



Insert Specification Sheet

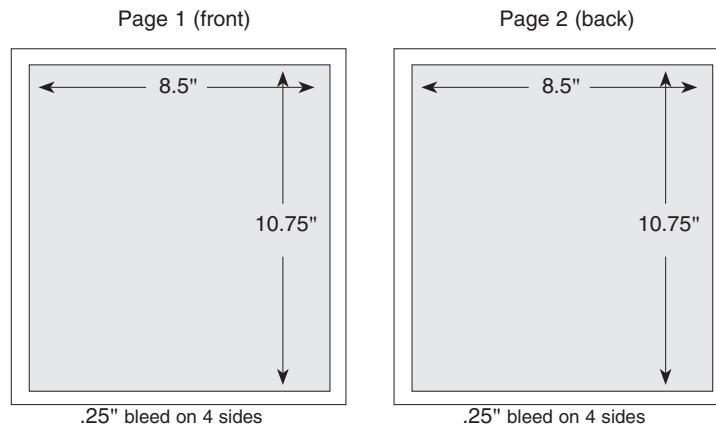
Trim Size: 8.5" x 10.75"

Bleed: .25"

Pages: 2

Printing: SWOP Web

Line Screen: 175 lpi



Ad Submission:

- Do not supply file as a spread. Files must be supplied as 2 individual pages, with file name indicating page number.
- PDF/X-1a (Portable Document Format) is the required file format for BIC Magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly.

Please Note:

- Scanned images for editorial layout must be high resolution (between 200 and 400 dpi), saved as JPEG or TIFF.
- All fonts must be embedded in the PDF - No Truetype.
- All images must be converted to CMYK - No Pantone colors.
- All PDFs must be high res/press optimized (PDF/X-1a Compliant).
- ALL FILES MUST be accompanied by a composite color proof, showing position of every page. However 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. Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media:
CD-ROM or DVD. Ads can be e-mailed if less than 10 MB, e-mail to heather@bicalliance.com.

Disclaimer:

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

BIC Alliance

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