"/> Optimizing Turnaround Efficiency <input type="checkbox"/> Connected Worker Technology <input type="checkbox"/> Industrial Cleaning Automation <input type="checkbox"/> Turbomachinery Maintenance <input type="checkbox"/> Emergency Response Preparedness <input type="checkbox"/> Capital Projects Outlook 	<ul style="list-style-type: none"> <input type="checkbox"/> Sustainable Plant Solutions <input type="checkbox"/> Equipment Monitoring & Repair <input type="checkbox"/> Air & Water Quality Management <input type="checkbox"/> Scaffold & Access Best Practices <input type="checkbox"/> Chemical Industry Update <input type="checkbox"/> Industrial Cleaning Equipment <input type="checkbox"/> Decarbonization & Sustainability <input type="checkbox"/> Refinery Asset Reliability <input type="checkbox"/> Gas Detection Advancements

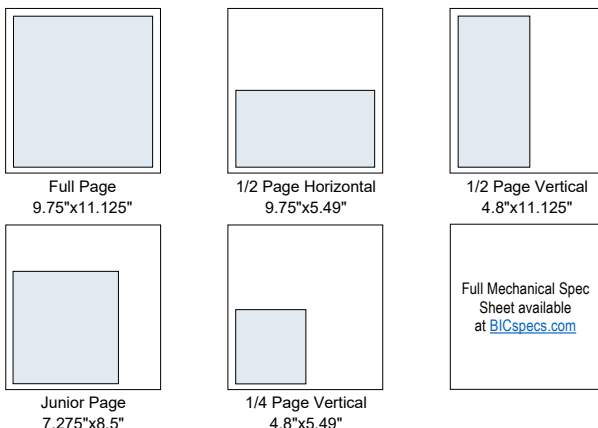
Industry event dates are subject to change.

INSIDE CAMPAIGNS

AD SIZE	RATE PER INSERTION		
	4X	6X	12X
Full Page	\$6,700	\$6,300	\$5,900
Jr Page (Island)	\$6,000	\$5,800	\$5,300
1/2 Page	\$4,600	\$4,300	\$3,900
1/4 Page	\$2,700	\$2,400	\$2,100
Prime Positions*	\$7,500	\$7,200	\$7,000

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

AD SIZES



2-PAGE INSERT CAMPAIGN

Option A

2-Page Insert:	\$16,100	(1x)	\$16,100
Full-Page:	\$5,600	(5x)	\$28,000
Total Investment:		(6x)	\$44,100

Option B

2-Page Insert:	\$16,100	(1x)	\$16,100
Full-Page:	\$6,300	(3x)	\$18,900
Total Investment:		(4x)	\$35,000

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 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:	\$21,400	(1x)	\$21,400
Full-Page:	\$5,600	(5x)	\$28,000
Total Investment:		(6x)	\$49,400

Option B

4-Page Insert:	\$21,400	(1x)	\$21,400
Full-Page:	\$6,300	(3x)	\$18,900
Total Investment:		(4x)	\$40,300

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 for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

FRONT COVER CAMPAIGN

Front Cover Issue:	\$32,000	(1x)	\$32,000
Full-Page:	\$5,600	(5x)	\$28,000
Total Investment:		(6x)	\$60,000

FRONT COVER ISSUE INCLUDES: Front cover, full-page ad, 2 pages of editorial and pictures, first headline on front cover, 500 reprints, selection of "hook" article on page facing cover story, and cover story posted on 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:	\$13,900	(1x)	\$13,900
Full-Page:	\$5,600	(5x)	\$28,000
Total Investment:		(6x)	\$41,900

Option B

Back Cover Issue:	\$13,900	(1x)	\$13,900
Full-Page:	\$6,300	(3x)	\$18,900
Total Investment:		(4x)	\$32,800

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

View Recent Issues:

BICMagazine.com/Archives

INDUSTRIAL MAP

- To be published November 2024
- Brick ads border map with company logo, website and brief copy
- Distribution of each map: 25,000
 - Inserted into Nov/Dec edition of BIC Magazine
 - Bonus distribution at industry trade shows and high-traffic areas along Gulf Coast
 - Bonus copies: Advertisers receive 50 extra folded posters

Rate: \$3,500 per brick ad

Brick Ad: Size 3.875" x 2.25". Accepted files are high resolution PDF or 300 dpi TIFF or JPEG.

Deadline: Ad close date, Sep 1, 2024 | Camera-ready files due Sept 15, 2024

Submit files to Brent Gaspard, bgaspard@bicalliance.com.



LEAD GENERATION

Expert content to establish credibility & generate leads

NATIVE ADVERTISING

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 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 and contact information for landing page ... visitors who do not opt-out
- (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 and 300x100

Content:

- 500-2,500 word article or featured video with description
- Articles may contain up to 2 images and 2 videos
- Images: 3 MB max.
- Videos: YouTube link or MP4 file, use a shared file service for files greater than 8 MB.
- The sponsor can provide "call to action" links, white papers, etc. within and at the end of the article.

Deadline:

All content and ad files due 10 days before publish date.
Submit files to Brad Martin, bmartin@bicalliance.com.

Rates:

\$5,700 Native Ad #1 (second story)
\$4,200 Native Ad #2 (fourth story)

The screenshot shows the BIC Industry Report newsletter for August 29, 2023. It features several articles. Two articles are circled in red: "Prepare your cooling tower for hurricane season - A guide for plant operators" and "Best practices for minimizing risk during planning, design and construction".

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

The screenshot shows a dedicated landing page for BIC Magazine. The title is "Prepare your cooling tower for hurricane season - A guide for plant operators". The page includes a header with the BIC logo and navigation links, a main article area with text and images, and a footer with contact information.

Dedicated Landing Page Example

SINGLE SPONSOR NEWSLETTER

Exclusive sponsorship newsletter with summaries and images for 1-3 sponsor-supplied articles

- 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 Newsletter subscribers
- Additional promotion, including social media
- Analytics report; email and contact information for landing page visitors who do not opt-out (70+, depending on nature of content)

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

Content: See Native Ad description

Deadline: All content and ad files due 10 days before publish date. Submit files to Brad Martin, bmartin@bicalliance.com.

Rate: \$7,200



The screenshot shows a BIC Industry Report newsletter featuring a banner ad for "TURN-KEY MECHANICAL CLEANING SERVICES" and several articles. The articles include "Why the uproar of Ultrasonics in today's industrial cleaning market?", "THE FUTURE OF MECHANICAL CLEANING", and "5 winning reasons to reconsider industrial cleaning providers".

Sponsorship of a BIC Webinar is an easy, effective way to generate sales leads in your market sector.

Position your brand as a thought leader with technical and educational content, 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.

WEBINARS

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 moderator provides a live introduction to the webinar
- BIC provides the webinar platform, online registration process and promotion

Promotion:

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

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:

Attendees include key decision makers from top energy companies such as:

Kuraray	INVISTA	Valero
bp	NRG	DuPont
Shell	Suncor Energy	Sasol
CF Industries	Kinder Morgan	LyondellBasell
Marathon	Westlake Chemical	Arkema
ExxonMobil	Dow	BASF
Phillips 66	Eastman	Chevron

Rate:

- 1X - \$8,500
- 2X or more - \$7,900 per webinar



BIC INDUSTRY ROUNDTABLES

Unique Branding and Lead Generation Opportunity

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

- 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

Sponsorship:

- \$5,500 per event

Watch Recent Webinars:
[BICWebinars.com](https://www.bicmagazine.com/webinars)

INDUSTRY REPORT

September 7, 2023

hasc
Live Online Proctoring
Available Monday-Friday 6 AM - 6 PM CST
and on weekends 8 AM - 4:30 PM CST

ResourceWise acquires Texas-based Chemical Intelligence
Chemical Intelligence is a provider of data, insights, and strategic consulting to the chemical industry, focusing specifically on glycols and derivatives, solvents, antifreeze, and methanol.
[Read More](#)

Beino weather aware during hurricane season is vital for industry
In the industrial sector, the looming threat of a hurricane can cast a shadow that cannot be ignored. [Read More](#)

CADENCE Bank
Your vision. Your Cadence.
[LEARN MORE](#)

Enbridge acquires three U.S. utilities, becomes largest North American gas utility franchise
Following the closings of the acquisitions, Enbridge's gas utility business will be the largest, by volume, in North America with a combined rate base of over \$19 billion and about 7,000 employees. [Read More](#)

VIDEO: Shaft Alignment Tool
Maximize the performance of your rotating equipment with XT770. Align to ANSI tolerances, measure misalignment of horizontal and vertical machines including soft foot, track thermal growth and pipe strain, and document the results.
[Watch Video](#)

2023 AMERICAN HOUSTON
OCTOBER 25-26
Corpus Christi carbon storage hub awarded to world-class team led by Repsol
The Texas General Land Office awarded a Repsol-led partnership a contract for over 140,000 gross acres of pore space owned by the Permanent School Fund for CO₂ storage located offshore of Corpus Christi, Texas. [Read More](#)

Tellurian and Baker Hughes announce agreement for Driftwood LNG Phase 1 liquefaction equipment
Tellurian Inc. and Baker Hughes agree to supply eight main refrigerant compression packages for Phase 1 of the Driftwood LNG project. [Read More](#)

UPCOMING WEBINAR SEPTEMBER 13, 2023 11:00 AM CT
OPTEL
DIGITALLY TRANSFORMING INSPECTIONS, PROJECT PLANNING & SECURITY SURVEILLANCE WITH AUTONOMOUS DRONES AND DIGITAL TWINS
[REGISTER NOW](#)

Valuable Resources

- BIC Photos: IBR Clay Shoot 2023
- BIC Website: Top News on BICMagazine.com
- BIC Video: The economic outlook for U.S. chemical markets
- BIC Website: New Digital Edition

RESOURCES ALERT

August 9, 2023

How to eliminate sandblasting in your facility
Traditional coatings systems, such as the two- or three-coat epoxy system, are completely cost-prohibitive in most cases. All the tedious parameters, expensive equipment and unsafe labor-intensive practices set a price point that most facilities choose not to meet. [Read More](#)

EXPANSION JOINTS
PREVENT DOWNTIME - FREE ONSITE PLANT SURVEYS AVAILABLE
[LEARN MORE](#)

Industry recruiting leaders discuss countermeasures to skill gap challenges
Learn about innovative recruitment approaches and strategic solutions discussed by professionals from Mitsubishi Chemical, Chevron, Kaneka, and LyondellBasell. [Read More](#)

VIDEO: FORTRESS Protective Buildings a turnkey, precast concrete blast resistant building
When it comes to multi-hazard protection for your personnel, nothing compares to FORTRESS Protective Buildings. Our turnkey structures are more than blast resistant modules. [Watch](#)

FABRICATING THE FUTURE
[LEARN MORE](#)

- Modular Fabrication
- Pipe Fabrication
- Pipe Bending
- Turnkey EPC
- Engineering and Design
- Integration and Automation

The importance of quality data in compliance with air pollutant regulations
Meeting environmental laws and regulations is crucial for businesses operating in industries with potential air pollutant emissions. Compliance testing plays a vital role in determining the level of emissions and ensuring adherence to regulatory requirements. [Read More](#)

BIC Alliance members prepared to help during Gulf Coast's hurricane season
It only takes one hurricane to cause widespread devastation, which is why having a strong support system ready when needed this hurricane season is key to safety and recovery. [Read More](#)

Providing solutions and specialized products for diverse industries
In the early days of the blast-resistance industry, one company was approached to design a new option for mobile modular blast-resistant buildings. At the same time, it also started building LeaseFleet, which is now North America's largest fleet of steel blast-resistant buildings. [Read More](#)

UPCOMING WEBINAR AUGUST 23, 2023 10:00 AM CT
INDUSTRIAL SCIENTIFIC
ENHANCING O&G LONE WORKER SAFETY: THE POWER OF CONNECTED DEVICES
[REGISTER NOW](#)

INDUSTRY REPORT

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 22,000. Average open rate is 28% per issue.

Frequency

Every Tuesday and Thursday (Tuesday only in July and August).

RESOURCES ALERT

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 20,000. Average open rate is 27%.

Frequency

Once per quarter

SPECS

Banner Ad: Size 600x125. 40KB max. file size, PNG, JPEG, GIF (1 mb max file size)

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 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.

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).

Deadline: All content and ad files due 10 days before publish date. Submit files to Brad Martin, bmartin@bicalliance.com.

Advertiser provides all text, ad files and links.

INDUSTRY REPORT & RESOURCES ALERT AD UNITS & NET RATES

POSITION	SIZE	RATE PER INSERTION		
		1X	6X	12X
#1 Top Banner	600x125	\$2,250	\$2,150	\$2,000
#2 Ad Banner	600x125	\$2,000	\$1,950	\$1,850
#3 Ad Banner	600x125	\$1,500	\$1,450	\$1,350
#4 Ad Banner	600x125	\$1,500	\$1,450	\$1,350
#5 Ad Banner	600x125	\$1,500	\$1,450	\$1,350
#1 Native Ad	See Specs Box	\$5,700	\$5,500	\$5,250
#2 Native Ad	See Specs Box	\$4,200	\$4,000	\$3,800
Featured Event, Video, Product or Sponsored Content	See Specs Box	\$1,000	\$950	\$900

* Full metrics and analytics provided with each campaign

Valero announces CEO transition plan
Valero Energy Corporation announced that Joseph W. Gorder, Valero's chief executive officer and chairman of the board, has chosen to retire as CEO and has been elected as executive chairman of the board, both effective June 30, 2023.

Air Products announces two new world-scale carbon monoxide projects
The facilities in La Porte and Texas City, Texas, just south of Houston, will produce a combined over 70 million standard cubic feet per day of CO and will be connected to Air Products' existing Gulf Coast, and the world's largest, CO pipeline network.

Ascend's Blanchard aims for "best site worldwide" status
As the senior director at Ascend Performance Materials' Chocolate Bayou site in Alvin, Texas, Greg Blanchard has assumed many responsibilities that have taught him valuable lessons over the years.

Shell Catalysts & Technologies announces expansion of the largest refining catalyst plant in the world
Shell Catalysts & Technologies announced a final investment decision of \$121.7 million to expand its West Baton Rouge Parish facility in Louisiana.

Chevron announces agreement to acquire PDC Energy
The total enterprise value, including debt, of the transaction is \$7.6 billion.

Dow proposes to build nuclear project in Texas
The project is focused on providing the Seadrift site with safe, reliable, zero carbon emissions power and steam as existing energy and steam assets near their end-of-life.

2023 Dow Chemical Fishing Tournament
July 14, 2023
San Leon, TX
The Dow Chemical Fishing Tournament is a team event by boat, pier, or land fishing. Adults and youth are welcome.

THE PRIME EXPO
AUGUST 10, 2023
PASADENA CONVENTION CENTER
LEARN MORE

Petrochemical & Refining Summit
July 17-19, 2023
New Orleans, LA
The Petrochemical & Refining Summit is an invitation-only, premium Summit bringing leading petrochemical and refining executives and innovative suppliers and solution providers together.

BIC 6

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

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

Deadline: All content and ad files due 10 days before publish date. Submit files to Brad Martin, bmartin@bicalliance.com.

Rates: 1X - \$3,900 per issue
6X - \$3,500 per issue
12X - \$3,250 per issue

THE NETWORKER

- **Content:** This unique monthly newsletter provides a summary of key events upcoming in the next 30-60 days, with links to the events and to the online BIC Industry Calendar.
- **Audience:** BIC ResourcesAlert 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 22,000. Average open rate is 28%.
- **Frequency:** End of every month for the next month's events.

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 10 business days before the start of the sponsorship; sponsor can submit new banner ad. Submit files to Brad Martin, bmartin@bicalliance.com.

Rate: \$2,500 per issue

Discover tailored digital marketing solutions with BIC Magazine. Our team specializes in content creation, web design, SEO, SEM, social media and more. We'll collaborate closely to meet your goals on time and within budget.

Why Choose BIC?

With over 35 years of dedicated service, BIC has been instrumental in empowering industrial service and product companies to effectively market the energy sector. Our unparalleled experience, coupled with extensive market insights and cutting-edge marketing technology, positions BIC uniquely to deliver tangible and measurable return on investment (ROI) for your marketing endeavors. Trust BIC to transform your digital marketing strategies into success stories.

Services Overview

Website Optimization

Enhance your website's performance, user experience and search engine visibility with our website optimization services:

- Page speed optimization
- Mobile responsiveness enhancements
- SEO-friendly structure and content

Social Media Management - PPC

Build a strong social media presence and engage with your audience effectively through our comprehensive social media management services:

- Strategy development and planning
- Content creation and scheduling
- Social advertising and audience targeting
- PPC would include SEM (search engine marketing: Google and alternative search engine ads, and social media sponsored posts)

Digital Content Creation

Craft compelling and relevant digital content that resonates with your target audience across various platforms:

- Blogging and article creation
- Infographics, videos and other multimedia content
- Engaging social media posts

Business Listings

Ensure consistent and accurate business information across online directories and listings for improved local search visibility:

- Listing management and optimization
- Local SEO strategies

Email Newsletter Management

Leverage the power of email marketing with our email newsletter management services:

- Campaign strategy and design
- List segmentation and management
- Performance tracking and optimization



Programmatic Advertising

Reach your industry specific audience everywhere they go online.

STRATEGY INCLUDES:

- BIC database targeting included
- Site retargeting
- Addressable geofence retargeting
- Keyword retargeting
- Event retargeting

PROGRAMMATIC GOALS

- Create brand and top-of-mind awareness
- Differentiate from competitors in the market
- Campaign will be measured by a successful CTR of .08% or higher
- Increase website traffic to advertiser site

MOBILE and DESKTOP

5 ad sizes reaching 98% of available inventory while receiving the most engagement

PACKAGE OPTIONS

DOMINANT

100,000 impressions \$3,200 / month

COMPETITIVE

80,000 impressions \$2,560 / month

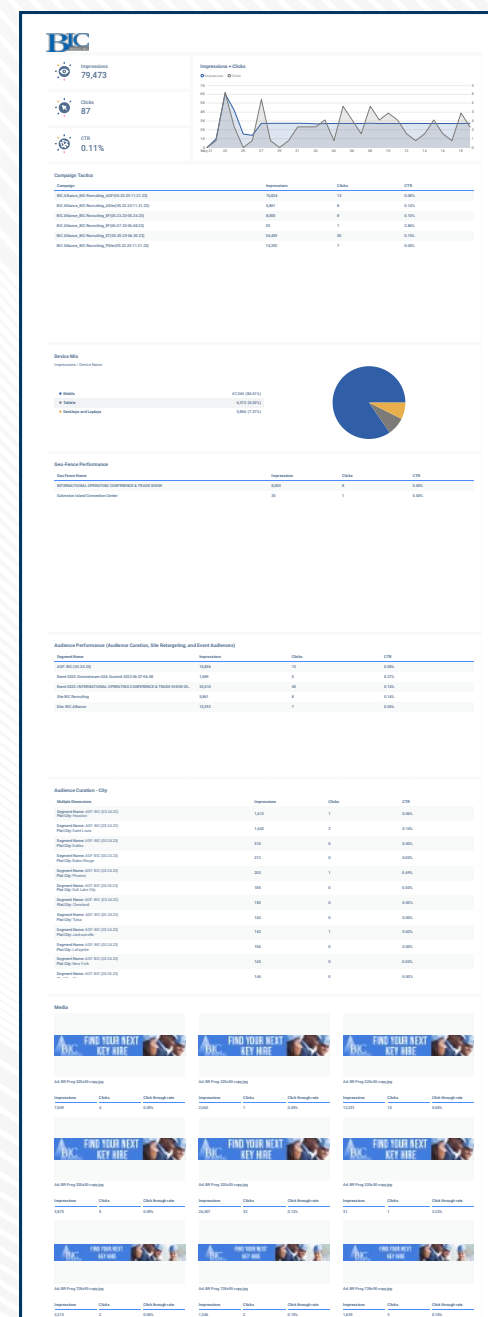
PRESENCE

50,000 impressions \$1,600 / month

Minimum of 6-month campaign

Ad Sizes: (Width x Height in pixels, art files submitted as PDF, JPEG or PNG)

50x300	50x320	90x728
160x600	250x300	300x50
300x250	320x50	728x90



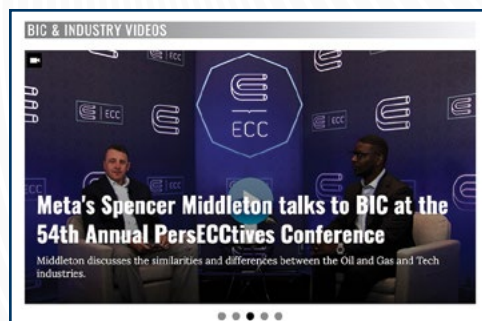
WORLD-CLASS CONTENT

Top News

Daily postings of current industry and energy related news, with a focus on expansions, mergers and acquisitions, supply and demand trends and issues impacting production.

BIC & Industry Videos

Industry executive interviews, company updates, In-the-Know with Thomas Brinsko vlog summarizing current hot topics



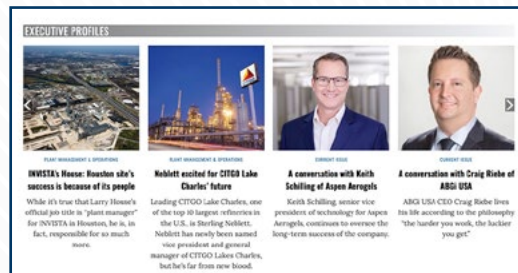
People Going Places

Current hires and promotions in industrial companies



Executive Profiles

Snapshots and interviews with leaders in the energy market



BIC Hot Jobs

Top available openings in sales, management and operations



Industry Events

The definitive listing of upcoming meetings, conferences and expos in industry

BIC Attends

Pictorial recaps of recent industry events

Audience

Decision makers in the Refining, Petrochem, Industrial Construction, Pipelines, Tanks and Terminals, O&G Exploration and Production, Power Generation and EPC industries.

1.3M Web Page Views Annually

66K Monthly Sessions

102K Web page views per month

From BIC Alliance Members

News and announcements from BIC marketing partners



Current Issue

Highlights from the most recent issue of BIC Magazine



[illegible]

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. Average of 20,000 impressions per month per advertiser. Multiple advertisers rotate in one 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 - average 200 page views.

Right Rail Rectangles (300x250)

Homepage and run of site. Can include animated GIFs or HTML5.
Average of 15,000 views per month per advertiser. Multiple advertisers rotate in the positions.

#2, #3, and #4 Leaderboards (970x90)

(Plus mobile ad back-up sizes of 728x90 and 300x100)
Homepage only. Can include animated GIFs or HTML5. Average of 10,000 views per month for #2; 2,000 views per month for #3 and #4. 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. Average of 22,000 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. Average 15,000 impressions per month per advertiser. Multiple advertisers may rotate in the position.

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

		RATE PER MONTH		
POSITION	SIZE	1X	6X	12X
#1 Top Leaderboard	970x70	\$3,200	\$3,000	\$2,750
#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	\$4,400	\$3,900	\$3,400
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 or 300x300)

Rich media enhancement to Right Rail Rectangle. Displays 6 images in a very slick cube. (Two options available)



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. Average 6,000 impressions per month.



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.

VIDEO MARKETING

Raise Awareness & Create Engagement

Industry video marketing is an effective tactic for reaching, educating and nurturing potential customers. Your investment delivers the return you need by partnering with our team of digital marketing and video experts to create video content that resonates with your target audience and performs online and on social media.



Logo Sponsorship of BIC Video Content

- Sponsor logo will be layered over a video 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 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: \$1,000



Featured Video Promotion

- Promote your existing video
- Video featured in BIC Newsletter
- Dedicated video landing page on BICMagazine.com or link to sponsor's site
- Optional Top Banner and Floor Ad on landing page
- Rotation of video on BICMagazine.com homepage
- Promotion on social media
- Lead generation options available (see page 8)

Rate: \$1,000



Custom Video Package

- Virtual or face-to-face in BIC's office, client's office or other agreed-upon location in the Houston area
- 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
- BIC will post video on BICMagazine.com and social media channels including LinkedIn, Facebook, YouTube and/or X
- Client will approve videos prior to posting
- Client has ownership of video file and raw footage
- Length of finished video: up to 5 minutes

Rates vary



Trade Show, Conference & 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 2-3 business days from receipt of sponsor materials
- Limited approval prior to posting
- Videos will be posted to social media and BICMagazine.com

Rate: \$2,200

Watch Recent Videos: [BICVideos.com](https://www.bicvideos.com)



Industrial Marketing
& Media



Merger & Acquisition Services for
Industrial Businesses



Executive Recruiting
for the Energy Market

**CONNECTING PEOPLE IN BUSINESS AND INDUSTRY
WITH ONE ANOTHER FOR THE BETTERMENT OF ALL**

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