



Connecting People with  
Business & Industry for over 40 years



## BIC ALLIANCE'S MISSION

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



LEARN MORE

**BIC**  
MARKETING

**BIC**  
MAGAZINE

**IVS**  
INVESTMENT  
BANKING

**BIC**  
RECRUITING



### BIC Marketing

A full-service digital marketing agency built specifically for companies serving the Gulf Coast energy and industrial market. Through SEO, programmatic advertising, social media, video, email marketing and more, BIC Marketing connects industrial companies with the buyers they need to reach.

### BIC Magazine

The most recognized publication in the Gulf Coast energy and industrial market, BIC Magazine reaches more than 100,000 readers per month across U.S. refineries, chemical plants, terminals and industrial facilities. Key decision-makers rely on BIC Magazine for industry news, technical content and safety innovations.

### BIC Recruiting

Specializes in placing sales, operations and executive management professionals in the energy and industrial sectors. With a network of more than 30,000 contacts, BIC Recruiting excels at finding top candidates, and more than half of all placements come from direct referrals.

### IVS Investment Banking

Delivers premium sell-side M&A advisory services to industrial business owners in the downstream energy sector. Since its inception, IVS Investment Banking's principals have successfully completed more than 20 transactions totaling over \$420 million as a division of BIC Alliance.

# BIC KEEPS YOU IN FRONT OF YOUR CUSTOMERS AND PROSPECTS

## PRINT, DIGITAL MEDIA, VIDEO, SOCIAL MEDIA & EVENTS



### BIC MAGAZINE

- Six issues per year, featuring interviews, case studies, project profiles, best-practice articles
- Total reach of 60K is the largest readership of any energy industry publication in the U.S.
- Available in print and digital editions



### BICMAGAZINE.COM

- 900K page views annually
- 45K unique visitors per month
- 70K page views per month
- Content: Top News, New Products & Services, Supplier News, People Going Places, Videos



### NEWSLETTERS

- 25K 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



### 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



### WEBINARS & ROUNDTABLES

- Sponsor-led webinars or 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



### VIDEOS

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



### 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



### 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



### DIGITAL MARKETING SERVICES

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

## CIRCULATION BY INDUSTRY

Refining/Chem/Petrochem/Hydrogen/Renewables (Downstream)



Pipeline/Terminals/LNG (Midstream)



Integrated Oil & Gas Companies (Upstream/All Streams)



EPCs, Service Companies & Suppliers



Power/Utilities



## CIRCULATION BY DEPARTMENT

Plant Managers/Department Managers



Maintenance, Construction & Projects



Purchasing/Procurement



Operations



C-Suite/Executives



Health, Safety & Environmental, Security



Engineers



Sustainability & Operational Excellence



Human Resources/Training



## INDUSTRY REACH

**100K+** Total Monthly Audience

**60K** Total Print Readership Per Issue  
Includes pass along

**25K** BIC Newsletters Circulation

**79K** Monthly Sessions on BICMagazine.com

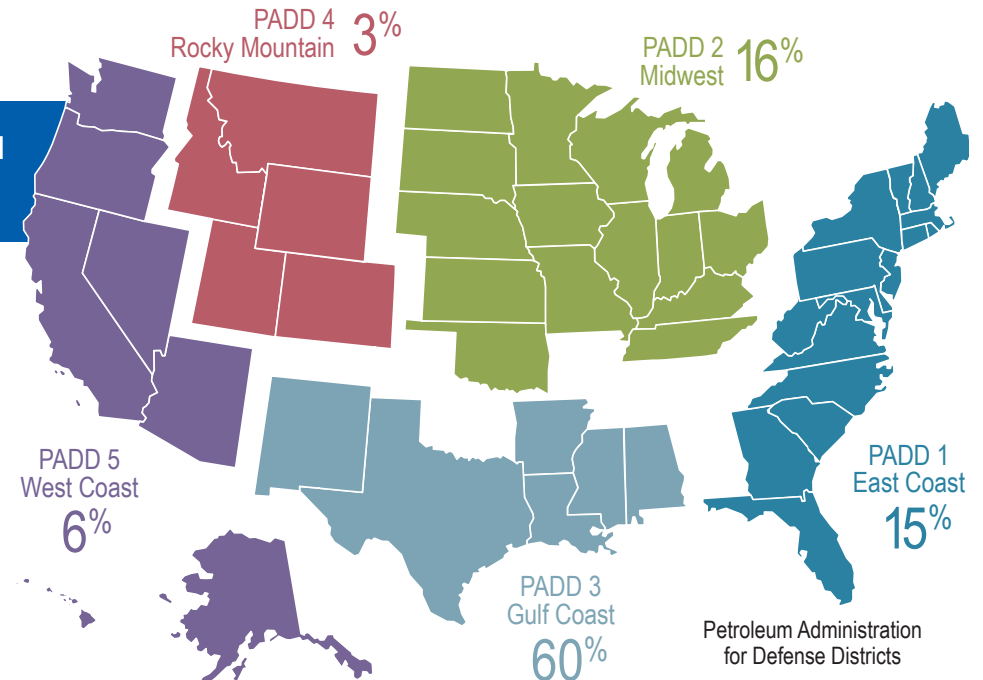
**1.2M** Web Page Views Annually

**100K** Web Page Views Monthly

**95K** 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 editorial team. Pair your subject matter experts with a knowledgeable BIC editor to craft content that informs readers and showcases 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**

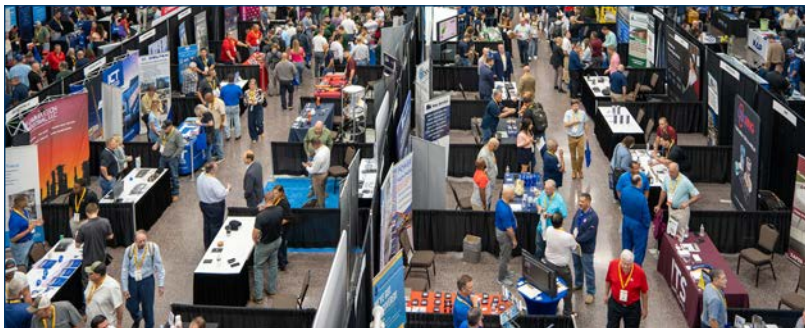
BIC Marketing partners benefit from the BIC Alliance mission to connect people in industry with one another at key industry and BIC Alliance events such as The PRIME Expo, Crawfish Boil and Fish Fry.

*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 KEEPS YOU IN FRONT OF YOUR CUSTOMERS AND PROSPECTS

## PRINT, DIGITAL MEDIA, VIDEO, SOCIAL MEDIA & EVENTS

### 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 spring **Crawfish Boil** and fall **Fish Fry** are held annually in La Porte, Texas. Get the most out of BIC's events by being a sponsor. Event sponsorships offer high visibility and access to 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, Shell, Covestro, INEOS, bp, Kuraray, Mitsubishi Chemical, Nouryon, Braskem and Chevron Phillips Chemical.



*I attended the PRIME Expo in August. It was a well-run event. I spoke with numerous people, and everyone had positive things to say. Your team did a great job! I'll be back next year.*



**Mark R. Bookmyer**  
Site Manager  
LyondellBasell, La Porte, Texas

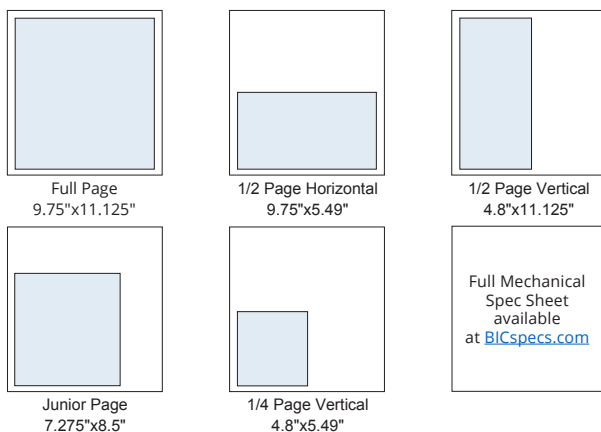
### INSIDE CAMPAIGNS

#### 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](http://BICMagazine.com/Archives)



## INDUSTRIAL MAP

- To be Published November 2026
- 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
  - Ad Deadlines: Sales close Sep 1, 2026; Camera-ready files due Sep 15, 2026
  - Submit files to Chris Sartell, [csartell@bicalliance.com](mailto:csartell@bicalliance.com)

**Rate:** \$3,500 per brick ad

| JANUARY/FEBRUARY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | MARCH/APRIL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | MAY/JUNE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| SALES DEADLINE: 11/12/25                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SALES DEADLINE: 1/22/26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SALES DEADLINE: 3/25/26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p><b>Content Focus</b></p> <ul style="list-style-type: none"> <li>Refining &amp; Petrochemical Industry Outlook</li> <li>Digital Twins in Process Optimization</li> <li>AI &amp; Advanced Analytics in Operations</li> <li>Power Generation for Industrial Facilities</li> <li>Asset Integrity &amp; Reliability in Aging Facilities</li> <li>Pipeline Inspection &amp; Repair Technologies</li> <li>Safety Culture &amp; Incident Prevention</li> <li>Renewable Diesel &amp; SAF Project Updates</li> </ul> <p><b>Bonus Distribution</b></p> <ul style="list-style-type: none"> <li>World of Concrete</li> <li>North American Refining Technology Conference</li> <li>38th International Pipeline Pigging &amp; Integrity Management Conference</li> <li>API - Winter Exploration and Production Standards Meeting</li> <li>POWERGEN International</li> <li>Underground Infrastructure Conference</li> <li>Health &amp; Safety Council - Tailgate Extravaganza</li> <li>B.L.E.W.S. Environmental Symposium &amp; Workshop</li> <li>Cooling Technology Institute Annual Conference &amp; Expo</li> <li>North American Refining Technology Conf (NARTC)</li> <li>Economic Alliance Houston Port Region - Annual Membership Banquet</li> <li>NAPE Summit Week</li> <li>Water &amp; Wastewater Equipment, Treatment, and Transfer Show</li> <li>IADC - HSE&amp;T Conference &amp; Exhibition</li> <li>7th American LNG Forum</li> <li>6th American Hydrogen Forum</li> <li>MINEXCHANGE SME Annual Conference &amp; Expo</li> </ul> | <p><b>Content Focus</b></p> <ul style="list-style-type: none"> <li>Turnaround Planning &amp; Best Practices</li> <li>Optimizing Turnaround Efficiency with Digital Tools</li> <li>Predictive Maintenance Using AI and Machine Learning</li> <li>Small Modular Reactors (SMRs) for Industrial Power</li> <li>New Safety Products &amp; Technologies</li> <li>Advances in Hydrocracking &amp; Catalytic Reforming</li> <li>Tank Storage &amp; Midstream Review</li> <li>Lifting &amp; Rigging Equipment</li> </ul> <p><b>Bonus Distribution</b></p> <ul style="list-style-type: none"> <li>IECA Annual Conference &amp; Expo</li> <li>The Future Energy Summit</li> <li>AFPM - Annual Meeting</li> <li>AMPP Annual Conference + Expo</li> <li>Southern Gas Association - Conference</li> <li>Waste Management Symposia</li> <li>API - Spring Committee on Petroleum Measurement Standards Meeting</li> <li>CERAWEEK</li> <li>40th World Petrochemical Conference</li> <li>AFPM - International Petrochemical Conference</li> <li>American Chemical Society</li> <li>World Hydrogen North America 2026</li> <li>ECC Extra Conference</li> <li>Nitrogen+Syngas USA Expo conference</li> <li>Health &amp; Safety Council - Crawfish Boil</li> <li>AIChE - Spring Meeting &amp; Global Congress on Process Safety</li> <li>Americas Energy Summit &amp; Exhibition</li> <li>LDC Gas Forums - Southeast</li> <li>NISTM - 28th Annual International Aboveground Storage Tank Conference &amp; Trade Show</li> <li>API - Pipeline Conference &amp; Expo: Pipeline, Control Room, &amp; Cybernetics</li> <li>Texas Water Conference</li> <li>TAPPICon</li> <li>Institute for Supply Management World Annual Conference</li> </ul> | <p><b>Content Focus</b></p> <ul style="list-style-type: none"> <li>Mid-Year Petrochemical Market Update</li> <li>Carbon Capture, Utilization &amp; Storage</li> <li>Grid Reliability &amp; On-Site Power Generation</li> <li>Hurricane Season Risk Management</li> <li>Equipment &amp; Site Services</li> <li>Environmental Compliance &amp; Permitting</li> <li>Industrial Fire Safety &amp; Training</li> <li>Circular Economy in Plastics &amp; Petrochemicals</li> </ul> <p><b>Bonus Distribution</b></p> <ul style="list-style-type: none"> <li>Offshore Technology Conference</li> <li>API - Spring Refining and Equipment Standards Meeting</li> <li>AFPM - National Occupational &amp; Process Safety Conference</li> <li>Leadership Conference on Safety, Health, + Sustainability</li> <li>IADC Drilling Onshore Conference</li> <li>Data Driven Oil &amp; Gas USA</li> <li>The Safety Excellence Awards</li> <li>OSHA Region VI VPPPA Annual Safety &amp; Health Conference</li> <li>TCEQ Environmental Conference</li> <li>American Industrial Hygiene Association Connect</li> <li>CLEANPOWER Conference</li> <li>EHS Seminar</li> <li>42nd Annual International Fuel Ethanol Workshop &amp; Expo</li> <li>LDC Gas Forums - Northeast</li> <li>ASSP Professional Development Conference and Exposition Safety</li> <li>ILTA International Operating</li> <li>Energy Projects Conference &amp; Expo</li> <li>Air &amp; Waste Management Association's 119th Annual Conference</li> <li>10th Annual Energy Drone &amp; Robotics</li> <li>API - Exploration and Production Standards Meeting on Oilfield Equipment and Materials</li> </ul> |

| JULY/AUGUST                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | SEPTEMBER/OCTOBER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | NOVEMBER/DECEMBER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| SALES DEADLINE: 5/22/26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SALES DEADLINE: 7/24/26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | SALES DEADLINE: 9/23/26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>Content Focus</b></p> <ul style="list-style-type: none"> <li>▪ Petrochemical Projects &amp; Capital Investment Outlook</li> <li>▪ New Developments in Polyolefins &amp; Aromatics</li> <li>▪ Natural Gas Infrastructure &amp; Industrial Power Partnerships</li> <li>▪ Digital Workforce Training &amp; Remote Monitoring</li> <li>▪ Process Control &amp; Automation Advances</li> <li>▪ Automated Welding Technologies</li> <li>▪ Safety Leadership &amp; Culture Development</li> <li>▪ Process Safety Management</li> </ul> <p><b>Bonus Distribution</b></p> <ul style="list-style-type: none"> <li>▪ Downstream USA</li> <li>▪ 10th API Inspection &amp; Mechanical Integrity Summit</li> <li>▪ Scaffold &amp; Access Industry Association Annual Convention &amp; Exposition</li> <li>▪ Texas A&amp;M Annual Industrial School Vendor Show</li> <li>▪ Fire-Rescue International – IAFC's Conference &amp; Expo</li> <li>▪ ACS Fall 2026 Elevating Chemistry</li> <li>▪ The PRIME Expo</li> <li>▪ The Energy Expo</li> <li>▪ VPPPA Safety + Symposium</li> </ul> | <p><b>Content Focus</b></p> <ul style="list-style-type: none"> <li>▪ Post-Summer Maintenance Strategies</li> <li>▪ Cogeneration &amp; Combined Heat Power Systems</li> <li>▪ Emergency Response Preparedness</li> <li>▪ Storage Tank Repair &amp; Inspection</li> <li>▪ Shutdown &amp; Start-up Procedures</li> <li>▪ Crane &amp; Rigging Best Practices</li> <li>▪ Corrosion Management &amp; Prevention</li> <li>▪ Rotating Equipment Monitoring &amp; Predictive Analytics</li> </ul> <p><b>Bonus Distribution</b></p> <ul style="list-style-type: none"> <li>▪ ECC PerspECtives Conference</li> <li>▪ LDC Gas Forums - Mid-Continent</li> <li>▪ NSC Safety Congress &amp; Expo</li> <li>▪ Turbomachinery &amp; Pump Symposia</li> <li>▪ Economic Alliance Houston Port Region - Gulf Coast Industry Forum</li> <li>▪ GPA Midstream Conference</li> <li>▪ Water Environment Federation Technical Exhibition</li> <li>▪ society of Petroleum Engineers Annual Technical Conference</li> <li>▪ ASNT Conference</li> <li>▪ API 2025 Fall Committee on Petroleum Standards</li> <li>▪ LDC Gas Forums</li> <li>▪ FABTECH</li> <li>▪ Experience POWER</li> </ul> | <p><b>Content Focus</b></p> <ul style="list-style-type: none"> <li>▪ 2027 Budget Planning &amp; CapEx Priorities</li> <li>▪ Energy Storage Systems</li> <li>▪ Proactive Hazard Mitigation</li> <li>▪ Data Center Energy Demand &amp; Industrial Opportunities</li> <li>▪ Air &amp; Water Quality Management</li> <li>▪ Refinery Asset Reliability</li> <li>▪ Sustainable Plant Solutions</li> <li>▪ Chemical Industry Annual Review &amp; 2027 Forecast</li> </ul> <p><b>Bonus Distribution</b></p> <ul style="list-style-type: none"> <li>▪ AIChE Annual Meeting</li> <li>▪ CLEAN GULF</li> <li>▪ API 2025 Fall Refining and Equipment Standards</li> <li>▪ IADC Annual General Meeting</li> <li>▪ National Aboveground Storage Tank Conference</li> <li>▪ Energy Live</li> </ul> |

# 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 two images/videos (3MB/image max, videos via YouTube link or MP4)
- Deadline: 10 days before publication

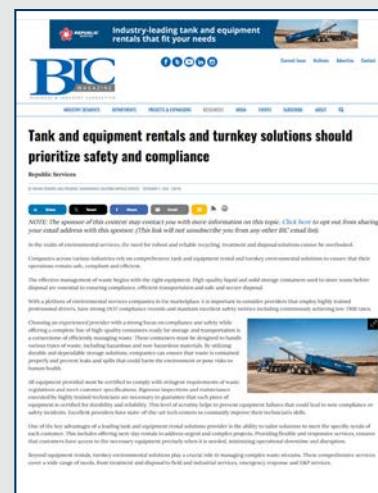
### Rates:

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

See Examples at:  
[BICMagazine.com/archives](https://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.

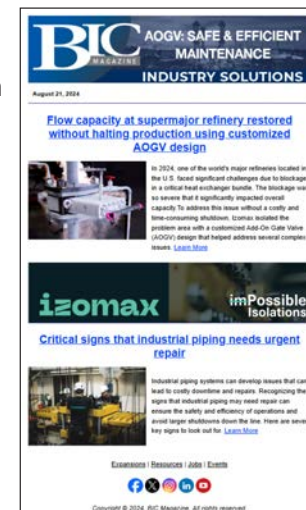
- Newsletter has one banner ad from the sponsor
- Each article links to a dedicated landing page with the full story (up to 2,500 words), images, video and two sponsor banners
- Distributed to BIC Newsletter subscribers
- Additional promotion, including social media
- Analytics report: Email and contact 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 or 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 publication; Submit files to Brad Martin, [bmartin@bicalliance.com](mailto: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:

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

### Rate:

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



**INDUSTRY ROUNDTABLE**

**PRIORITIES FOR A ZERO INCIDENT OPERATION**

**MODERATOR:**  
Chris Williams  
Executive Director  
VPPPA

**PANELISTS:**

- RICHARD BASS  
Manager, HSES  
Kuraray America
- BEN MITCHELL  
North America Director HSE  
Kaneka
- DAN TOPEROSKY  
HSE Manager Lake Charles  
Refinery  
Phillips 66
- TARA GARDNER  
ESSH Director, Chemical  
Operations and Process Safety  
Ascend Performance Materials

**SPONSORED BY:**

GLENGUARD, inasc, MISTRAS, Evergreen North America

## 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

**Rate:** \$5,500 per event

## Watch Recent Webinars:

[BICWebinars.com](https://www.bicmagazine.com/webinars)

### SPECS

**Banner Ad:** Size 600x125; 40KB max file size; PNG, JPEG or GIF (1MB 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 publication date. Submit files to Brad Martin, [bmartin@bicalliance.com](mailto:bmartin@bicalliance.com).

Advertiser provides all text, ad files and links.

### 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**

**DISTRAN** [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](#)

**WARD** [WARD](#)

THE DESIGN, FABRICATION, AND FIELD SERVICE OF ASME CODE PRESSURE VESSELS AND HEAT EXCHANGERS

[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**

**KLINGER** GPI [www.klinger-gpi.com](http://www.klinger-gpi.com)

**Valuable Resources**

- BIC Photos: 18th Annual BIC Alliance Crawfish Boil
- BIC Info: Mobile firefighting technology for high hazard applications
- BIC Video: VPPPPA 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

|                                                          |               | 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   |
| * Full metrics and analytics provided with each campaign |               |                    |         |         |

See Examples at:  
[BICMagazine.com/archives](http://BICMagazine.com/archives)

### SPECS

**Banner Ad:** Size 600x125; 40KB max file size; PNG, JPEG or GIF (1MB 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.

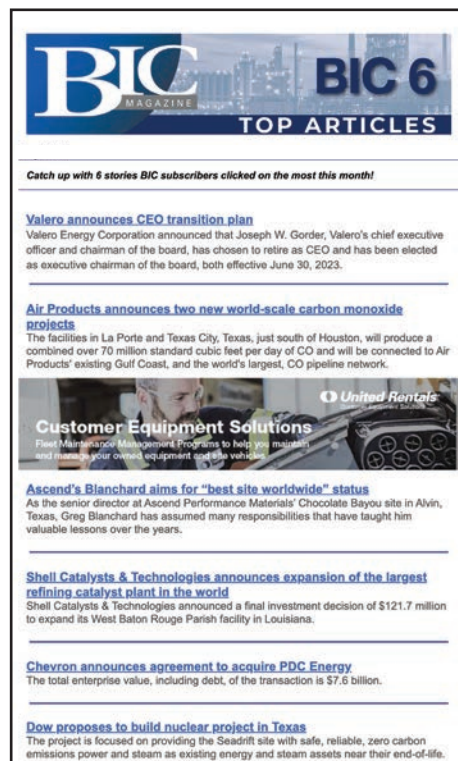
**Native Ads:** #1 (second story), #2 (fourth story). Text (at least 500 words) with link to custom landing page on BICMagazine.com. Landing page with top banner ad and floor ad.

#### 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 publication date. Submit files to Brad Martin, [bmartin@bicalliance.com](mailto: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 or JPEG; Static ads only (Dynamic ads do not render properly on all platforms)

**Deadline:** All content and ad files due 10 days before publication date. Submit files to Brad Martin, [bmartin@bicalliance.com](mailto: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 or 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](mailto: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
- Social media management & PPC
- SEO (Search Engine Optimization) improves your website's ranking in search engine results pages, focus on clicks and keyword ranking
- AEO (Answer Engine Optimization) optimizes your content for AI-powered answer engines to provide quick, direct, short answers rather than a list of links
- GEO (Generative Engine Optimization) guides AI platforms in prioritizing content to help your brand stay relevant, reaching new audiences and driving engagement in an AI-driven world

#### 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

#### BIC Marketing Dashboard

Manage all your marketing assets in one place

## 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 .10% or higher
- Drive traffic to your website

### PACKAGE OPTIONS

#### DOMINANT

100,000 impressions \$3,200/month

#### COMPETITIVE

80,000 impressions \$2,560/month

#### IMPACT

50,000 impressions \$1,600/month

\* Minimum of 6-month campaign

### Programmatic Ad Sizes:

(WidthxHeight in pixels, art files submitted as PDF, JPEG or PNG)

|        |         |         |
|--------|---------|---------|
| 300x50 | 300x250 | 160x600 |
| 320x50 | 728x90  |         |

Five mobile and desktop ad sizes reach 98% of available inventory while receiving the most engagement.

### TV ADVERTISING ON STREAMING SERVICES

Use BIC's exclusive tactics to stream commercials to your target audience through popular providers like Hulu, Sling TV, Paramount, DirectTV, Warner, Discovery, Frndly, LG, ESPN, A&E, Philo, Vizio, Fubo, Xumo and Pluto. Audience strategy includes BIC first-party data, website retargeting, geofencing and event retargeting.

### PACKAGE OPTIONS

#### DOMINANT

100,000 impressions per month (\$10,000/month)

#### GROWTH

40,000 impressions per month (\$4,000/month)

#### IMPACT

20,000 impressions per month (\$2,000/month)

\* Minimum of 3-month campaign

### PRODUCTION OF TV COMMERCIALS

BIC can professionally produce your commercials at competitive rates. \$3,000-\$5,000 for all three 15-, 30- and 60-second versions, depending on scope. Production charges may be waived in larger campaigns.



See Examples at:  
[BICVideos.com](http://BICVideos.com)

## Content & Audience

### 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.



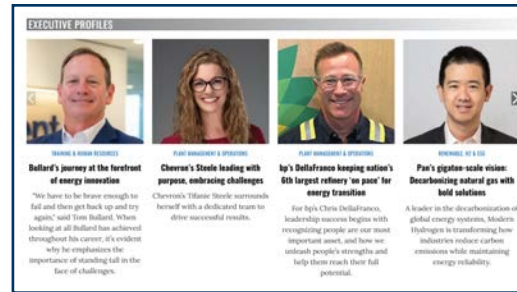
### People Going Places

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.

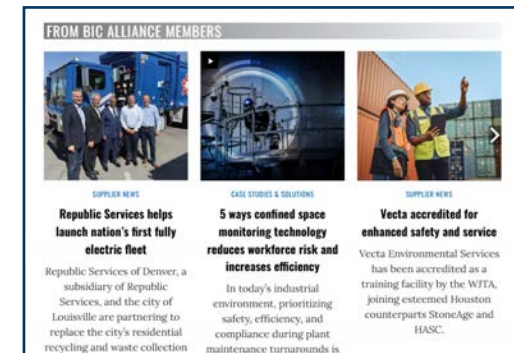
### Audience

Decision makers in the refining, petrochem, industrial construction, pipelines, tanks and terminals, O&G exploration and production, power generation and EPC industries.

**1.2M** Web page views annually  
**79K** Monthly sessions  
**100K** Web page views per month

### From BIC Alliance Members

News and announcements from BIC marketing partners.



### Current Issue

Highlights from recent issue of BIC Magazine.



#1 Leaderboard 970x90

#2 Leaderboard 970x90

#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](mailto:bmartin@bicalliance.com).

## AD UNITS & NET RATES

| POSITION             | SIZE                     | RATE PER MONTH |         |         |
|----------------------|--------------------------|----------------|---------|---------|
|                      |                          | 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.

# VIDEO MARKETING

## Raise Awareness & Create Engagement

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, recording equipment 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](http://BICVideos.com)



