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

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:


Email cnalls@bicsi.org. | 3
Technical in nature, *ICT Today* delivers on BICSI’s mission to provide relevant, vendor-neutral, and authoritative information to ICT professionals.

*ICT Today* is emailed to all BICSI members and credential holders quarterly and is also available to nonmembers on a paid subscription basis.

In addition, hard copies are available at all BICSI conferences in the United States and Canada, allowing attendees, exhibitors, and visitors to take home and share this valuable BICSI benefit.

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

Information and communications technology (ICT) touches all of us, everywhere. Individuals around the globe look to BICSI to help them maneuver the intricacies and changing environment of this complex industry.

Our members and credential holders represent nearly 100 countries and come from many different parts of the world, such as the United Kingdom, Ireland, Australia, the United Arab Emirates, and many others. So your digital BICSI ads receive global exposure on our website, far beyond the United States and Canada.
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>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page: 8.375&quot; x 10.875&quot;</td>
<td>$4,950</td>
<td>$4,500</td>
</tr>
<tr>
<td>1/2 page horizontal: 7.25&quot; x 4.625&quot;</td>
<td>$3,000</td>
<td>$2,750</td>
</tr>
<tr>
<td>1/3 page vertical: 2.25&quot; x 9.5&quot;</td>
<td>$1,750</td>
<td>$1,600</td>
</tr>
<tr>
<td>1/4 page horizontal: 4.75&quot; x 3.5833&quot;</td>
<td>$1,750</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

- Bleeds are available on full-page ads only
- Bleeds on other ad sizes are available only upon request
- Full-page trim size: 8.375" x 10.875"
- Full-page live space: 7.875" x 10.4583"
- 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

2022 ICT Today 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>
<th>Cover Story</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Jan./Feb./Mar.</em></td>
<td>5 Nov. 2021</td>
<td>19 Nov. 2021</td>
<td>12 Jan. 2022</td>
<td>Overcoming ICT Challenges</td>
</tr>
<tr>
<td>April/May/June</td>
<td>18 Feb. 2022</td>
<td>4 March 2022</td>
<td>13 April 2022</td>
<td>Data and Data Center Technologies</td>
</tr>
<tr>
<td>July/Aug./Sept.</td>
<td>8 April 2022</td>
<td>22 April 2022</td>
<td>13 July 2022</td>
<td>Intelligent/Smart Technologies</td>
</tr>
<tr>
<td><em>Oct./Nov./Dec.</em></td>
<td>22 July 2022</td>
<td>29 July 2022</td>
<td>25 Sept. 2022</td>
<td>Emerging Technologies</td>
</tr>
<tr>
<td><em>Jan./Feb./Mar.</em></td>
<td>4 Nov. 2022</td>
<td>18 Nov. 2022</td>
<td>18 Jan. 2023</td>
<td>TBD</td>
</tr>
</tbody>
</table>

* Conference show issue

Each issue of ICT Today is made available at BICSI conferences and events. To view a list of upcoming BICSI events, go to bicsi.org/regionevents.
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><strong>Full page: 5.5” x 8.5”</strong></td>
<td>$1,200</td>
<td>$1,150</td>
<td>$1,100</td>
</tr>
<tr>
<td><strong>1/2 page horizontal: 5” x 4”</strong></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

<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>
</tr>
</tbody>
</table>

Issue details are subject to change.

Call Sales at +1 813.769.1842 or 800.242.7405.
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.
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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