

BIC Magazine Production Plan

Milestones & Timelines for BIC Magazine Production



EDITION	YEAR	PHASE 1: Campaign Guidance & Creative Assets Needed	* SALES DEADLINE	PHASE 2: Creative Approvals & Camera-Ready Files Due
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/Jun	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

**Sales that close AFTER Phase 1, PLEASE consult with A/E and Creative Director regarding creative workflow and timeline.*

Phase 1 | We are seeking “**Guidance**” on how the client intends to use their scheduled space in the magazine (re: both ad and editorial content), and to receive any “**Creative Assets**” needed for BIC 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 | 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. Phase 2 also allows client teams to complete their Camera-Ready work for submittal. This phase ends with **Final Approvals** on BIC Team’s Creative efforts, or receipt of “**Camera-Ready**” assets as promised by the client.

For more Information or Questions, please contact
 Brent Gaspard, Creative Director
bgaspard@bicalliance.com

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Jan/Feb 2023

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, November 11, 2022

* SALES DEADLINE

Wednesday, November 16, 2022

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, November 23, 2022

Mar/Apr 2023

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, January 11, 2023

* SALES DEADLINE

Wednesday, January 18, 2023

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, January 25, 2023

May/Jun 2023

PHASE 1: Campaign Guidance & Creative Assets Needed
Monday, March 13, 2023

* SALES DEADLINE

Monday, March 20, 2023

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, March 24, 2023

Jul/Aug 2023

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, May 12, 2023

* SALES DEADLINE

Monday, May 22, 2023

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, May 26, 2023

Sep/Oct 2023

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, July 14, 2023

* SALES DEADLINE

Monday, July 24, 2023

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, July 28, 2023

Nov/Dec 2023

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, September 15, 2023

* SALES DEADLINE

Monday, September 25, 2023

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, September 29, 2023

Jan/Feb 2024

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, November 8, 2023

* SALES DEADLINE

Wednesday, November 15, 2023

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, November 22, 2023

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