BIC
MAGAZINE
BUSINESS & INDUSTRY CONNECTION

AD Specs

Publication Trim Size..........................10.75" wide / 12" high

Live Imagea Area .... 9.75" wide / 11.125" high
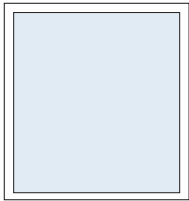
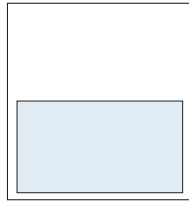*Bleed upon request*

Printing: SWOP Web Line Screen: 175 lpi

AD SIZES

Full Page
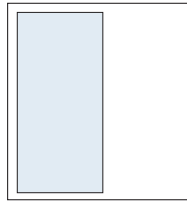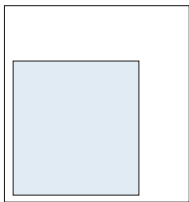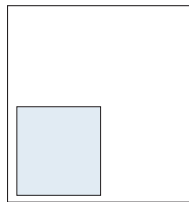9.75"x11.125"

1/2 Page Horizontal
9.75"x5.49"

1/2 Page Vertical
4.8"x11.125"

Junior Page
7.275"x8.5"

1/4 Page Vertical
4.8"x5.49"

Full Mechanical Spec Sheet available at BICspecs.com

Design Information

Images
• Use high-resolution images. 300 dpi is recommended.
• RGB and LAB color are unacceptable.
• Images should not have ICC profiles embedded.
• Hi-rez JPEG images only.

Fonts
• Always convert fonts to outlines or embed all fonts
• Do not allow font substitutions when exporting to PDF
• Do not use True Type fonts

Colors
• Only use CMYK colors; convert spot colors to process.
• Color matching is not guaranteed

Transparency
• All transparent objects must be flattened at a high resolution.
• Avoid placing transparent objects on top of text or other critical vector objects.

Overprint
• Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

Please Note
• All fonts must be embedded in the PDF - No Truetype.
• All PDFs must be high res/press optimized.
• Color proofs are recommended
• 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.
• No proof for client approval will be provided for supplied ads.

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

Please see Mechanical Specification sheet for additional information.
Direct questions and send artwork to:
BIC Alliance
Brent Gaspard, Creative Director
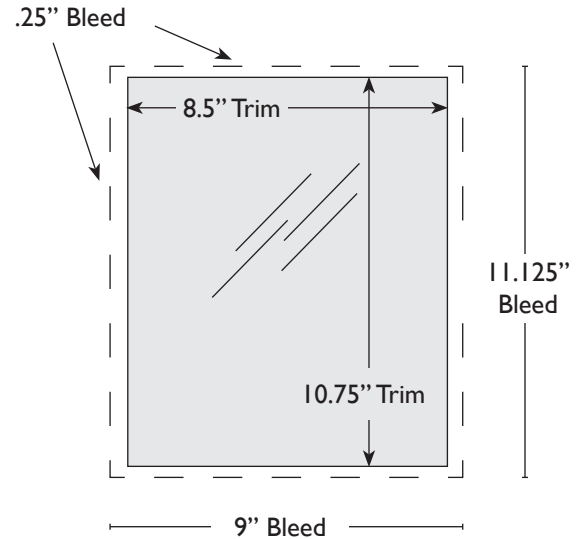311 Columbia Memorial Pkwy, Kemah, TX 77565
bgaspard@bicalliance.com | 281.538.9996

BIC MAGAZINE
BUSINESS & INDUSTRY CONNECTION

2-Page Insert

Flat Trim Size ....8.5" wide / 10.75" high
Flat Bleed Size.. 9" wide / 11.25" high

Printing: SWOP Web Line Screen: 175 lpi

Provide Front & Back Layout

.25" Bleed

8.5" Trim

11.125" Bleed

10.75" Trim

9" Bleed

Ad Submission:

- Do not supply layout as spreads. Layouts should be designed as individual panels in sequence or with file names indicating position.
- 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.
- Submit large files either by your DropBox account, or BIC Client Portal

Please Note:

- Images for editorial layout must be high resolution (300 dpi or greater), saved as JPEG or TIFF.
- All fonts should be converted to outlines when designing and/or embedded in the PDF - No Truetype.
- All images must be converted to CMYK - No Pantone colors.
- BIC Magazine is produced via four-color press - color matching is not guaranteed.
- 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.
- Inserts are made accessible from our digital edition as a download link. For simple 8 1/2" x 11" page formats, pages may be placed in sequence of the digital magazine pagination.

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 MAGAZINE
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4-Page Insert

Flat Trim Size ....17" wide / 10.75" high
Flat Bleed Size .... 17.5" wide / 11.25" high
Folded .... 8.5" wide / 11" high

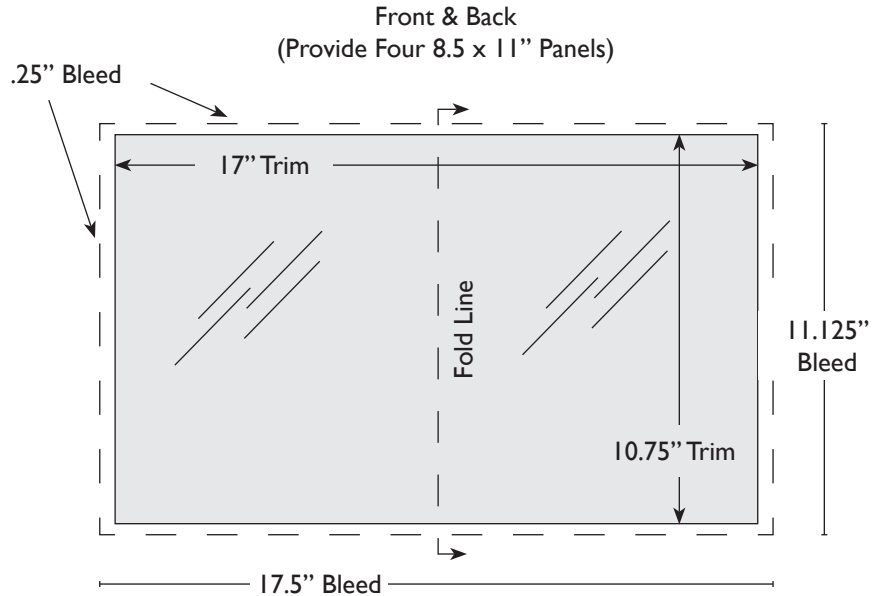*Printing: SWOP Web Line Screen: 175 lpi*

Ad Submission:

- Do not supply layout as spreads. Layouts should be designed as individual panels in sequence or with file names indicating position.
- 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.
- Submit large files either by your DropBox account, or BIC Client Portal

Please Note:

- Images for editorial layout must be high resolution (300 dpi or greater), saved as JPEG or TIFF.
- All fonts should be converted to outlines when designing and/or embedded in the PDF - No Truetype.
- All images must be converted to CMYK - No Pantone colors.
- BIC Magazine is produced via four-color press - color matching is not guaranteed.
- 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.
- Inserts are made accessible from our digital edition as a download link. For simple 8 1/2" x 11" page formats, pages may be placed in sequence of the digital magazine pagination.

Front & Back
(Provide Four 8.5 x 11" Panels)

.25" Bleed

17" Trim

Fold Line

11.125" Bleed

10.75" Trim

17.5" Bleed

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Design Information

Images
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- RGB and LAB color are unacceptable.
- Images should not have ICC profiles embedded.
- Hi-rez JPEG images only.

Fonts
- Always convert fonts to outlines or embed all fonts
- Do not allow font substitutions when exporting to PDF
- Do not use True Type fonts

Colors
- Only use CMYK colors; convert spot colors to process.
- Color matching is not guaranteed

Transparency
- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.
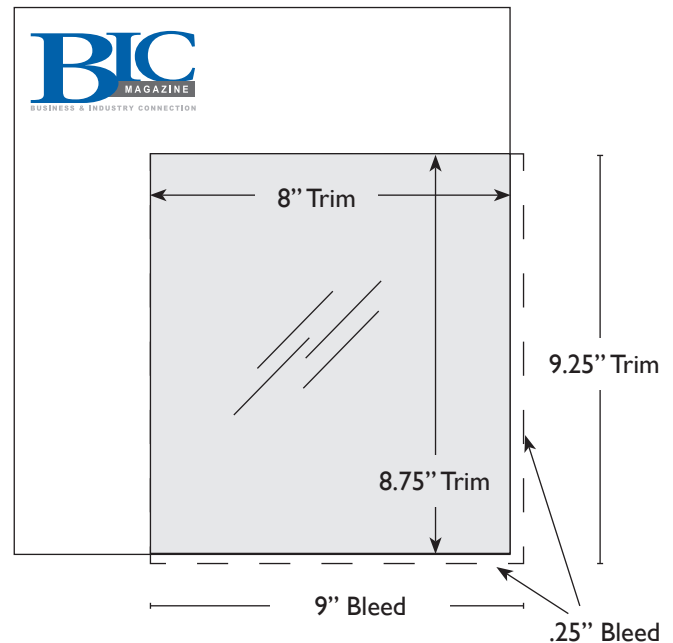
Overprint
- Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

Please Note
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8" Trim

9.25" Trim

8.75" Trim

9" Bleed

.25" Bleed

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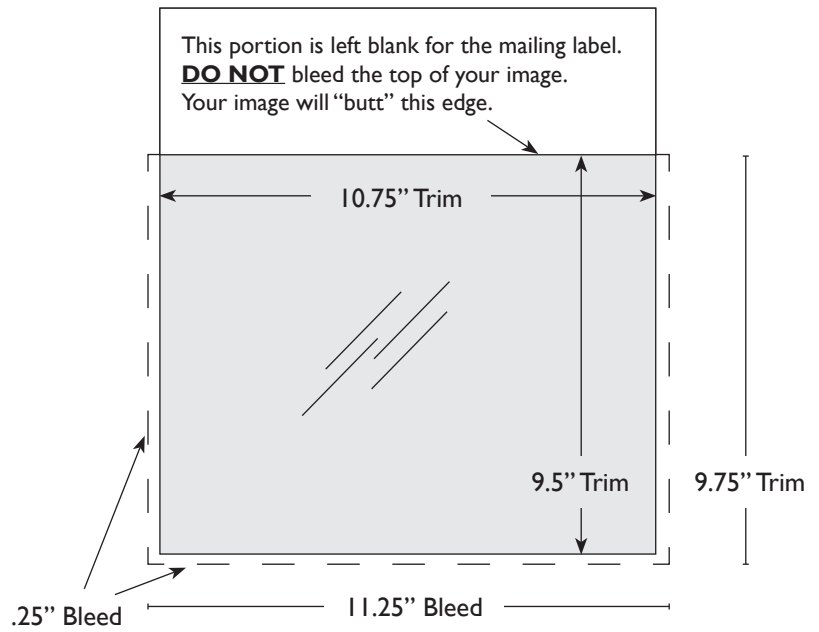
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This portion is left blank for the mailing label. **DO NOT** bleed the top of your image. Your image will "butt" this edge.

10.75" Trim

9.5" Trim

9.75" Trim

.25" Bleed

11.25" Bleed

Please see Mechanical Specification sheet for additional information.
Direct questions and send artwork to:
BIC Alliance
Brent Gaspard, Creative Director
311 Columbia Memorial Pkwy, Kemah, TX 77565
bgaspard@bicalliance.com | 281.538.9996

BIC MAGAZINE
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Guidelines for Editorial Character Count

- All editorial must be submitted in "text only" format.
- This guide counts body text only, characters with spaces.
- When submitting photos for inclusion with articles, character count must be reduced to make room for photos, cutlines and pull quotes taken from body copy.
- A photo with a cutline is equivalent to 450 characters.
- Each subhead used inside the body copy is equivalent to 75 characters.

Character Count for Business Updates & Features

Full Page ....10,000 (body only)
3/4 Page .... 7,200 (body only)
Jr. Page Wrap...3,300 (body only)
1/2 Page H ....4,280 (body only)
1/2 Page V ....5,000 (body only
1/4 Page ....2,000 (body only)

Character Count for News Updates

1/2 Page H ....4,280 (body only)
1/4 Page ....2,000 (body only)
1/2 Page V...5,000 (body only)