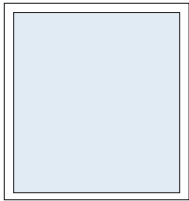
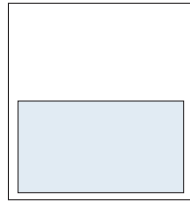


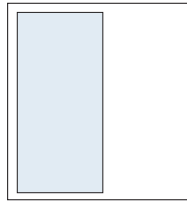
AD SIZES



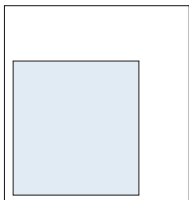
Full Page
9.75"x11.125"



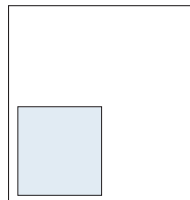
1/2 Page Horizontal
9.75"x5.49"



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

Colors

- Only use CMYK colors; convert spot colors to CMYK process. RGB images will be converted without color matching guarantee / LAB colors are unacceptable
- Color matching is not guaranteed

Transparency & Fills

- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.
- Minimize color channels used in color fills / Black fills should be ONE-COLOR Black / NOT 4-COLOR Black

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.

Design Information

Images

- Use high-resolution CMYK images. 300 dpi or better
- RGB images will be converted without color matching guarantee / LAB colors are unacceptable.
- Images should not have ICC profiles embedded.
- JPEG should be Hi-Resolution export only

Fonts

- Always convert fonts to outlines or embed all fonts
- Do not allow font substitutions when exporting PDF
- Do not use True Type fonts
- Use **BLACK TEXT ONLY** for body copy on white backgrounds / 4-color text (especially small point size) is difficult to register on press
- Knockout text (white) against color fills should be of large point size and bold (san-serif preferred) for effective 4-color registration

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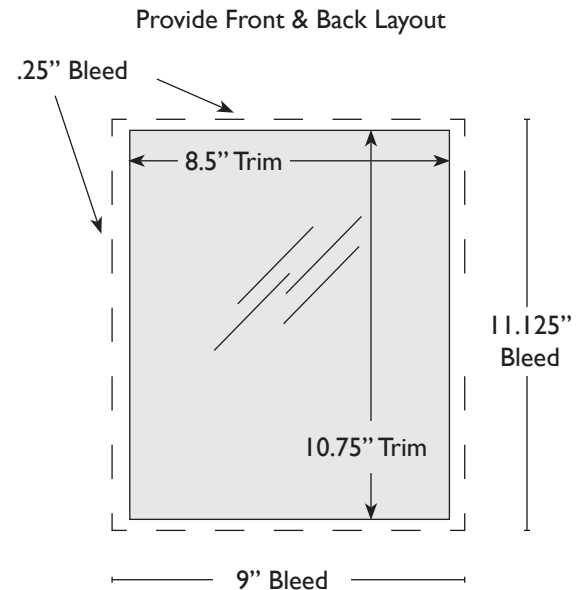
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4-Page Insert

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

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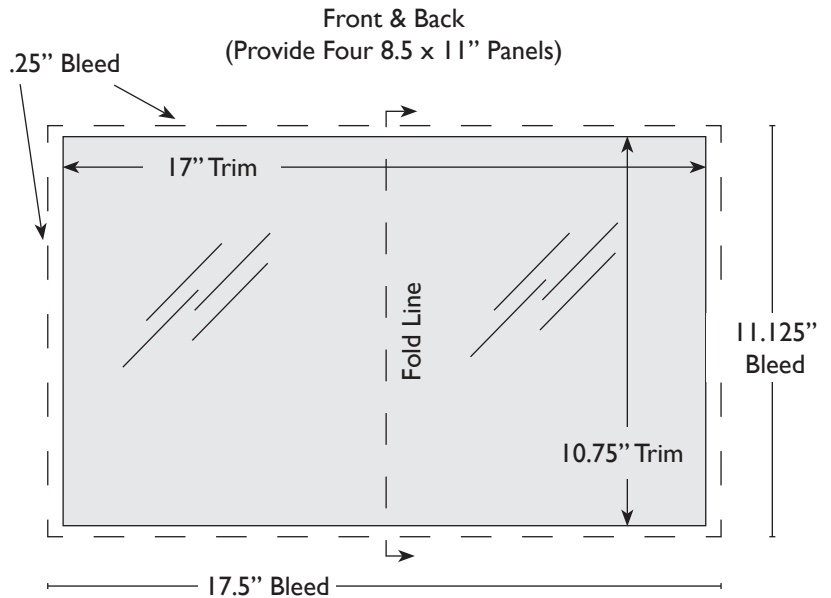
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Please see Mechanical Specification sheet for additional information.

Direct questions and send artwork to:

BIC Alliance | Chris Sartell, Creative Production Manager
 csartell@bicalliance.com • 281.538.9996

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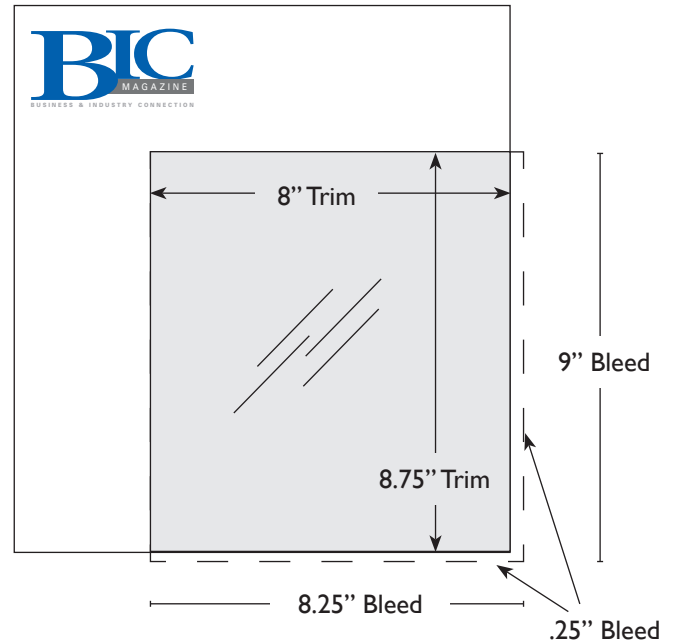
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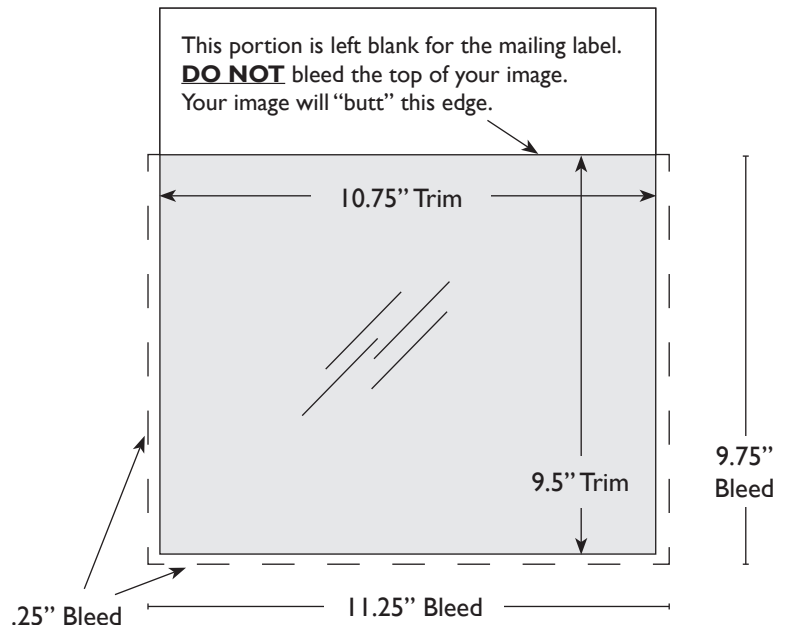
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Guidelines for Editorial Character Count

- 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)

Needed to Start your Campaign

- **Ad Creatives**
 - 5 sizes (See Graphics)
 - Creative may be static or animated GIF
- Click-through url (landing page) where the user lands when clicking on the ad
- Please include UTM codes if using Google Analytics or other tracking tool
- We can accept all major tracking codes
- **Ad Specs**
 - 160x600 Desktop
 - 728x90 Desktop
 - 320x50 Mobile
 - 300x250 Mobile & Desktop
 - 300x50 Mobile
- **Formats accepted are ...**
 - HTML
 - GIF
 - PNG
 - JPG

NOTE: Max file size is 200KB



Needed to start your campaign tactics ...

- **Keyword Targeting:** Please submit a minimum of 200 keywords in an Excel format
- **Geotargeting:** Please submit a list of locations and/or events that you'd like to geo-fence. For the events please specify the location and dates.
- Minimum 6-month campaign

BIC Magazine is running a 2024 North America Industrial Manufacturing Sites Map. Suppliers of services and products can benefit from year-long exposure with one of the 32 “brick” ads surrounding the map. This 36” wide map will be inserted into the November/December 2024 issue of BIC Magazine, and distributed in high-traffic areas along the Gulf Coast, and at industry events.

The brick ad positions will sell out quickly, as they have with all the maps BIC publishes. Schedule your ad today by contacting your BIC account exec, or Melissa Wolkenhauer at melissa@bicalliance.com, (281) 538-9996.

Map Details

Specifications

- Size of poster: 36” x 21.5”
- Size of ads along perimeter of the poster: 3.875” x 2.25”
- Submit CMYK digital file: PDF or hi-resolution JPEG

Content

- Locations of refineries, petroleum and chemical manufacturing and other industrial sites across North America.

Distribution:

- ~27,000 posters printed (~24,000 inserted into BIC Magazine and mailed to key decision makers)
- Additional 1,500 bonus distributed in high-traffic areas along Gulf Coast.
- Bonus copies: Advertisers receive 25 extra folded posters for distribution

Pricing

- Single “brick” ad \$3,500

Specifications

- Size of poster: 36” x 21.5”
- Size of ads along perimeter of the poster: 3.875” x 2.25”

Production

- Publication date: November/December 2024
- Closing date for advertising: August 16, 2024
- Camera-Ready submittal: September 2, 2024

