

BIC MAGAZINE: 2021 RATES & SPECS

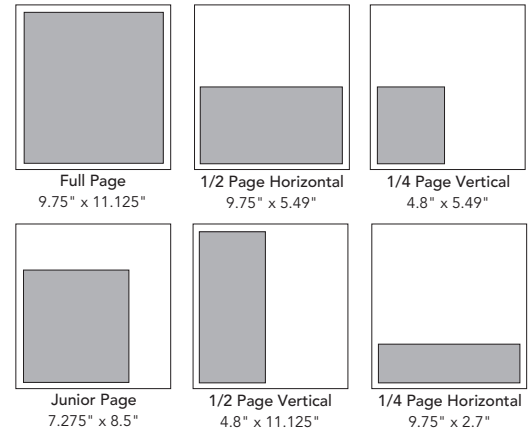
INSIDE CAMPAIGNS

Rate Per Insertion

| Insertion | 4x | 6x | 12x |
|------------------|---------|---------|---------|
| Full Page | \$6,400 | \$6,000 | \$5,600 |
| Jr Page (Island) | \$5,700 | \$5,500 | \$5,000 |
| 1/2 Page | \$4,400 | \$4,100 | \$3,700 |
| 1/4 Page | \$2,600 | \$2,300 | \$2,000 |
| Prime Positions* | \$7,200 | \$6,900 | \$6,600 |

*Front pages 2-6 and back pages 2-4.

PRINT PLUS: Client's ad and editorial will be published in BIC Magazine's digital edition, and the editorial on BICMagazine.com, optimized for search.



-Full Mechanical Spec Sheet available upon request. All ads are 4-color.

FRONT COVER CAMPAIGN

| | | | |
|--------------------|----------|------|----------|
| Front Cover Issue: | \$30,500 | (1x) | \$30,500 |
| Full-Page: | \$6,000 | (5x) | \$30,000 |
| Total Investment: | | (6x) | \$60,500 |

FRONT COVER ISSUE INCLUDES: Front cover, full-page ad, 2 pages of editorial and pictures, front cover teaser, 500 reprints, selection of "hook" article on page facing cover story, and cover content posted on BICMagazine.com for 12 months (Prominent on the current issue page of the site for 30 days). Campaign also includes access to value-added services.

BACK COVER CAMPAIGN

| | | | |
|-------------------|----------|------|----------|
| Back Cover Issue: | \$13,200 | (1x) | \$13,200 |
| Full-Page: | \$6,000 | (5x) | \$30,000 |
| Total Investment: | | (6x) | \$43,200 |

BACK COVER ISSUE INCLUDES: Back cover, full-page ad, full page of editorial and pictures, front cover teaser, 500 reprints, and content posted on BICMagazine.com for 12 months (Prominent on the current issue page of the site for 30 days). Campaign also includes access to value-added services.

4-PAGE INSERT CAMPAIGN

| | | | |
|-------------------|----------|------|----------|
| 4-Page Insert: | \$20,400 | (1x) | \$20,400 |
| Full-Page: | \$6,000 | (5x) | \$30,000 |
| Total Investment: | | (6x) | \$50,400 |

INSERT ISSUE INCLUDES: 4-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and link to insert posted on BICMagazine.com for 12 months (Prominent on the current issue page of the site for 30 days). Campaign also includes access to value-added services.

2-PAGE INSERT CAMPAIGN

| | | | |
|-------------------|----------|------|----------|
| 2-Page Insert: | \$15,300 | (1x) | \$15,300 |
| Full-Page: | \$6,000 | (5x) | \$30,000 |
| Total Investment: | | (6x) | \$45,300 |

INSERT ISSUE INCLUDES: 2-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and link to insert posted on BICMagazine.com for 12 months (Prominent on the current issue page of the site for 30 days). Campaign also includes access to value-added services.