

# 2022 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.

## AT-A-GLANCE

**50%**

ICT Today  
Average  
Open Rate

**43%**

BICSI Insider  
Average  
Open Rate

**18,000**

ICT Today  
Average  
Distribution

**15,500**

BICSI Insider  
Average Email  
Distribution

**274,250**

Website Page  
Views/Month

**34,350**

Website  
Visits/Month

**51,250**

Social Media  
Followers

## DIGITAL AND WEB

### **ICT Today:** Digital & Print\* Publication

*\*Digital version sent to all credential holders & members. Printed copies distributed at BICSI conferences & events within the US & Canada.*

- o Reaches more than **18,000** ICT professionals, as well as industry decision-makers from around the world
- o Consistent average open rate of **50 percent** per issue
- o Distributed via email
- o Sent to all BICSI members and credential holders
- o Included with paid association membership; paid subscriptions available to extend reach
- 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 **15,500** BICSI members and credential holders
- o Consistent average open rate of **43 percent** per issue
- 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 Limited number of advertisers means your ad stands out

### **BICSI Website:** Web Advertising

- o Website page views per month averages **274,250**
- o Website visits per month averages **34,350**
- 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

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

Architects & Consultants • Audiovisual (AV) Professionals • Broadband Service Providers • Cabling Installers & Technician • Data Center Designers & Engineers • Electronic Safety & Security (ESS) Professionals • Facility Owners & Managers • General Contractors • ICT Design Consultants • Manufacturers • Network Designers & Administrators • Outside Plant (OSP) Engineers • Project Managers • Systems Integrators • Wireless/Digital Professionals

# BICSI Insider

News and information for BICSI Members

## Digital Publication

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

Inside you will find feature stories, as well as organization information and announcements, conference and region event reports, standards updates, global advancements, member/credential holder spotlights, and more.

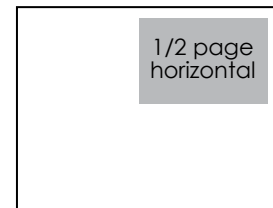
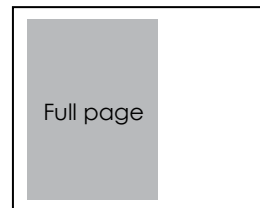


## Ad Sizes/Specifications

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")



## 2022 BICSI Insider Production Schedule

Issue details are subject to change

Issue	Insertion Order Due	Artwork Due	Publish Date
February	1 Feb. 2022	8 Feb. 2022	23 Feb. 2022
May	26 April 2022	3 May 2022	18 May 2022
August	26 July 2022	2 Aug. 2022	17 Aug. 2022
November	18 Oct. 2022	25 Oct. 2022	9 Nov. 2022

# BICSI website

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

## 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

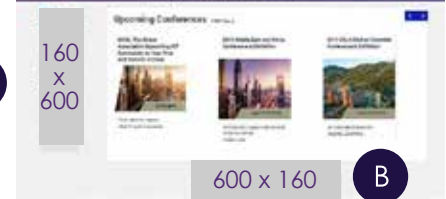
1. Membership & Global Community
2. Education & Certification
3. Conferences & Events
4. Standards
5. About Us

### Category Sponsorship Rates

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

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

### Main Page



### Interior Page



### E Mega Nav 420 x 273



- Exclusive: \$4,000
- Rotating: \$3,000
- With Category Sponsorship: \$2,000

# THE GLOBAL LEADER IN ICT EDUCATION, CERTIFICATION, AND STANDARDS

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

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 ICT professionals and companies, including designers, installers, and technicians. We currently serve more than 26,000 members and credential holders, spanning nearly 100 countries.

## Contact Information

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### AD SALES & INSERTION ORDER REQUESTS

Business Development Manager;  
Exhibits, Sponsorships & Advertising,  
Courtney Nalls  
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### AD MATERIAL SUBMISSIONS & QUESTIONS

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