

### 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.

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[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**

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](#)

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**Valuable Resources**

- BIC Photos: 18th Annual BIC Alliance Crawfish Boil
- BIC Info: 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

|                                                     |               | 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](https://BICMagazine.com/archives)

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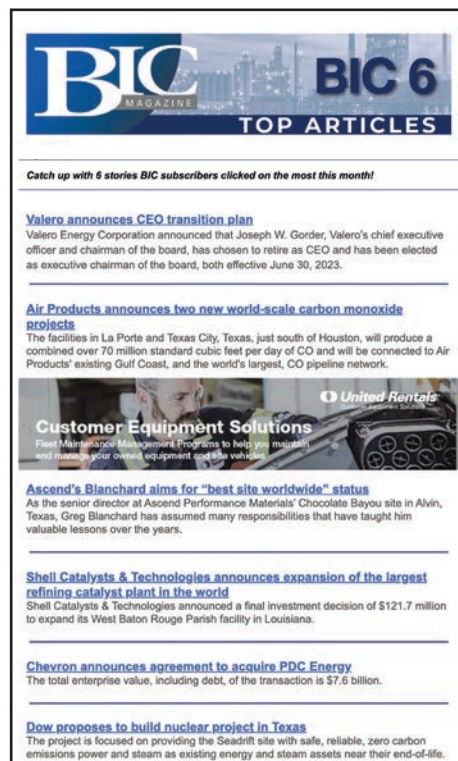
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### BIC 6

- Exclusive sponsorship, two banner ad positions
- Top stories of the month distributed to entire readership
- Highly engaging content
- Frequency: Monthly

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**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