

The background consists of several vertical bars of varying heights and colors. The colors include orange, grey, teal, and dark green. The bars are arranged in a way that creates a sense of depth and movement, with some bars appearing to be in front of others.

# 2026

**ADVERTISING  
OPPORTUNITIES**

# WHY ADVERTISE WITH BICSI?



## TARGETED MEDIA FOR A SPECIALIZED AUDIENCE TO REACH MORE READERS

by choosing the specific media that speak to the ICT market.



## COMPETITIVE RATES & BUNDLE DISCOUNTS TO PLAN AN AFFORDABLE MARKETING STRATEGY

with a variety of price points and incentives to build your marketing mix.



## CROSS-MEDIA ADVERTISING STRATEGY MAGNIFIES YOUR MARKETING EFFECT

with multiple BICSI advertising mediums.



## GLOBAL IMPACT INFLUENCES CUSTOMERS FROM NEARLY 200 COUNTRIES

to extend your reach beyond regional boundaries.



## INCREASED CREDIBILITY ELEVATES THE VALUE OF YOUR BRAND

by aligning with one of the most highly regarded global ICT associations.

## AT A GLANCE

**9,008**

*ICT Today*  
Distribution

**83,514**

*BICSI Brief*  
Email Distribution

**1,490**

Average *BICSI Brief*  
Views Per Issue

**56,410**

BICSI Social Media  
Followers

**303,529**

Avg. BICSI Website  
Page Views/Month

**56,446**

Avg. BICSI Website  
Visits/Month

BICSI offers two primary advertising mediums:

# DIGITAL AND WEB

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

*\*Digital version sent to all members. Printed copies distributed at BICSI conferences and events within the United States and Canada.*

- Reaches more than **9,000** ICT professionals, as well as industry decision-makers
- Global distribution: **84%** of recipients are in the U.S. and Canada; **16%** are outside the U.S. and Canada
- Sent to all BICSI members
- 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 **83,000** BICSI members, credential holders, and customers
- Global distribution: **72%** of recipients are in the U.S. and Canada; **28%** are outside the 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 average **303,529** per month
- Website visits average **56,446** per month
- 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

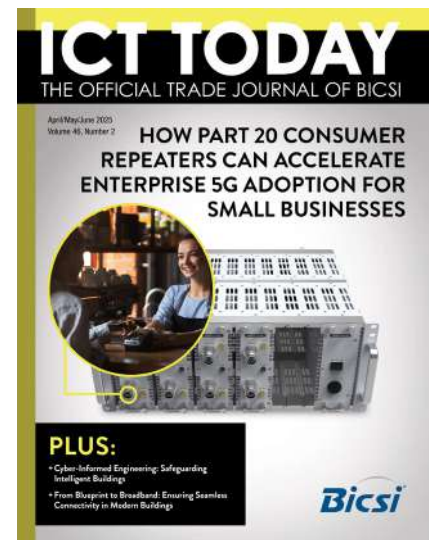
Digital & Print Publication

**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 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; health care; and the latest IP-based applications and technologies. Articles share an educational and best-practice focus.



## 2026 *ICT Today* Production Schedule

Issue details are subject to change.

Issue	Insertion Order Due	Artwork Due	Publish Date
Jan/Feb/Mar*	31 October 2025	7 November 2025	16 December 2025
April/May/June	6 March 2026	13 March 2026	17 April 2026
July/Aug/Sept*	24 June 2026	1 July 2026	5 August 2026
Oct/Nov/Dec	3 September 2026	10 September 2026	15 October 2026

\*Conference issue.

# 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); 8.375" x 10.875" (trimmed)	\$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; under 10 MB recommended 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

## 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 landscape 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.

# 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: 8.5" x 11"*	\$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.

## 2026 BICSI Brief Production Schedule

Issue	Insertion Order Due	Artwork Due	Publish Date
February	16 January	23 January	18 February
May	17 April	24 April	20 May
August	17 July	24 July	19 August
November	16 October	23 October	18 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**
  - o Homepage Exclusive: **\$6,250**
- B Horizontal 600 x 160**
  - o Homepage Exclusive: **\$5,000**
  - o Homepage Rotating: **\$3,500**
  - o Interior-Page Exclusive: **\$2,200**
  - o Interior-Page Rotating: **\$1,600**
- C Skyscraper 160 x 600 (Desktop Only)**
  - o Homepage Exclusive: **\$3,000**
  - o Homepage Rotating: **\$1,500**
- D Main Rectangle 350 x 300**
  - o Interior-Page Exclusive: **\$4,000**
  - o Interior-Page Rotating: **\$2,750**

**Become the exclusive advertiser in a content category!**

Each category sponsor 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:**

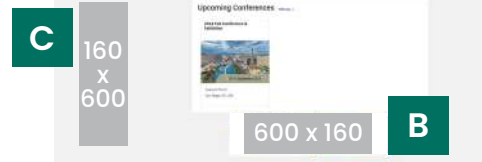
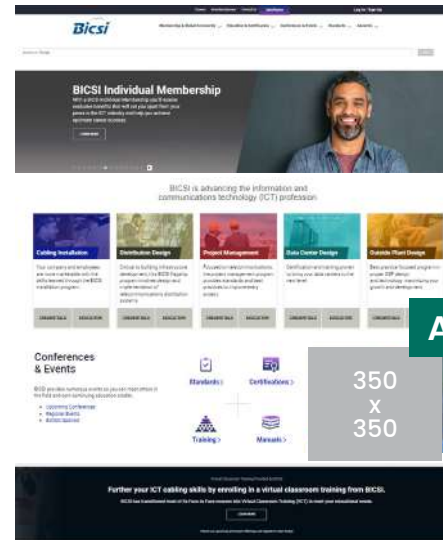
1. Membership & Global Community
2. Education & Certification
3. Conferences & Events
4. Standards
5. About Us

**Category Sponsorship Rates:**

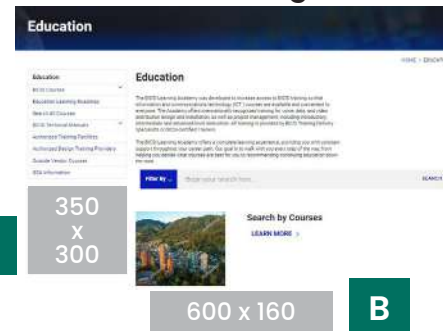
Prices include a 350 x 300 rectangle and 600 x 160 horizontal.

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

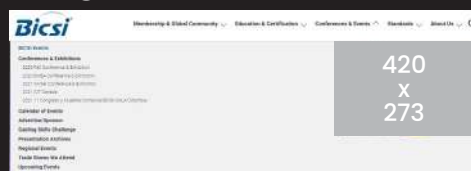
## Main Page



## Interior Page



## E Mega Nav 420 x 273



- o Exclusive: **\$4,000**
- o Rotating: **\$3,000**
- o 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 and security, project management, and audio and video technologies. It encompasses the design, integration, project management, 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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### Ad Sales & Insertion Order Requests

**Courtney Best Nalls**

+1 813.769.1842 | [cnalls@bicsi.org](mailto:cnalls@bicsi.org)

**Brian Dailey**

+1 813.769.1854 | [bdailey@bicsi.org](mailto:bdailey@bicsi.org)

### Ad Material Submissions & Questions

Email: [admateri@bicsi.org](mailto:admateri@bicsi.org)

Mail: BICSI, Attn: Ad Materials

8610 Hidden River Pkwy.

Tampa, FL 33637-1000

