2020 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**

<table>
<thead>
<tr>
<th>50%</th>
<th>20,000</th>
<th>17,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT Today and BICSI Insider Average Open Rate</td>
<td>ICT Today Average Distribution</td>
<td>BICSI Insider Average Email Distribution</td>
</tr>
<tr>
<td>230,000</td>
<td>26,500</td>
<td>46,500</td>
</tr>
<tr>
<td>Unique Website Page Views/Month</td>
<td>Unique Website Visits/Month</td>
<td>Social Media Followers</td>
</tr>
</tbody>
</table>

Call Sales at +1 813.769.1842 or 800.242.7405.
BICSI offers advertising in three different mediums.

PRINT, DIGITAL AND WEB

**ICT Today:** Print & Digital Publication
- Reaches more than **20,000** ICT professionals, as well as industry decision-makers from around the world
- Consistent average open rate of **50 percent** per issue
- Distributed via postal mail and 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 nearly **17,000** BICSI members and credential holders
- Consistent average open rate of **50 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
- Unique website page views per month averages **230,000**
- Unique website visits per month averages **26,500**
- 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:

- 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

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

*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.

**Your Ads Reach a Global Audience**

*ICT Today* is distributed at BICSI conferences & region events around the globe. Some of the 2020 destinations are:

- Tampa, Florida
- San Juan, Puerto Rico
- Dubai, United Arab Emirates
- Muscat, Oman
- Bogotá, Colombia
- Tokyo, Japan
- San José, Costa Rica
- Singapore
- Las Vegas, Nevada
### 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>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full page</strong>: 8.375&quot; x 10.875&quot;</td>
<td>$5,995</td>
<td>$5,750</td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>1/2 page horizontal</strong>: 7.25&quot; x 4.625&quot;</td>
<td>$3,300</td>
<td>$3,200</td>
<td>$3,050</td>
</tr>
<tr>
<td><strong>1/3 page vertical</strong>: 2.25&quot; x 9.5&quot;</td>
<td>$1,900</td>
<td>$1,850</td>
<td>$1,800</td>
</tr>
<tr>
<td><strong>1/4 page horizontal</strong>: 4.75&quot; x 3.5833&quot;</td>
<td>$1,900</td>
<td>$1,850</td>
<td>$1,800</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

### 2020 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>Jan./Feb./Mar.</td>
<td>15 Nov. 2019</td>
<td>22 Nov. 2019</td>
<td>8 Jan. 2020</td>
<td>Everywhere Fiber &amp; Health Care</td>
</tr>
<tr>
<td>April/May/June</td>
<td>7 Feb. 2020</td>
<td>14 Feb. 2020</td>
<td>25 March 2020</td>
<td>Data Centers</td>
</tr>
<tr>
<td>July/Aug./Sept.</td>
<td>1 May 2020</td>
<td>8 May 2020</td>
<td>1 July 2020</td>
<td>AV Security</td>
</tr>
<tr>
<td>Oct./Nov./Dec.</td>
<td>20 July 2020</td>
<td>27 July 2020</td>
<td>4 Sept. 2020</td>
<td>Emerging Technologies</td>
</tr>
<tr>
<td>Jan./Feb./Mar.</td>
<td>13 Nov. 2020</td>
<td>20 Nov. 2020</td>
<td>6 Jan. 2021</td>
<td>TBA</td>
</tr>
</tbody>
</table>

Each issue of ICT Today is a BICSI conference issue distributed at global conferences and events. To view a list of upcoming BICSI events, go to bicsi.org/upcomingevents.
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.

Ad Sizes/Specifications

<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”)

2020 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>April</td>
<td>23 March 2020</td>
<td>30 March 2020</td>
<td>27 April 2020</td>
</tr>
<tr>
<td>June</td>
<td>18 May 2020</td>
<td>25 May 2020</td>
<td>22 June 2020</td>
</tr>
<tr>
<td>August</td>
<td>20 July 2020</td>
<td>27 July 2020</td>
<td>24 Aug. 2020</td>
</tr>
<tr>
<td>December</td>
<td>16 Nov. 2020</td>
<td>20 Nov. 2020</td>
<td>18 Dec. 2020</td>
</tr>
</tbody>
</table>
BICSI’s updated website features 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.

### 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
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 ICT professionals and companies, including designers, installers and technicians. We currently serve more than 26,000 memberships and credentials, spanning nearly 100 countries.

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