

# 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	2024	Wednesday, November 8, 2023	Wednesday, November 15, 2022	Wednesday, November 22, 2023
Mar/Apr	2024	Monday, January 15, 2024	Wednesday, January 24, 2024	Thursday, February 1, 2024
May/June	2024	Monday, March 18, 2024	Tuesday, March 26, 2024	Tuesday, April 2, 2024
Jul/Aug	2024	Wednesday, May 15, 2024	Friday, May 24, 2024	Friday, May 31, 2024
Sep/Oct	2024	Monday, July 15, 2024	Friday, July 26, 2024	Friday, August 2, 2024
Nov/Dec	2024	Monday, September 16, 2024	Tuesday, September 24, 2024	Tuesday, October 1, 2024
Jan/Feb	2025	Wednesday, November 13, 2024	Wednesday, November 20, 2024	Wednesday, November 27, 2024

*\*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](mailto:bgaspard@bicalliance.com)

# BIC Magazine Production Plan

Milestones & Timelines for BIC Magazine Production



## 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

## Mar/Apr 2024

PHASE 1: Campaign Guidance & Creative Assets Needed  
Monday, January 15, 2024

### \* SALES DEADLINE

Wednesday, January 24, 2024

PHASE 2: Creative Approvals & Camera-Ready Files Due  
Thursday, February 1, 2024

## May/Jun 2024

PHASE 1: Campaign Guidance & Creative Assets Needed  
Monday, March 18, 2024

### \* SALES DEADLINE

Tuesday, March 26, 2024

PHASE 2: Creative Approvals & Camera-Ready Files Due  
Tuesday, April 2, 2024

## Jul/Aug 2024

PHASE 1: Campaign Guidance & Creative Assets Needed  
Wednesday, May 15, 2024

### \* SALES DEADLINE

Friday, May 24, 2024

PHASE 2: Creative Approvals & Camera-Ready Files Due  
Friday, May 31, 2024

## Sep/Oct 2024

PHASE 1: Campaign Guidance & Creative Assets Needed  
Monday, July 15, 2024

### \* SALES DEADLINE

Friday, July 26, 2024

PHASE 2: Creative Approvals & Camera-Ready Files Due  
Friday, August 2, 2024

## Nov/Dec 2024

PHASE 1: Campaign Guidance & Creative Assets Needed  
Monday, September 16, 2024

### \* SALES DEADLINE

Tuesday, September 24, 2024

PHASE 2: Creative Approvals & Camera-Ready Files Due  
Tuesday, October 1, 2024

## Jan/Feb 2025

PHASE 1: Campaign Guidance & Creative Assets Needed  
Wednesday, November 13, 2024

### \* SALES DEADLINE

Wednesday, November 20, 2024

PHASE 2: Creative Approvals & Camera-Ready Files Due  
Wednesday, November 27, 2024

*\* 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](mailto:bgaspard@bicalliance.com)