

The background features a vibrant, multi-colored liquid splash in shades of red, orange, yellow, green, and blue. This splash is overlaid with a white geometric network of lines and dots, resembling a digital or molecular structure. The overall background is a gradient from light blue at the top to a darker blue at the bottom.

2024

Advertising
Opportunities

Bicsi[®]

WHY ADVERTISE WITH BICSI?



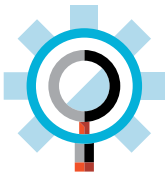
TARGETED MEDIA FOR A SPECIALIZED AUDIENCE

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 EFFECT 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

80,000 ▲6%

BICSI Brief
Email Distribution

62,600

Social Media
Followers

277,160 ▲1%

Average Website Page
Views/Month

64,000 ▲67%

Average Website
Visits/Month

195 ▲2%

Countries
Reached

BICSI offers two primary advertising mediums:

DIGITAL AND WEB

BICSI Brief: Digital Publication

- Formerly *BICSI Insider*, now with an expanded audience
- Reaches more than **80,000** BICSI members, credential holders, and customers
- Global distribution: **75%** of recipients in United States 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
- NEW advertising opportunities, such as video and GIF, now available

BICSI Website: Web Advertising

- Website page views per month averages **277,160**
- Website visits per month averages **64,000**
- 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 and members. Printed copies distributed at BICSI Conferences and events within the United States.*

- Reaches more than **18,000** ICT professionals, as well as industry decision-makers
- Global distribution: **93%** of recipients in United States and Canada; **7%** 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

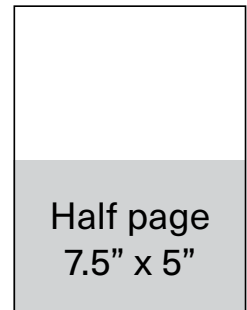
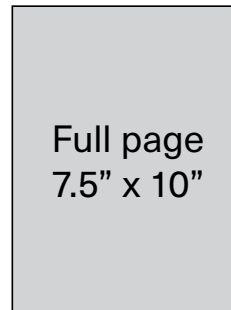
Digital Publication

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.



Ad Sizes/Specifications All prices are listed in U.S. dollars.

Ad Unit (w x h)	1x	4x
Full page: 7.5" x 10"*	\$1,300	\$1,150
1/2 page horizontal: 7.5" x 5"	\$800	\$700
GIF Banner: 8.5" x 2"	\$1,500	-
Video Ad**	\$2,750	-



*Static or Animated (GIF size up to 50 MB, recommend under 10 MB for optimization).

**Video must be a link from YouTube, Vimeo, or Wistia.

2024 BICSI Brief Production Schedule

Issue details are subject to change

Issue	Insertion Order Due	Artwork Due	Publish Date
February	19 Jan. 2024	26 Jan. 2024	21 Feb. 2024
May	12 April 2024	19 April 2024	15 May 2024
August	19 July 2024	26 July 2024	21 Aug. 2024
November	11 Oct. 2024	18 Oct. 2024	6 Nov. 2024

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**
 - Homepage Exclusive: \$6,250
- B Horizontal 600 x 160**
 - Homepage Exclusive: \$5,000
 - Homepage Rotating: \$3,500
 - Interior-Page Exclusive: \$2,200
 - Interior-Page Rotating: \$1,600
- C Skyscraper 160 x 600 (Desktop Only)**
 - Homepage Exclusive: \$3,000
 - Homepage 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

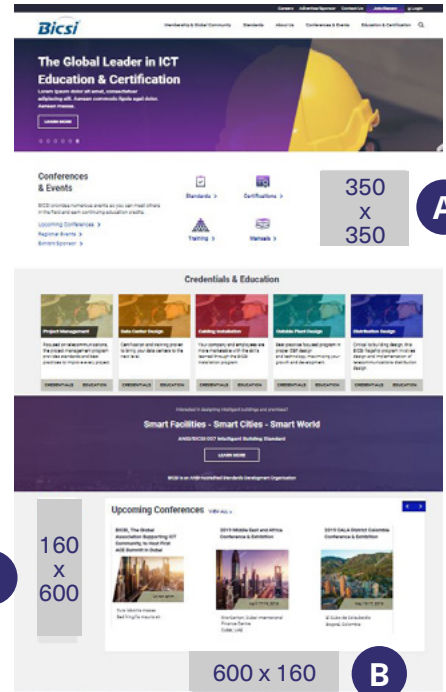
1. Membership & Global Community
2. Education & Certification
3. Conferences & Events
4. Standards
5. About Us

Category Sponsorship Rates

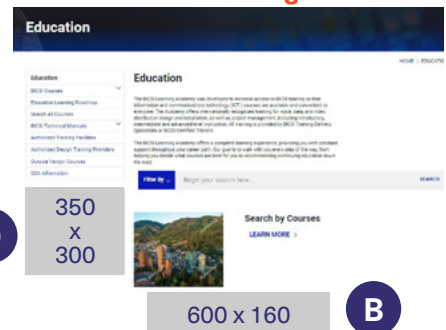
Prices include a 350 x 300 rectangle and 600 x 160 horizontal.

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

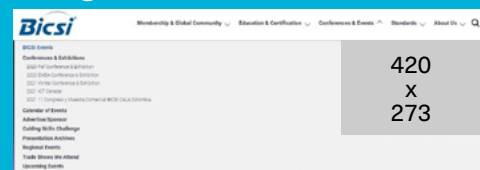
Main Page



Interior Page



E Mega Nav 420 x 273



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

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.

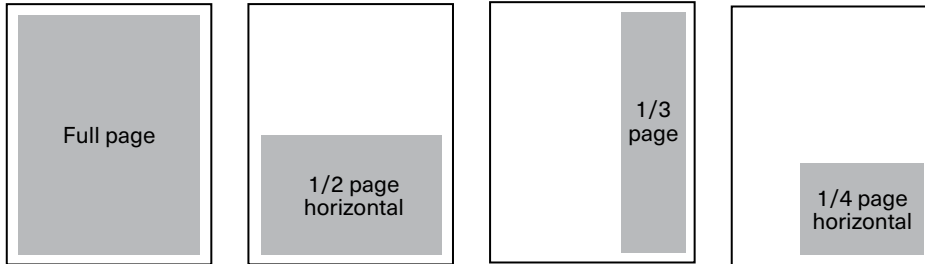
Our members and credential holders represent nearly 100 countries and come from many different parts of the world, such as the United Kingdom, Ireland, Australia, the United Arab Emirates, and many others. So your digital BICSI ads receive global exposure on our website, far beyond the United States and Canada.



AD SIZES/SPECIFICATIONS All prices are listed in U.S. dollars

**CUSTOM
PACKAGES
AVAILABLE!**

Ad Unit (w x h)	1X	4X
Full page: 8.625" x 11.125" (with bleed)	\$4,950	\$4,500
1/2 page horizontal: 7.25" x 4.625"	\$3,000	\$2,750
1/3 page vertical: 2.25" x 9.5"	\$1,850	\$1,700
1/4 page horizontal: 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: 8" x 10.5"
- Add .125" to all four sides for bleed (8.625" x 11.125")

Email ad insertion orders to cnalls@bicsi.org.

Submit ad artwork to admaterials@bicsi.org

Acceptable artwork file types:

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

2024 *ICT Today* Production Schedule

Issue details are subject to change.

Issue	Insertion Order Due	Artwork Due	Publish Date	Cover Topic
*Jan./Feb./Mar.	1 Dec. 2023	8 Dec. 2023	12 Jan. 2024	Applications of Artificial Intelligence in IT
April/May/June	28 Feb. 2024	6 March 2024	10 April 2024	Role of ICT in Sustainable Development/ Future of Clean Technologies
*July/Aug./Sept.	5 June 2024	12 June 2024	17 July 2024	Cloud, Edge Computing, and the Future of Cybersecurity
Oct./Nov./Dec.	30 Aug. 2024	6 Sept. 2024	11 Oct. 2024	Latest Installation and Connectivity Trends

* 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.

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

BICSI BRIEF, ICT TODAY, AND WEB ADVERTISING:

Ad Sales & Insertion Order Requests

Business Development Manager; Exhibits, Sponsorships & Advertising

Courtney Best 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

