

NATIVE ADVERTISING

What is Native Advertising?

Branded content that seamlessly blends with editorial, such as a company article showcasing expertise or success stories.

What You Get with a BIC Native Ad:

- Featured as the 2nd or 4th story in the BIC Industry Report Newsletter
- Dedicated landing page with top banner and floor ad
- “Call to action” links, videos and white papers embedded in the article
- One year of visibility on BICMagazine.com
- One week of social media promotion
- Analytics report with email and contact info (40+, depending on nature of content)

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 words with up to 2 images/videos (max 3 MB/image, videos via YouTube link or MP4)
- Deadline: 10 days before publication

Rates:

- \$5,700 for Native Ad #1 (2nd story)
- \$4,200 for Native Ad #2 (4th story)

See Examples at:
BICMagazine.com/archives



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



Dedicated Landing Page Example

SINGLE SPONSOR NEWSLETTER

Exclusive sponsorship newsletter with summaries and images for 1-2 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

