

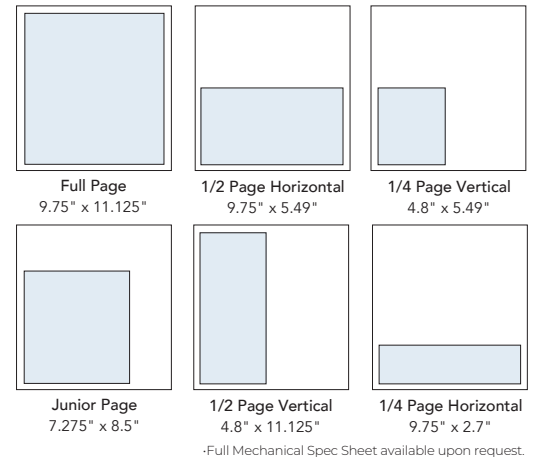
BIC MAGAZINE RATES & SPECS

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.



-Full Mechanical Spec. Sheet available upon request.

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.

FRONT COVER CAMPAIGN

Front Cover Issue:	\$30,500	(1x)	\$30,500
Full-Page:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$57,000

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 story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

BACK COVER CAMPAIGN

Option A			
Back Cover Issue:	\$13,200	(1x)	\$13,200
Full-Page:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$39,700

Option B			
Back Cover Issue:	\$13,200	(1x)	\$13,200
Full-Page:	\$6,000	(3x)	\$18,000
Total Investment:		(4x)	\$31,200

BACK COVER ISSUE INCLUDES: Back cover, full-page ad, full page of editorial and pictures, front cover teaser, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

4-PAGE COLOR INSERT CAMPAIGN

Option A			
4-Page Color Insert:	\$20,400	(1x)	\$20,400
Full-Page:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$46,900

Option B			
4-Page Color Insert:	\$20,400	(1x)	\$20,400
Full-Page:	\$6,000	(3x)	\$18,000
Total Investment:		(4x)	\$38,400

INSERT ISSUE INCLUDES: 4-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

2-PAGE COLOR INSERT CAMPAIGN

Option A			
2-Page Color Insert:	\$15,300	(1x)	\$15,300
Full-Page Color:	\$5,300	(5x)	\$26,500
Total Investment:		(6x)	\$41,800

Option B			
2-Page Color Insert:	\$15,300	(1x)	\$15,300
Full-Page Color:	\$6,000	(3x)	\$18,000
Total Investment:		(4x)	\$33,300

INSERT ISSUE INCLUDES: 2-page, 8.5 x 10.75 insert and full-page ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 60 days). Campaign also includes access to value-added services.

Billing: Insertions to be billed upon publication, NET 10 days. Front cover insertions are to be prepaid 30 days prior to publication.