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 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): 43%
- Pipeline/Terminals/LNG (Midstream): 23%
- Integrated Oil & Gas Companies (Upstream/All Streams): 17%
- EPCs, Service Companies & Suppliers: 12%
- Power/Utilities: 5%

**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

**Circulation by Department**

- Plant Managers/Department Managers: 20%
- Maintenance, Construction & Projects: 16%
- Purchasing/Procurement: 12%
- Operations: 12%
- C-Suite/Executives: 11%
- Health, Safety & Environmental, Security: 11%
- Engineers: 7%
- Sustainability & Operational Excellence: 6%
- Human Resources/Training: 5%

**Circulation by Region**

- PADD 1 East Coast: 15%
- PADD 2 Midwest: 16%
- PADD 3 Gulf Coast: 60%
- PADD 4 Rocky Mountain: 3%
- PADD 5 West Coast: 6%
- Petroleum Administration for Defense Districts: 6%
BUILD TOP OF MIND PRESENCE WITH BIC PRINT-PLUS CAMPAIGNS
In Print, Digital Media, Video, Social Media & Events

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

BIC KEEPS YOU IN FRONT OF YOUR CUSTOMERS AND PROSPECTS

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.

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

Buddy Tucker
Vice President of Sales and Marketing
Ohmstede Industrial Services

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.

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Buddy Tucker
Vice President of Sales and Marketing
Ohmstede Industrial Services
## BIC MAGAZINE EDITORIAL CALENDAR
For an up-to-date 2024 Editorial & Bonus Distribution Calendar, visit BICmediakit.com

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JANUARY / FEBRUARY</th>
<th>MARCH / APRIL</th>
<th>MAY / JUNE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JULY / AUGUST</th>
<th>SEPTEMBER / OCTOBER</th>
<th>NOVEMBER / DECEMBER</th>
</tr>
</thead>
</table>

*Industry event dates are subject to change.*
**INSIDE CAMPAIGNS**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>RATE PER INSERTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4X</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,700</td>
</tr>
<tr>
<td>Jr Page (Island)</td>
<td>$6,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,600</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,700</td>
</tr>
<tr>
<td>Prime Positions*</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

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

**AD SIZES**

- Full Page 9.75" x 11.125"
- 1/2 Page Horizontal 9.75" x 5.49"
- 1/2 Page Vertical 4.8" x 11.125"
- Junior Page 7.275" x 8.5"
- 1/4 Page Vertical 4.8" x 5.49"

**RATE PER INSERTION**

- **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

**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

**FRONT 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 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

**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
- **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.

**RATE PER INSERTION**

- All rates are net. Insertions to be billed upon publication, NET 10 days.

**AD SIZES**

**INCOME CAMPAIGNS**

**RATES & SPECIFICATIONS**

- **BICMagazine.com/Archives**
- View Recent Issues:

- 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
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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. with 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)

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, and 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.

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

Rate: $7,200
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
- bp
- Shell
- CF Industries
- Marathon
- ExxonMobil
- Phillips 66

- INVISTA
- NRG
- Suncor Energy
- Kinder Morgan
- Westlake Chemical
- Dow
- Eastman

- Valero
- DuPont
- Sasol
- LyondellBasell
- Arkema
- BASF
- 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
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
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 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 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
# 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.
A 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.

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## AD UNITS & NET RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Top Leaderboard</td>
<td>970x70</td>
<td>$3,200</td>
<td>$3,000</td>
<td>$2,750</td>
</tr>
<tr>
<td>#2 Top Leaderboard</td>
<td>970x90</td>
<td>$2,300</td>
<td>$2,150</td>
<td>$2,000</td>
</tr>
<tr>
<td>#3, #4 Leaderboard</td>
<td>970x90</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$1,500</td>
</tr>
<tr>
<td>Right Rail Rectangle</td>
<td>300x250</td>
<td>$2,500</td>
<td>$2,400</td>
<td>$2,300</td>
</tr>
<tr>
<td>3D Cube or YouTube</td>
<td>300x250</td>
<td>$3,000</td>
<td>$2,900</td>
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<tr>
<td>Floor Ad</td>
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<td>$4,400</td>
<td>$3,900</td>
<td>$3,400</td>
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<tr>
<td>In-Content Ad</td>
<td>Text, at least 500 words</td>
<td>$2,000</td>
<td>$1,800</td>
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<tr>
<td>Sponsored Content</td>
<td>300x500</td>
<td>$2,500</td>
<td>$2,400</td>
<td>$2,300</td>
</tr>
</tbody>
</table>

## 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.
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

**Rates:** $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)

**Rates:** $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

**Rates:** $2,200
Industrial Marketing & Media

Merger & Acquisition Services for Industrial Businesses

Executive Recruiting for the Energy Market

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