

# 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](mailto: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 with thumbnails and titles. 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". Other visible articles include "Oil and gas production projected to reach \$8.6 trillion in 2027 with increasing growth ahead", "DOE announces \$126 million to pursue clean energy research and development", "Your Premium Supplier for Lifting Gear Rentals.", and "Energy impacts of Gulf of Mexico hurricanes quantified".

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

The screenshot shows a dedicated landing page for the article "Prepare your cooling tower for hurricane season - A guide for plant operators". The page features a header with the BIC logo and navigation links. Below the title, there is a note about the sponsor and a link to opt-out. The main content area includes an image of a cooling tower and a video player with the text "THE MOST COMPREHENSIVE COOLING TOWER MANUFACTURER IN THE INDUSTRY".

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](mailto:bmartin@bicalliance.com).

**Rate:** \$7,200

The screenshot shows a single sponsor newsletter. The header features the BIC logo and "TURN-KEY MECHANICAL CLEANING SERVICES". The main content includes an article titled "Why the uproar of Ultrasonics in today's industrial cleaning market?" and a banner for "BLACKHAWK MECHANICAL CLEANING" with the text "5 winning reasons to reconsider industrial cleaning providers". The footer includes social media icons and contact information for Brad Martin.

