

# 2023 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

**18,000**

*ICT Today*  
Distribution

**75,000**

*BICSI Brief*  
Email  
Distribution

**62,600**

*Social Media*  
Followers

**274,600**

*Average*  
Website Page  
Views/Month

**38,160**

*Average*  
Website  
Visits/Month

**190**

*Countries*  
Reached



## DIGITAL AND WEB

### NEW! **BICSI Brief:** Digital Publication

- Formerly *BICSI Insider*, now with added Regional Director messages and expanded audience
- Reaches more than **75,000** BICSI members, credential holders, and customers
- Global distribution: **75%** of recipients in U.S. and Canada; **25%** outside U.S. and Canada
- 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 **274,600**
- Website visits per month averages **38,160**
- 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

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

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

- Reaches more than **18,000** ICT professionals, as well as industry decision-makers
- Global distribution: **89%** of recipients in U.S. and Canada; **11%** outside U.S. and Canada
- Sent to all BICSI members and credential holders
- Digital imprint with email distribution
- Included with paid association membership
- Issues archived electronically on BICSI website
- Bonus distribution at BICSI conferences and events, as well as industry trade shows

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

Architects & Consultants • Audiovisual (AV) Professionals • Broadband Service Providers • Cabling Installers & Technicians • 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 Brief

Keep up with the latest at BICSI

## Digital Publication

The *BICSI Brief* is a fresh take on what was previously the *BICSI Insider*. Emailed quarterly to our full database of BICSI members, credential holders, and customers, the *BICSI Brief* provides the latest association news.

Personalized letters from BICSI Regional Directors will now accompany timely feature stories and a range of association information and announcements.

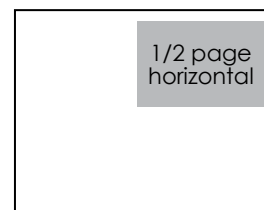
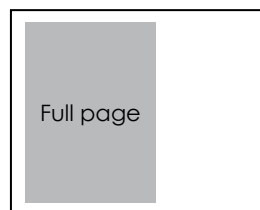


## Ad Sizes/Specifications

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

- 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")



## 2023 BICSI Brief Production Schedule

Issue details are subject to change

Issue	Insertion Order Due	Artwork Due	Publish Date
February	31 Jan. 2023	7 Feb. 2023	22 Feb. 2023
May	25 April 2023	2 May 2023	17 May 2023
August	25 July 2023	1 Aug. 2023	16 Aug. 2023
November	17 Oct. 2023	24 Oct. 2023	8 Nov. 2023

# 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

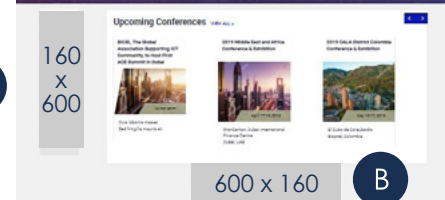
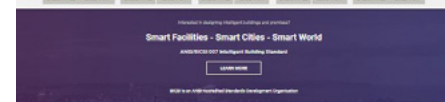
1. Membership & Global Community
2. Education & Certification
3. Conferences & Events
4. Standards
5. About Us

### Category Sponsorship Rates

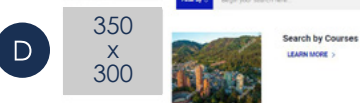
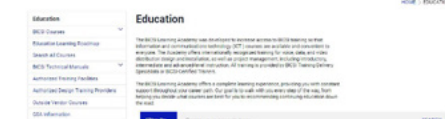
Prices include a 350 x 300 rectangle and 600 x 160 horizontal.

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

### Main Page

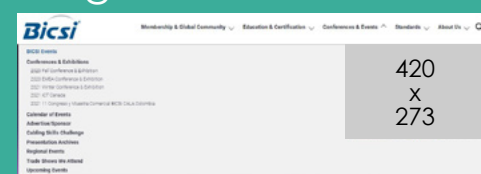


### Interior Page



600 x 160

### E Mega Nav 420 x 273



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



# ICT Today

The official trade journal of BICSI



## Digital & Print 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 emailed to all BICSI members and credential holders quarterly.

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, healthcare, and the latest IP-based applications and technologies. Articles share an education and best practice focus.

## BICSI Members, Credential Holders, and Customers are Worldwide. So is Your Advertising Reach.

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.

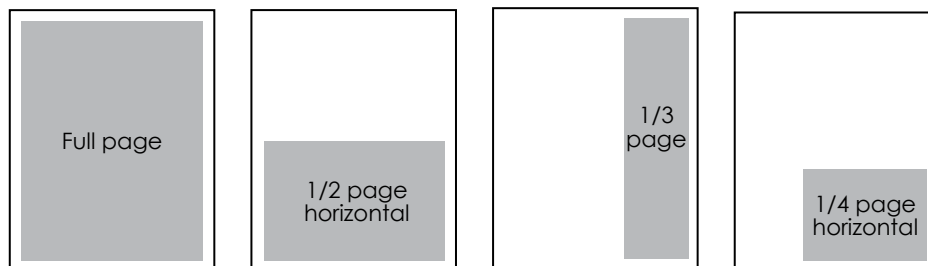


## AD SIZES/SPECIFICATIONS

All prices are listed in U.S. dollars

**CUSTOM  
PACKAGES  
AVAILABLE!**

Ad Unit (w x h)	1X	4X
<b>Full page:</b> 8.375" x 10.875"	\$4,950	\$4,500
<b>1/2 page horizontal:</b> 7.25" x 4.625"	\$3,000	\$2,750
<b>1/3 page vertical:</b> 2.25" x 9.5"	\$1,750	\$1,600
<b>1/4 page horizontal:</b> 4.75" x 3.5833"	\$1,750	\$1,600



- 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")

Email ad insertion orders to [advertising@eandmsales.com](mailto:advertising@eandmsales.com).

Submit ad artwork to [magazine@eandmsales.com](mailto:magazine@eandmsales.com).

Acceptable artwork file types:

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

## 2023 *ICT Today* Production Schedule

Issue details are subject to change.

Issue	Insertion Order Due	Artwork Due	Publish Date	Cover Story
<b>*Jan./Feb./Mar.</b>	6 Dec. 2022	13 Dec. 2022	17 Jan. 2023	Overcoming ICT Challenges
<b>April/May/June</b>	3 March 2023	10 March 2023	14 April 2023	All Things Copper, Optical Fiber, Wired & Wireless, Plus the Latest Connectivity Trends
<b>*July/Aug./Sept.</b>	2 June 2023	9 June 2023	14 July 2023	Data & Data Center Technologies
<b>Oct./Nov./Dec.</b>	1 Sept. 2023	8 Sept. 2023	13 Oct. 2023	Intelligent/Smart Technologies & Other Emerging Technologies
<b>*Jan./Feb./Mar.</b>	1 Dec. 2023	8 Dec. 2023	12 Jan. 2024	TBD

\* 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](https://bicsi.org/regionevents).



# 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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### *BICSI BRIEF AND WEB ADVERTISING:*

#### **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](mailto:cnalls@bicsi.org)

#### **Ad Material Submissions & Questions**

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

### *ICT TODAY:*

#### **Ad Sales & Insertion Order Requests**

Caleb Tindal  
Tel: +1 800.572.0011 x107  
(USA & Canada toll-free)  
Email: [caleb@emconsultinginc.com](mailto:caleb@emconsultinginc.com)

#### **Ad Material Submissions & Questions**

Email: [caleb@emconsultinginc.com](mailto:caleb@emconsultinginc.com)  
Mail: E&M Consulting, Inc.  
Attn: BICSI *ICT Today* Ad Materials  
1107 Hazeltine Blvd., Suite 350  
Chaska, MN 55318

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