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

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>43%</td>
<td>18,000</td>
<td>15,500</td>
</tr>
<tr>
<td>ICT Today</td>
<td>BICSI Insider</td>
<td>ICT Today</td>
<td>BICSI Insider</td>
</tr>
<tr>
<td>Average Open</td>
<td>Average Open</td>
<td>Average</td>
<td>Average Email</td>
</tr>
<tr>
<td>Rate</td>
<td>Rate</td>
<td>Distribution</td>
<td>Distribution</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>274,250</td>
<td>34,350</td>
<td>51,250</td>
<td></td>
</tr>
<tr>
<td>Website Page</td>
<td>Website</td>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>Views/Month</td>
<td>Visits/Month</td>
<td>Followers</td>
<td></td>
</tr>
</tbody>
</table>

Call Sales at +1 813.769.1842 or 800.242.7405.
BICSI offers two primary advertising mediums:

**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.

- Reaches more than **18,000** ICT professionals, as well as industry decision-makers from around the world
- Consistent average open rate of **50 percent** per issue
- Distributed via email
- Sent to all BICSI members and credential holders
- Included with paid association membership; paid subscriptions available to extend reach
- Issues archived electronically on BICSI website
- Bonus distribution at BICSI conferences and events, as well as industry trade shows

**BICSI Insider:** Digital Publication

- Reaches more than **15,500** BICSI members and credential holders
- Consistent average open rate of **43 percent** per issue
- Digital imprint with email distribution
- Captures a specialized audience of key decision-makers
- Each issue is digitally archived on BICSI’s website
- Limited number of advertisers means your ad stands out

**BICSI Website:** Web Advertising

- Website page views per month averages **274,250**
- Website visits per month averages **34,350**
- Dynamic content continuously generates both new and repeat traffic
- Exclusive content category sponsorships
- Mobile-responsive and user-centric
- Linkable banner ads (fixed or rotating ad options)
- Data tracking available
- Reaches a high-level audience of end users

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

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.

<table>
<thead>
<tr>
<th>Ad Unit (w x h)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page: 5.5” x 8.5”</td>
<td>$1,200</td>
<td>$1,150</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/2 page horizontal: 5” x 4”</td>
<td>$700</td>
<td>$650</td>
<td>$600</td>
</tr>
</tbody>
</table>

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

2022 BICSI Insider Production Schedule  Issue details are subject to change

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertion Order Due</th>
<th>Artwork Due</th>
<th>Publish Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1 Feb. 2022</td>
<td>8 Feb. 2022</td>
<td>23 Feb. 2022</td>
</tr>
<tr>
<td>May</td>
<td>26 April 2022</td>
<td>3 May 2022</td>
<td>18 May 2022</td>
</tr>
<tr>
<td>August</td>
<td>26 July 2022</td>
<td>2 Aug. 2022</td>
<td>17 Aug. 2022</td>
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</tbody>
</table>
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.

- **Main Square 350 x 350**
  - Home Page Exclusive: $6,250

- **Horizontal 600 x 160**
  - Home Page Exclusive: $5,000
  - Home Page Rotating: $3,500
  - Interior Page Exclusive: $2,200
  - Interior Page Rotating: $1,600

- **Skyscraper 160 x 600 (Desktop Only)**
  - Home Page Exclusive: $3,000
  - Home Page Rotating: $1,500

- **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

Email cnalls@bicsi.org.
THE GLOBAL LEADER IN ICT EDUCATION, CERTIFICATION, AND STANDARDS

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

AD SALES & INSERTION ORDER REQUESTS

Business Development Manager; Exhibits, Sponsorships & Advertising, 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

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