



Connecting Business & Industry for over 40 years





2025 MEDIA PLANNER

BIC ALLIANCE MISSION

To connect people in business and industry with one another for the betterment of all.



BIC Recruiting

Specializes in placing sales, operations and executive management roles in the energy and industrial sectors. With a network of over 30,000 contacts, its recruiters excel at finding top candidates. Notably, over half of its placements come from direct referrals, setting them apart from other executive search firms.

BIC Magazine

Is America's largest multi-industry, multi-departmental energy publication. Through all media, including print, digital, social media 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 owner with sell-side and equity events primarily in the downstream sector. The investment banking group has a wide array of skills and experience as a division of BIC Alliance. Since its inception, IVS Investment Banking's principals have successfully completed 20 transactions totaling over \$420 million.

BIC KEEPS YOU IN FRONT OF YOUR CUSTOMERS AND PROSPECTS

PRINT, DIGITAL MEDIA, VIDEO, SOCIAL MEDIA & EVENTS



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
- 79K unique visitors per month
- 107K page views per month
- Content: Top News, New Products & Services, Supplier News, People Going Places, Videos



VIDEOS

- Custom videos and executive interviews
- Logo sponsorship of industry videos
- Trade show interviews
- Featured Video Promotion
- Great for social media



NEWSLETTERS

- 23K subscribers / Open rate: 33%
- Top news, expansions, event listings, best practices and solutions
- Titles: Industry Report, BIC 6 (Top Stories), The Networker
- Single Sponsor Newsletter - Generates leads



EVENT SPONSORSHIPS

- Sponsor BIC's premier networking events
- The PRIME Expo and Conference
- Annual Crawfish Boil (Spring)
- Annual Fish Fry (Fall)
- Attendee lists included with sponsorships



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



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



WEBINARS & ROUNDTABLES

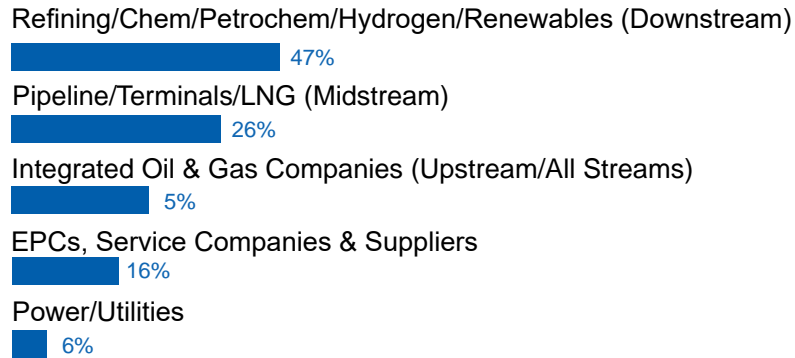
- Sponsor led webinars or sponsor BIC Industry Roundtables
- Harness the power of BIC's loyal audience
- Full contact info of registrants provided
- Establish expertise in your discipline, service line or category



CUSTOM DIGITAL MARKETING

- Industry-specific Programmatic Ad Campaigns
- Website optimization, SEO and landing pages
- Social media management
- Content marketing
- Email marketing

CIRCULATION BY INDUSTRY



CIRCULATION BY DEPARTMENT



INDUSTRY REACH

100K+ Total Monthly Audience

60K Total Print Readership Per Issue
Includes pass along

23K BIC Newsletters Circulation

79K Monthly Sessions on BICMagazine.com

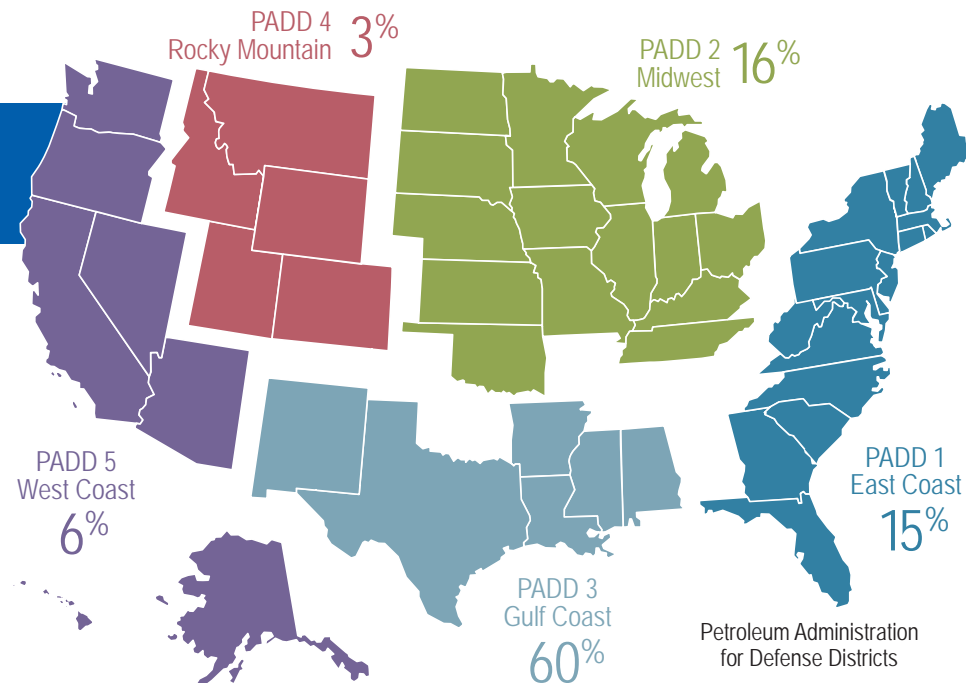
1.3M Web Page Views Annually

107K Web Page Views Monthly

85K Social Media Followers & Connections

BIC Company & Staff pages

CIRCULATION BY REGION



Depending on the size and type of your program, receive these value-added services.

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 Listings
- 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 Editor/Content Strategists. Team up your subject matter experts with a knowledgeable BIC editor to craft articles that inform readers and showcase 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.

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.

BIC EVENTS



The PRIME Expo

This event is targeted to plant managers, maintenance and 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

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.

“

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

ISSUE

	JANUARY / FEBRUARY	MARCH / APRIL	MAY / JUNE
	SALES DEADLINE: 11/13/24	SALES DEADLINE: 1/22/25	SALES DEADLINE: 3/25/25
Bonus Distribution	<ul style="list-style-type: none"> World of Concrete Cooling Technology Institute Annual Conference and Expo International Pipeline Piggings & Integrity Management Conference Water & Wastewater Equipment, Treatment & Transport Show POWERGEN International MineXchange SME Annual Conference & Expo American Hydrogen Forum ECC Extra Conference 6th American LNG Forum 	<ul style="list-style-type: none"> CERAWeek by S&P Global Underground Construction Technology International Conf. RefComm Expoconference AMPP Annual Conference + Expo 2025 API Pipeline Conference and Expo World Petrochemical Conference 4C Marketplace Conference Nitrogen + Syngas USA AFPM Annual Meeting International Aboveground Storage Tank Conference Waste Management (WM) Symposia Americas Energy Summit & Exhibition 	<ul style="list-style-type: none"> Offshore Technology Conference Environmental, Health & Safety Seminar Carbon Capture Technology North America Expo TCEQ's Environmental Trade Fair & Conference (ETFC) Downstream Exhibition & Conference ILTA International Operating Conference & Trade Show Hydrogen Technology Expo North America 2025 API Spring Refining and Equipment Standards Meeting OSHA Region VI VPPPA Annual Safety & Health Conference
Editorial Focus	<ul style="list-style-type: none"> Digital Transformation Operational Excellence Energy Industry Outlook Pipeline Inspection & Repair Renewable Fuels Projects Wastewater Solutions Safety Standards Civil Construction & Demolition Asset Integrity Management 	<ul style="list-style-type: none"> New Safety Products Advanced Recycling Optimizing Turnarounds Hydrogen Utilization Petrochemical Forecast Refinery Digitalization Tank Storage & Midstream Review Corrosion Under Insulation Plant Operations Software LNG Facility Update 	<ul style="list-style-type: none"> Carbon Capture Use and Storage Equipment & Site Services Safety Product Highlights Downstream EPC Digitalizing Turnarounds Lifting & Rigging Equipment Process Safety Management Liquid Storage Refinery Expansion Update OSHA Standards
	JULY / AUGUST	SEPTEMBER / OCTOBER	NOVEMBER / DECEMBER
	SALES DEADLINE: 5/23/25	SALES DEADLINE: 7/25/25	SALES DEADLINE: 9/23/25
Bonus Distribution	<ul style="list-style-type: none"> Texas A&M Annual Industrial School Vendor Show AFPM Summit ASSP Professional Development Conference & Exposition Safety Fire-Rescue International — IAFC's Conference & Expo The PRIME Expo VPPPA Safety+ Symposium 	<ul style="list-style-type: none"> GPA Midstream Conference Water Environment Federation Technical Exhibition National Safety Council Congress & Expo ECC PerspECtives Conference Economic Alliance Gulf Coast Industry Forum Experience Power Conference + Exhibition IADC Annual General Meeting ASNT Conference Heat Exchanger World Conference & Expo Turbomachinery & Pump Symposia 	<ul style="list-style-type: none"> AIChE Annual Meeting National Aboveground Storage Tank Conference WJTA Expo Americas LNG & Gas Technical Conference CLEAN GULF
Editorial Focus	<ul style="list-style-type: none"> Petrochemical Projects Sustainable Plant Operations Automated Welding Scaffold & Access Solutions Industrial Fire Training Maximizing Plant Reliability Environmental Technologies Refinery Modernization Workforce Skills Gap Minimization 	<ul style="list-style-type: none"> Digitalizing Maintenance Crane & Rigging Storage Tank Repair Optimizing Turnaround Efficiency Connected Worker Technology Industrial Cleaning Automation Turbomachinery Maintenance Emergency Response Preparedness Capital Projects Outlook 	<ul style="list-style-type: none"> Sustainable Plant Solutions Equipment Monitoring & Repair Air & Water Quality Management Scaffold & Access Best Practices Chemical Industry Update Industrial Cleaning Equipment Decarbonization & Sustainability Refinery Asset Reliability Gas Detection Advancements

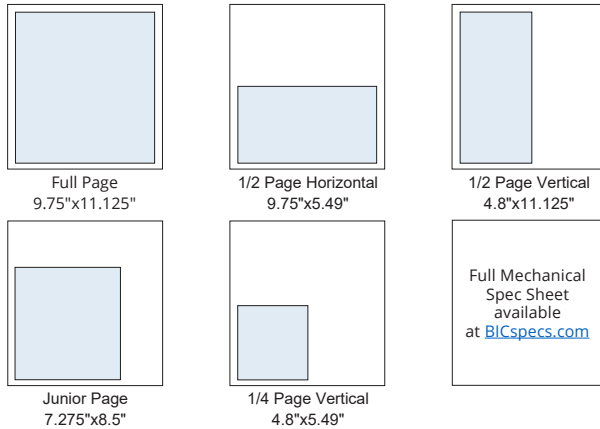
INSIDE CAMPAIGNS

RATE PER INSERTION

AD SIZE	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 2025
- 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, 2025 | Camera-ready files due Sept 15, 2025
 - Submit files to Chris Sartell, csartell@bicalliance.com.

Rate: \$3,500 per brick ad



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:

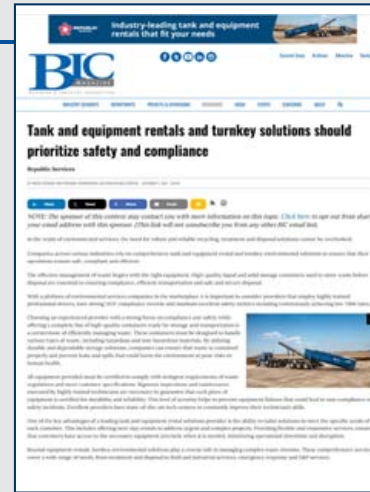
- Desktop: 970x90
- Mobile: 728x90 and 300x100

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)



Dedicated Landing Page Example



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

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



Sponsor a BIC Webinar to effortlessly generate sales leads.

Showcase your brand as a thought leader while highlighting your products to an engaged audience. Connect with key decision-makers and turn leads into lasting relationships.

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	Shell	Marathon	Phillips 66
INVISTA	Suncor Energy	Westlake Chemical	Eastman
Valero	Sasol	Arkema	Chevron
bp	CF Industries	ExxonMobil	
NRG	Kinder Morgan	Dow	
DuPont	LyondellBasell	BASF	

Rate:

- 1X - \$8,500
- 2X or more - \$7,900 per webinar

BIC INDUSTRY ROUNDTABLES

Unlock unique branding and lead generation opportunities with editorial-driven virtual roundtables. Join industry leaders discussing key topics like market predictions, reliability, process safety, productivity and supply chain logistics.

• 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](https://www.bicmagazine.com/webinars)

INDUSTRY REPORT

May 16, 2024

The best defense against corrosion Now with CR-Tech™

ROCKWOOL TECHNICAL INSULATION Learn more

[U.S. share of electric and hybrid vehicle sales decreased in the first quarter of 2024](#)
Hybrid vehicles, plug-in hybrid electric vehicles, and BEVs fell to 18.0% of total new light-duty vehicle (LDV) sales in the United States in the first quarter of 2024 from 18.8% in 4Q23. [Read More](#)

[U.S. appeals court upholds biofuel blending mandates](#)
In 2022, the EPA set biofuel blending mandates for that year at 20.63 billion gallons, as well as retroactive volume mandates for 2021 at 18.84 billion gallons and for 2020 at 17.13 billion gallons. [Read More](#)

FEATURED WEBINAR

THE FUTURE OF LEAK DETECTION AND INSPECTIONS IN INDUSTRIAL FACILITIES USING ULTRASOUND TECHNOLOGY

WATCH NOW

[BHP's options for Anglo American deal narrow as deadline looms](#)
BHP Group's options for its pursuit of rival miner Anglo American include sweetening its \$42.7 billion buyout offer, making a hostile bid or walking away for now as it approaches a May 22 deadline to lodge a binding offer. [Read More](#)

[The Port of New Orleans announced record container growth](#)
The Port of New Orleans has moved a total of 133,845 TEUs during the third quarter of fiscal year 2024 representing a 19% increase year over year and also a record quarter with container volume not seen since the supply chain issues in 2021. [Read More](#)

[Marathon Petroleum Corp. announces leadership transition](#)
MPC President Maryann T. Mannen will succeed Michael J. Hennigan as CEO and will join the Board of Directors. Hennigan will transition from CEO to Executive Chairman of the Board. [Read More](#)

[Linde expands capacity in U.S. Gulf Coast to meet increased demand for industrial gases](#)
Linde announced it has doubled the merchant liquid production capacity of its air separation facility in La Porte, Texas. This expansion of Linde's production capacity will enable the company to meet growing demand for industrial gases in the U.S. Gulf Coast across an array of end markets. [Read More](#)

Your trusted partner in industrial sealing solutions

www.klinger-gpi.com

Valuable Resources

- BIC Photos: 16th Annual BIC Alliance Crawfish Boil
- BIC Video: Mobile firefighting technology for high hazard applications
- BIC Video: VPPFA Director Chris Williams on the PSM Summit
- Featured Segment: Pipeline/Transportation

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 23,000. Average open rate is 33% per issue.

Frequency

Every Tuesday and Thursday (Tuesdays only in July and August).

INDUSTRY REPORT AD UNITS & NET RATES

POSITION	SIZE	RATE PER INSERTION		
		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

* Full metrics and analytics provided with each campaign

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.

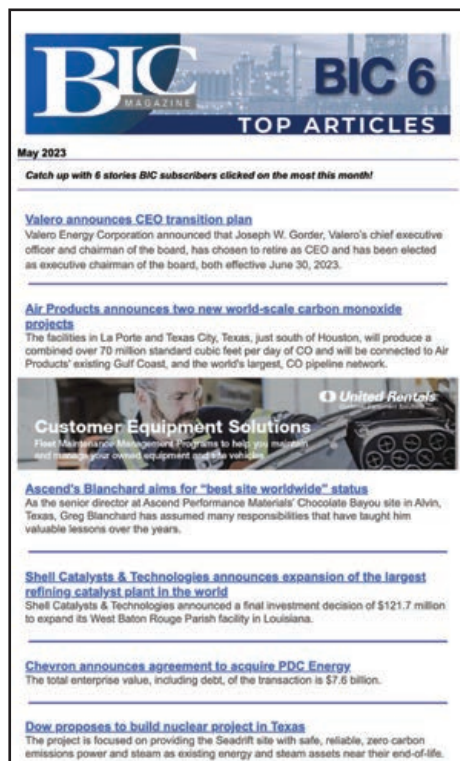
Native Ads: #1 (second story) #2 (fourth story). Text (at least 500 words); with link to custom landing page on BICMagazine.com. Landing page with top banner ad and floor ad.

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.



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 23,000. Average open rate is 33%.
- 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

Elevate your marketing with BIC Magazine's tailored digital services, including content creation, web design, SEO, SEM and social media. We partner closely with you to achieve your goals on time and within budget.

Why Choose BIC?

With over 40 years of experience, BIC empowers industrial companies to market effectively in the energy sector. Our expertise and advanced marketing technology ensure a measurable return on investment (ROI) for your campaigns. **Boost your online presence with BIC's over 100k monthly audience.**

Services Overview

Engage your audience and build your presence through:

- Strategy development
- Content creation
- Social advertising and targeted PPC

Website Optimization

Boost performance and visibility with:

- Page speed optimization
- Mobile responsiveness
- SEO-friendly structure
- Social media management & PPC

Digital Content Creation

Create compelling content across platforms:

- Blogs and articles
- Infographics and videos
- Engaging social media posts



Business Listings

Enhance local visibility with:

- Listing management and optimization
- Local SEO strategies

Email Newsletter Management

Maximize email marketing impact with:

- Campaign strategy and design
- List segmentation
- Performance tracking

Programmatic Advertising

Reach your target audience wherever they are online.

STRATEGY INCLUDES:

- BIC database targeting
- Site and keyword retargeting
- Addressable geofence retargeting
- Event retargeting

PROGRAMMATIC GOALS

- Build brand awareness
- Stand out from competitors
- Achieve a CTR of .08% or higher
- Drive traffic to your website

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

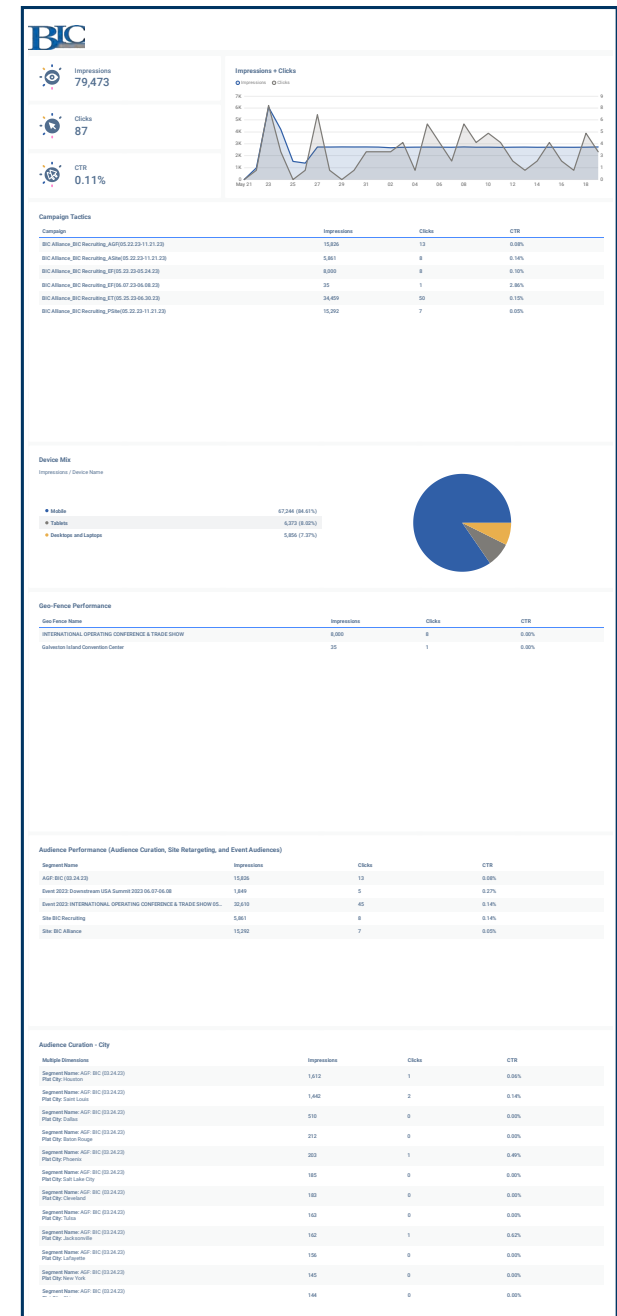
50,000 impressions \$1,600 / month

Minimum of 6-month campaign

Programmatic Ad Sizes:

(Width x Height in pixels, art files submitted as PDF, JPEG or PNG)

300x50	300x250	160x600
320x50	728x90	



Top News

Daily postings of current industry and energy related news, with a focus on projects and 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



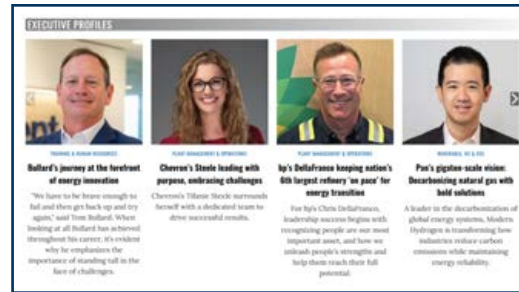
People Going Places

Current executive level 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.

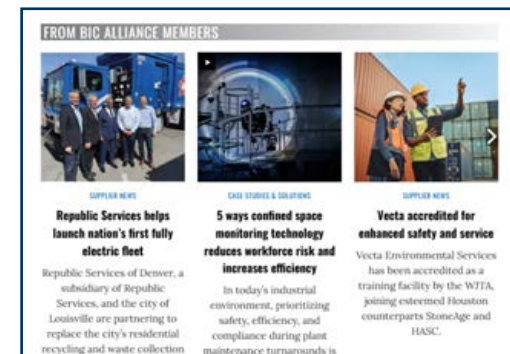
1.3M Web page views annually

79K Monthly sessions

107K 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



#1 Leaderboard 970x90

#2 Leaderboard 970x90

Right Rail Medium Rectangle 300x250

Right Rail Medium Rectangle 300x250

3D Cube 300x250

Right Rail Medium Rectangle 300x250

#3 Leaderboard 970x90

Floor Ad 970x90

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. 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 120 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.

AD UNITS & NET RATES		RATE PER MONTH		
POSITION	SIZE	1X	6X	12X
#1 Top Leaderboard	970x90	\$3,200	\$3,000	\$2,750
#2 Top Leaderboard	970x90	\$2,300	\$2,150	\$2,000
#3, #4 Leaderboard	970x90	\$1,700	\$1,600	\$1,500
Right Rail Rectangle	300x250	\$2,500	\$2,400	\$2,300
3D Cube or YouTube	300x250	\$3,000	\$2,900	\$2,800
Floor Ad	970x90	\$4,400	\$3,900	\$3,400
In-Content Ad	660x90	\$2,000	\$1,800	\$1,600
Sponsored Content	Text, at least 500 words	\$2,000	\$1,800	\$1,600
Mobile only banner	300x500	\$2,500	\$2,400	\$2,300



3D Cube (300x250)
Rich media enhancement to Right Rail Rectangle. Displays 6 images in a very slick cube.



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 effectively reaches and educates potential customers. Partner with our digital marketing and video experts to create compelling content that resonates with your audience and drives online performance.



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, associations 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

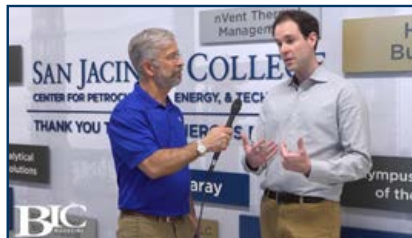
Rate: \$1,000



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 11)

Rate: \$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

Rate: \$2,200

Watch Recent Videos:
BICVideos.com



2025
MEDIA
KIT

