

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	2025	Wednesday, November 6, 2024	Wednesday, November 13, 2024	Wednesday, November 20, 2024
Mar/Apr	2025	Monday, January 13, 2025	Wednesday, January 22, 2025	Friday, January 31, 2025
May/June	2025	Monday, March 17, 2025	Tuesday, March 25, 2025	Wednesday, April 2, 2025
Jul/Aug	2025	Thursday, May 15, 2025	Friday, May 23, 2025	Friday, May 30, 2025
Sep/Oct	2025	Wednesday, July 15, 2025	Friday, July 25, 2025	Friday, August 1, 2025
Nov/Dec	2025	Monday, September 15, 2025	Tuesday, September 23, 2025	Wednesday, October 1, 2025
Jan/Feb	2026	Wednesday, November 12, 2025	Wednesday, November 19, 2025	Wednesday, November 26, 2025

**Sales that close after Phase 1, please consult with Account Executive and Creative Production Manager 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
Chris Sartell, Creative Production Manager
csartell@bicalliance.com

BIC Magazine Production Plan

Milestones & Timelines for BIC Magazine Production



Jan/Feb 2025

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, November 6, 2024

* SALES DEADLINE

Wednesday, November 13, 2024

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, November 20, 2024

Mar/Apr 2025

PHASE 1: Campaign Guidance & Creative Assets Needed
Monday, January 13, 2025

* SALES DEADLINE

Wednesday, January 22, 2025

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, January 31, 2025

May/Jun 2025

PHASE 1: Campaign Guidance & Creative Assets Needed
Monday, March 17, 2025

* SALES DEADLINE

Tuesday, March 25, 2025

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, April 2, 2025

Jul/Aug 2025

PHASE 1: Campaign Guidance & Creative Assets Needed
Thursday, May 15, 2025

* SALES DEADLINE

Friday, May 23, 2025

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, May 30, 2025

Sep/Oct 2025

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, July 15, 2025

* SALES DEADLINE

Friday, July 25, 2025

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, August 1, 2025

Nov/Dec 2025

PHASE 1: Campaign Guidance & Creative Assets Needed
Monday, September 15, 2025

* SALES DEADLINE

Tuesday, September 23, 2025

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, October 1, 2025

Jan/Feb 2026

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, November 12, 2025

* SALES DEADLINE

Wednesday, November 19, 2025

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, November 26, 2025

** Sales that close after Phase 1, please consult with Account Executive and Creative Production Manager regarding 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
Chris Sartell, Creative Production Manager
csartell@bicalliance.com