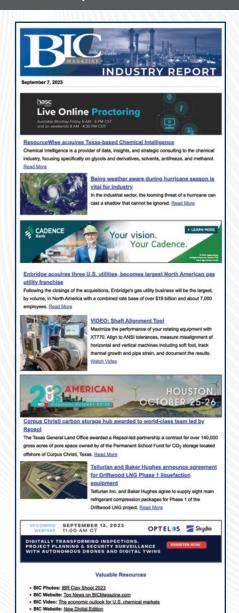
## **NEWSLETTERS**

# Rates & Specifications







# 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

		RATE PER INSERTION		
POSITION	SIZE	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

<sup>\*</sup> Full metrics and analytics provided with each campaign





## 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