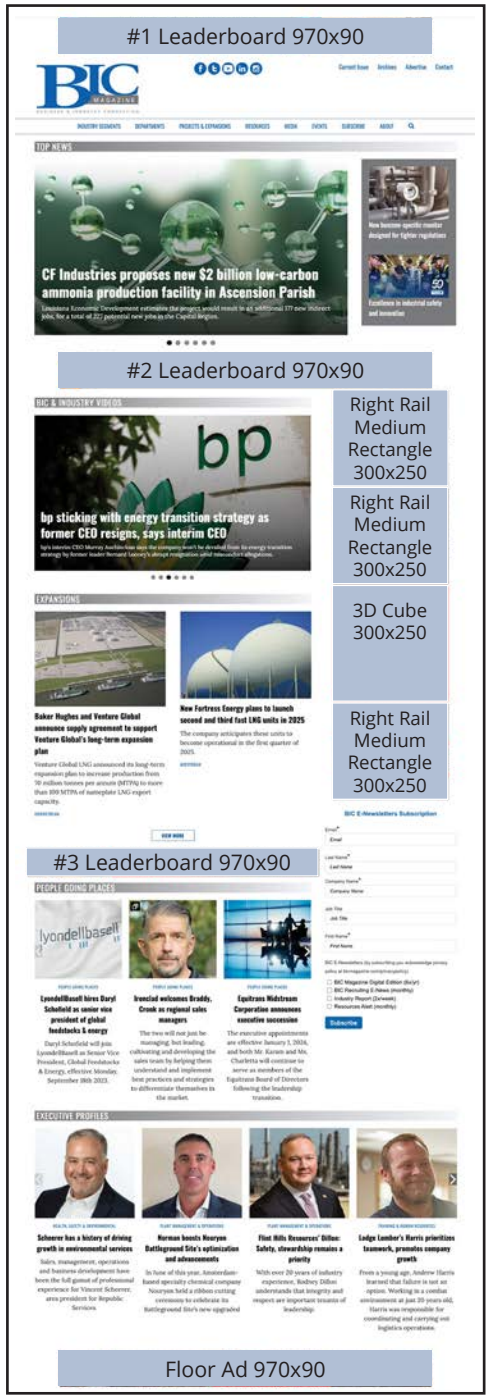

Custom Display & Rich Media Ads

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 6,000 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.