

2019 BICSI Advertising Opportunities



WHY ADVERTISE WITH BICSI?

Targeted Media for a Specialized Audience

REACH MORE READERS by choosing the specific media that speak to the ICT market.

Competitive Rates & Bundle Discounts

PLAN AN AFFORDABLE MARKETING STRATEGY with a variety of price points and incentives to build your marketing mix.

Cross-Media Advertising Strategy

MAGNIFY YOUR MARKETING IMPACT with multiple BICSI advertising mediums.

Global Impact

INFLUENCE CUSTOMERS FROM NEARLY 100 COUNTRIES to extend your reach beyond regional boundaries.

Increased Credibility

ELEVATE THE VALUE OF YOUR BRAND by aligning with one of the most highly regarded global ICT associations.

BICSI is a Professional Association Supporting the Information and Communications Technology (ICT) Community.

ICT covers the spectrum of voice, data, electronic safety & security, project management and audio & video technologies. It encompasses the design, integration and installation of pathways, spaces, optical fiber- and copper-based distribution systems, wireless-based systems and infrastructure that supports the transportation of information and associated signaling between and among communications and information gathering devices.

BICSI provides information, education and knowledge assessment for individuals and companies in the ICT industry. BICSI serves nearly 23,000 ICT professionals, including designers, installers and technicians.

UNMATCHED ACCESS TO A SPECIALIZED GROUP OF ICT PROFESSIONALS, INCLUDING:

Account Executives
Designers
Engineers
Installers

Manufacturers
Project Managers
Systems Integrators
Technicians

BICSI offers advertising in three different mediums

PRINT, DIGITAL AND WEB ADVERTISING

At-a-Glance

163,000

Unique Website
Page Views/Month

22,000

Unique Website
Visits/Month

35,000

Social Media
Followers

100%

ICT Today and
BICSI Insider
Direct Requests

100%

Subscribers who
Influence and
Decide on
ICT Purchases

ICT Today: Print & Digital Publication

- o Reaches more than 20,000 ICT professionals, as well as industry decision-makers from around the world
- o Distributed via postal mail and email
- o Sent to all BICSI members and credential holders
- o Included with paid association membership; paid subscriptions available to extend reach
- o Increased shelf life with print format (opt-in for all members)
- o Preferred ad placement available
- o Digital version ads link directly to advertisers' websites
- o Issues archived electronically on BICSI website
- o Bonus distribution at BICSI conferences and events, as well as industry trade shows

BICSI Insider: Digital Publication

- o Reaches more than 18,000 BICSI members and credential holders
- o Digital imprint with email distribution
- o Captures a specialized audience of key decision-makers
- o Each issue is digitally archived on BICSI's website
- o Ads link directly to advertisers' websites for immediate action
- o Limited number of advertisers means your ad stands out

REDESIGNED!

BICSI Website: Web Advertising

- o Dynamic content continuously generates both new and repeat traffic
- o Exclusive content category sponsorships
- o Mobile-responsive and user-centric
- o Linkable banner ads (fixed or rotating ad options)
- o Data tracking available
- o Reaches a high-level audience of end users

**EARN DISCOUNTS
BY ADVERTISING IN
MULTIPLE MEDIUMS**

ICT TODAY

THE OFFICIAL TRADE JOURNAL OF BICSI

Print & Digital Publication



Technical in nature, *ICT Today* delivers on BICSI's mission to provide relevant, vendor-neutral and authoritative information to ICT professionals.

ICT Today is distributed to all BICSI members and credential holders bimonthly and is also available to nonmembers on a paid subscription basis.

ICT Today features expanded coverage of relevant industry topics related to data centers, network cabling infrastructure design and deployment, voice, data, electronic safety and security (ESS) systems, audio and video, project management and the latest IP-based applications and technologies. Articles share an education and best practice focus.

Many sizes of magazine ads, inserts, belly bands and polybagging options are available.

ADDED VALUE

Bonus international distribution at industry trade shows and BICSI conferences.

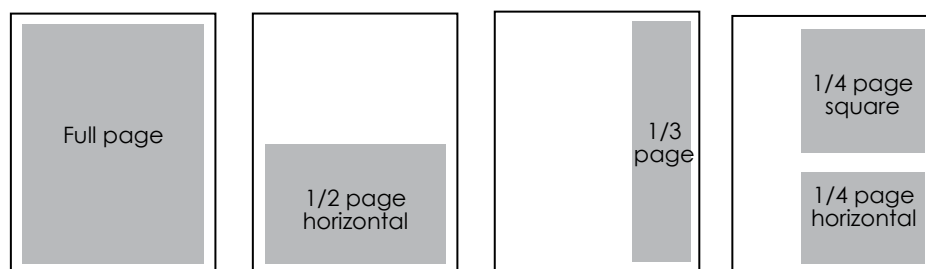
Conference Issues:

- **January/February**
2019 BICSI Winter Conference & Exhibition: Orlando, Florida, USA
- **March/April**
2019 ICT Canada—Presented by BICSI: Toronto, Ontario, Canada
2019 BICSI MEA Conference & Exhibition: Dubai, UAE
- **September/October**
2019 BICSI Fall Conference & Exhibition: Las Vegas, Nevada, USA
- **January/February 2020**
2020 BICSI Winter Conference & Exhibition: Tampa, Florida, USA

Ad Sizes/Specifications All prices are listed in U.S. dollars

**CUSTOM
PACKAGES
AVAILABLE!**

Ad Unit (w x h)	1X	3X	6X
Full page: 8.375" x 10.875"	\$5,995	\$5,750	\$5,500
1/2 page horizontal: 7" x 4.5"	\$3,300	\$3,200	\$3,050
1/4 page square: 4.5" x 4.5"	\$1,950	\$1,900	\$1,850
1/3 page vertical: 2.75" x 9.5"	\$1,900	\$1,850	\$1,800
1/4 page horizontal: 4.5" x 3.5"	\$1,900	\$1,850	\$1,800



- o Bleeds are available on full-page ads only
- o Bleeds on other ad sizes are available only upon request
- o Full-page trim size: 8.375" x 10.875"
- o Add .125" to all four sides for bleed (8.5"x 11")

Submit ad artwork to: admaterials@bicsi.org

Acceptable artwork file types:

High-resolution (300 dpi), 4-color CMYK, PDF or JPEG

POLYBAG INSERT

8.375" w x 10.875" h

One insert available per issue, taken on a first-come, first-served basis.

2019 *ICT Today* Production Schedule Issue details are subject to change

Conference Issues	Issue	Insertion Order Due	Artwork Due	Publish Date
Winter Conference	Jan/Feb	11/12/18	11/19/18	01/09/19
ICT Canada and MEA Conference	Mar/Apr	01/14/19	01/21/19	03/06/19
	May/June	03/11/19	03/18/19	05/08/19
	Jul/Aug	05/13/19	05/20/19	07/10/19
Fall Conference	Sept/Oct	07/15/19	07/22/19	09/11/19
	Nov/Dec	09/16/19	9/23/19	11/06/19
2020 Winter Conference	Jan/Feb 2020	11/18/19	11/25/19	01/08/20

BICSI Insider

News and insider information for BICSI Members

Digital Publication



Exclusively for BICSI members and credential holders, the *BICSI Insider* is a bimonthly digital newsletter containing the latest association news.

Inside you'll find feature stories, as well as organization information and announcements, conference reports, standards updates, global advancements and more.

ADDED VALUE

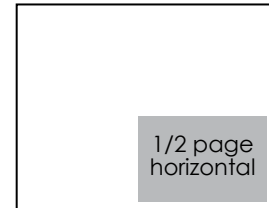
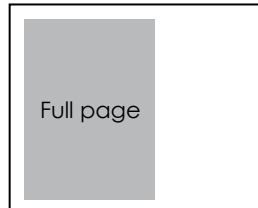
Direct access to BICSI members and credential holders.

Ad Sizes/Specifications

All prices are listed in U.S. dollars.

Ad Unit (w x h)	1x	3x	6x
Full page: 5.5" x 8.5"	\$1,200	\$1,150	\$1,100
1/2 page horizontal: 5" x 4"	\$700	\$650	\$600

- o Bleeds are available on full-page ads only
- o Full-page trim size: 5.5" x 8.5"
- o Add .125" to all four sides for bleed (5.625"x 8.625")



2019 BICSI Insider Production Schedule

Issue details are subject to change

Issue	Insertion Order Due	Artwork Due	Publish
February	01/21/19	01/28/19	02/25/19
April	03/25/19	04/01/19	04/29/19
June	05/20/19	05/27/19	06/24/19
August	07/22/19	07/29/19	08/26/19
October	09/23/19	10/01/19	10/28/19
December	11/18/19	11/22/19	12/20/19

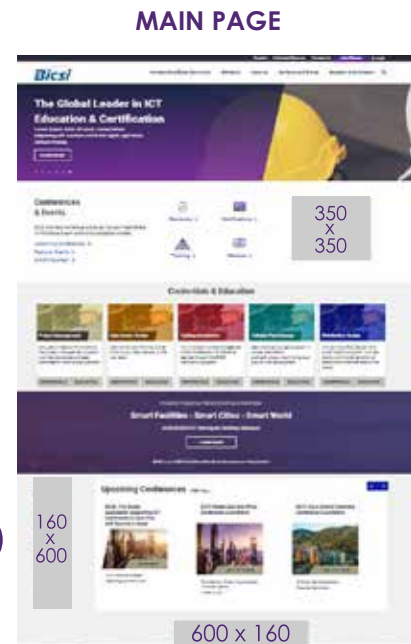
BICSI website

BICSI is launching a new website September 2018! Featuring a clean, modern look with a mobile-responsive and user-centric interface.

Ad placement is offered as exclusive or rotating.
Rotating ads are capped at two per month.

Rates listed below are monthly.

- A** Main Square 350 x 350
 - o Home Page Exclusive: \$6,250
- B** Horizontal 600 x 160
 - o Home Page Exclusive: \$5,000
 - o Home Page Rotating: \$3,500
 - o Interior Page Exclusive: \$2,200
 - o Interior Page Rotating: \$1,600
- C** Skyscraper 160 x 600 *Desktop Only
 - o Home Page Exclusive: \$3,000
 - o Home Page Rotating: \$1,500
- D** Main Rectangle 350 x 300
 - o Interior Page Exclusive: \$4,000
 - o Interior Page Rotating: \$2,750



INTERIOR PAGE

Become the exclusive advertiser in a content category!

Category sponsors will be the exclusive owner of all ads running on the interior page and sub-pages of the selected content category.

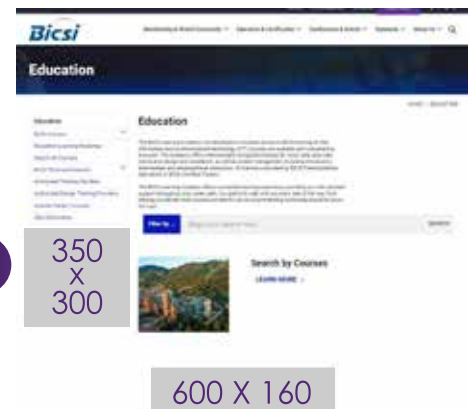
Interior Category Sponsorship Topics

1. Membership & Global Community
2. Education & Certification
3. Conferences & Events
4. Standards
5. About Us

Category Sponsorship Rates

Prices include a 350 x 300 rectangle and 600 x 160 horizontal.

- o 1 x \$5,000
- o 3 x \$4,500
- o 6 x \$4,000





Contact Information

AD SALES & INSERTION ORDER REQUESTS

Exhibit Sales & Marketing Manager,
Courtney Nalls
Tel: +1 813.769.1842 or 800.242.7405
(USA & Canada toll-free)
Email: cnalls@bicsi.org

AD MATERIAL SUBMISSIONS & QUESTIONS

Email: admaterials@bicsi.org
Mail: BICSI, Attn: Ad Materials,
8610 Hidden River Pkwy.,
Tampa, FL 33637-1000 USA