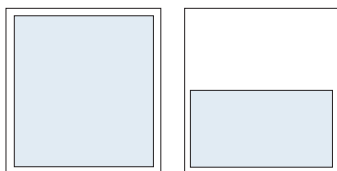
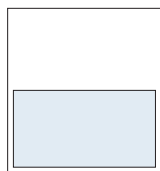


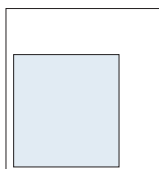
AD SIZES



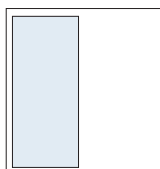
Full Page
9.75"x11.125"



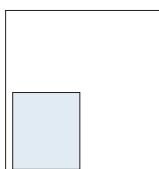
1/2 Page Horizontal
9.75"x5.49"



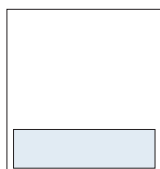
Junior Page
7.275"x8.5"



1/2 Page Vertical
4.8"x11.125"



1/4 Page Vertical
4.8"x5.49"



1/4 Page Horizontal
9.75"x2.7"

Full Mechanical Spec Sheet available at BICspecs.com

INSIDE CAMPAIGNS

Rate Per Insertion

Ad Size	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, inside back cover, back positions #3, #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. All print campaigns also include access to value-added services:

- Advertising
- Content Print & Online
- Editorial Support
- Social Media
- Lead Generation/Custom Data Selection
- Gift Subscriptions
- Bonus Distribution

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 INSERT CAMPAIGN

Option A

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

Option B

4-Page 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 INSERT CAMPAIGN

Option A

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

Option B

2-Page Insert:	\$15,300	(1x)	\$15,300
Full-Page:	\$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.