



***Bicsi***<sup>®</sup>

**2025**

**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.



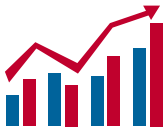
**COMPETITIVE RATES & BUNDLE DISCOUNTS**  
**PLAN AN AFFORDABLE MARKETING STRATEGY** with a variety of price points and incentives to build your marketing mix.



**CROSS-MEDIA ADVERTISING STRATEGY**  
**MAGNIFY YOUR MARKETING EFFECT** with multiple BICSI advertising mediums.



**GLOBAL IMPACT**  
**INFLUENCE CUSTOMERS FROM NEARLY 200 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

**93,722** ▲17%

*BICSI Brief*  
Email Distribution

**1,460**

Average *BICSI Brief*  
Views Per Issue

**55,900**

Social Media  
Followers

**310,930** ▲12%

Average Website  
Page Views/Month

**42,770**

Average Website  
Visits/Month

**195**

Countries Reached

**65%**

U.S. and Canada

**35%**

Outside U.S.  
and Canada

BICSI offers two primary advertising mediums:

# DIGITAL AND WEB

## *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: **65%** of recipients are in U.S. and Canada; **35%** 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

## *BICSI Brief*: Digital Publication

- Reaches more than **80,000** BICSI members, credential holders, and customers
- Global distribution: **75%** of recipients are 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 **310,930**
- Website visits per month averages **42,770**
- 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 ■  
Design Consultants ■ Manufacturers ■ Network Designers & Administrators ■  
Outside Plant (OSP) Engineers ■ Project Managers ■  
Systems Integrators ■ Wireless/Digital Professionals

# 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 educational and best-practice focus.

## BICSI Members, Credential Holders, and Customers Are Worldwide. So Is Your Advertising Reach.

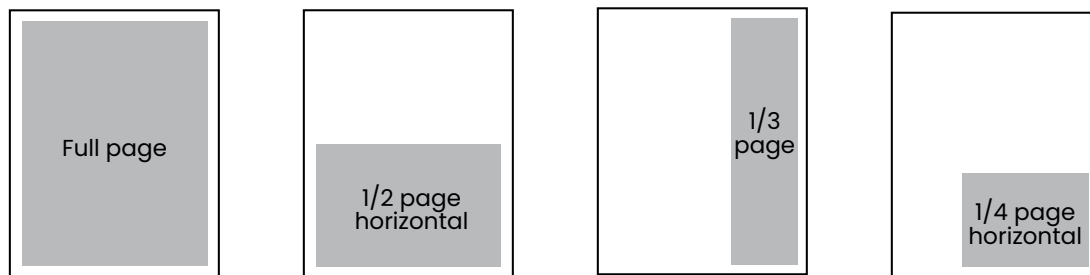
Information and communications technology (ICT) touches all of us, everywhere. Individuals around the globe look to BICSI to help them maneuver the intricacies and changing environment of this complex industry.

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.

| Ad Unit (w x h)                                      | 1X      | 4X      |
|--|---------|---------|
| <b>Full page:</b> 8.625" x 11.125" (with bleed)*     | \$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"               | \$1,850 | \$1,700 |
| <b>1/4 page horizontal:</b> 4.75" x 3.5833"          | \$1,750 | \$1,600 |
| <b>GIF Banner:</b> 8.375" x 2"                       | \$2,750 | -       |
| <b>1/4 page horizontal video:</b> 4.75" x 3.5833"*** | \$4,500 | -       |



\*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.

- 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](mailto:cnalls@bicsi.org)**  
**Submit ad artwork to [admaterials@bicsi.org](mailto:admaterials@bicsi.org)**  
 Acceptable artwork file types: High-resolution (300 dpi), 4-color CMYK, PDF, or JPEG

## 2025 *ICT Today* Production Schedule Issue details are subject to change.

| Issue                   | Insertion Order Due | Artwork Due       | Publish Date    | Cover Topic   |
|-------------------------|---------------------|-------------------|-----------------|---|
| <b>Jan./Feb./Mar.*</b>  | 26 November 2024    | 3 December 2024   | 10 January 2025 | The Intersection of Data and Energy   |
| <b>April/May/June</b>   | 5 March 2025        | 12 March 2025     | 16 April 2025   | Best Practices in Intelligent Building and Wireless Design and Installation |
| <b>July/Aug./Sept.*</b> | 11 June 2025        | 18 June 2025      | 31 July 2025    | Future of ICT from an Installation Perspective                              |
| <b>Oct./Nov./Dec.</b>   | 6 September 2025    | 13 September 2025 | 18 October 2025 | Special Premises Issue  |

\*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).

# BICSI Brief

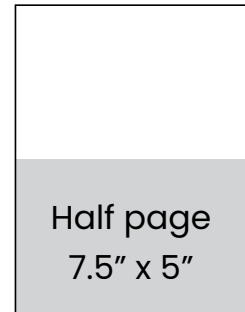
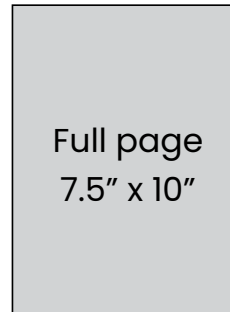
## Digital Publication

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.

## 2025 BICSI Brief Production Schedule Issue details are subject to change.

| Issue    | Insertion Order Due | Artwork Due | Publish Date |
|----------|---------------------|-------------|--------------|
| February | 10 January          | 17 January  | 19 February  |
| May      | 11 April            | 18 April    | 21 May       |
| August   | 11 July             | 18 July     | 20 August    |
| November | 10 October          | 17 October  | 19 November  |

# 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

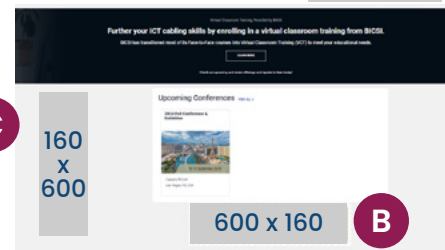
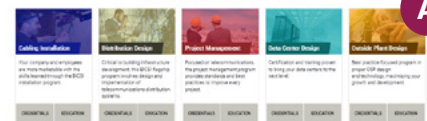
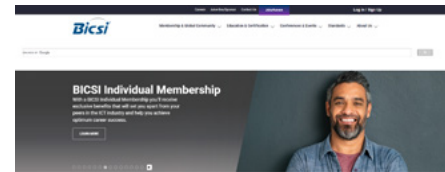
1. Membership & Global Community
2. Education & Certification
3. Conferences & Events
4. Standards
5. About Us

### Category Sponsorship Rates

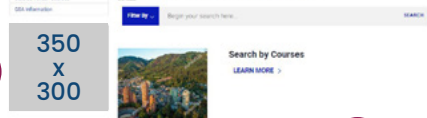
Prices include a 350 x 300 rectangle and 600 x 160 horizontal.

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

### Main Page

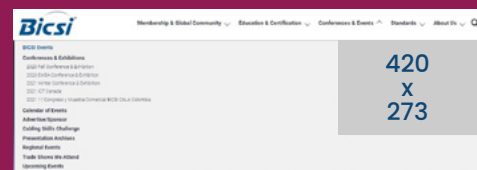


### Interior Page



600 x 160

### E Mega Nav 420 x 273



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

# THE GLOBAL LEADER IN ICT EDUCATION, CERTIFICATION, AND STANDARDS

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BICSI is a Professional Association Supporting the 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 Best 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

