



Ad Specification Sheet

Publication Trim Size: 10.75" x 12"

Live Image Area: 9.75" x 11.125"

(NO BLEED)

Printing: SWOP Web

Line Screen: 175 lpi

Design Information:

Images

- Use high-resolution images. 300 dpi is recommended.
- RGB and LAB color are unacceptable.
- Images should not have ICC profiles embedded.
- Avoid using JPEG images.

Fonts

- Always embed all fonts.
- Do not allow font substitutions.
- Do not use True Type fonts.

Colors

- Only use CMYK colors; convert spot colors to process.

Transparency

- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.

Overprint

- Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

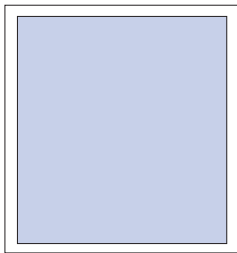
Ad Submission:

- Preferred files are Adobe Acrobat PDFs (Press Optimized, 300 dpi, binary CMYK, all fonts embedded) or Flattened CMYK, TIFF files, 300 dpi at actual size.
- A phone number and/or Web address of at least 8 pt. type is required in all ads, unless written documentation is provided.

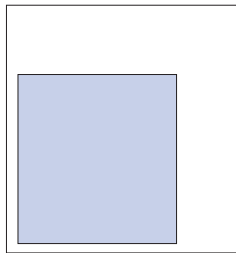
Please Note:

- All fonts must be embedded in the PDF - No Truetype.
- All PDFs must be high res/press optimized.
- ALL FILES MUST be accompanied by a single page, hard copy color proof.
- If color is critical, please provide us with a composite SWOP-certified color proof (with color bars) along with your digital file. We cannot grant make goods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ads can be emailed if less than 15 MB. Email to heather@bicalliance.com.
- No proof for client approval will be provided for supplied ads.

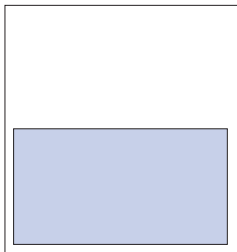
If your electronic file does not meet the criteria listed above, BIC Magazine cannot be responsible for the reproduction of your advertisement. No make-good ads or refunds will be given.



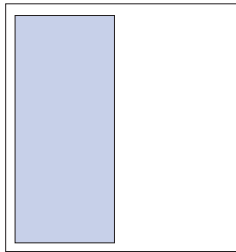
Full Page
9.75" x 11.125"



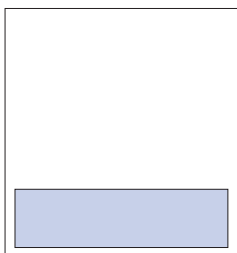
Junior Page
7.275" x 8.5"



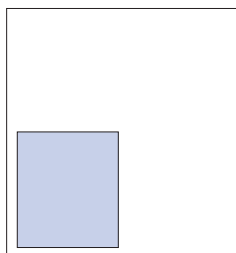
1/2 Page Horizontal
9.75" x 5.49"



1/2 Page Vertical
4.8" x 11.125"



1/4 Page Horizontal
9.75" x 2.7"



1/4 Page Vertical
4.8" x 5.49"

SEND PROOFS TO:

Attn: Heather Cavalier, Associate Publisher
BIC Magazine
6378 Quinn Dr., Baton Rouge, LA 70817
Phone: 225.751.9996
Email: heather@bicalliance.com