

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.