

BIC Magazine Production Plan

Milestones & Timelines for BIC Magazine Production



EDITION	YEAR	PHASE 1:		PHASE 2:
		Guidance / Creative Assets Needed	Ad Close/Page Count	Creative / Camera-Ready Files Due
Nov/Dec	2022	Friday, September 9, 2022	Monday, September 19, 2022	Friday, September 23, 2022
Jan/Feb	2023	Friday, November 11, 2022	Wednesday, November 16, 2022	Wednesday, November 23, 2022
Mar/Apr	2023	Wednesday, January 11, 2023	Wednesday, January 18, 2023	Wednesday, January 25, 2023
May/June	2023	Monday, March 13, 2023	Monday, March 20, 2023	Friday, March 24, 2023
Jul/Aug	2023	Friday, May 12, 2023	Monday, May 22, 2023	Friday, May 26, 2023
Sep/Oct	2023	Friday, July 14, 2023	Monday, July 24, 2023	Friday, July 28, 2023
Nov/Dec	2023	Friday, September 15, 2023	Monday, September 25, 2023	Friday, September 29, 2023
Jan/Feb	2024	Wednesday, November 8, 2023	Wednesday, November 15, 2023	Wednesday, November 22, 2023

Phase 1 | We are seeking “**Guidance**” on how the client intends to use their scheduled space in the magazine and any “**Creative Assets**” needed to produce their ad and/or editorial content.

- **Creative Assets** for **Ads** include design guidance, company logos, hi-resolution images, reference materials as design guidance, ad copy necessary to focus their ad theme and marketing intent. (Inventory List Email available to Client)
- **Creative Assets** for **Editorial** include Guest Articles, News Releases, reference editorial to be edited for character count.

Phase 2 | Takes our Production Team into the “**Creative**” effort where new ads requested in Phase 1 are designed to order and/or editorial content is written/edited for space and theme. Our “**Camera-Ready**” date marks our final date for acquiring final client approvals on Creative and for receipt of Camera-Ready art as promised by the client.

Phase 3 | **Internal Phase** for BIC Production Team to execute page layout, final proofing, and preparation of press-ready files.

For more Information or Questions, please contact
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