

**What is a Special Advertising Section?** Is an editorial space designed to showcase the benefits of a particular product or service. Its graphic elements adhere to the esthetic rules of editorial design, and the information provided is adapted to the preferences and patterns of magazine readers. Advertisers who purchase such sections determine what information to present.



### types of Special Advertising Sections

To successfully reach each client's goals, it is necessary to achieve perfection with every SAS's contents. There are a few rules to follow to ensure this will happen through the whole process for every format.

#### > INDIVIDUAL 3+1 (bonus)

An informative report, with graphic elements, explaining the qualities the client wishes to highlight about the particular product or service.



**Individual SAS production parameters:**

**B2C Magazines:** Must be 3 pages plus front page.

**B2B Magazines:** Must be 2 pages plus front page.

Closing date is 30 days before the publication date.

#### > THEMATIC 1+1 (bonus)

An interesting formula focused on one same topic to serve several companies to showcase their offerings on one page for editorial content facing its ad page.



**Thematic SAS production parameters:**

**B2C Magazines:** Must contain 5 advertisers at least.

**B2B Magazines:** Must contain 3 advertisers as a minimum.

Closing date is 30 days before the publication date.



## special advertising section (SAS)

**ideal occasions to buy a SAS**

- Brand's re-positioning
- Detailed product promotion & description
- New product/service launch
- Events
- Seasonality

## > PROMOSHOOTING

Photographic fashion magazine presentation adapted for each client. Everything is condensed into attractive, expressive imagery.



**Promoshooting** SAS production parameters:  
For all magazines, must include at least 4 pages (3+1).

Closing date is 45 days before the publication date.

## > CREATIVE SUITE (Suite Creativa)

The most well known brands on the market take center stage in a section combining different artistic disciplines.



**Creative Suite** Production parameters:  
In all magazines this concept consists of a minimum of five. Sponsors must be from the luxury market.

Closing date is 45 days before the publication date.

## ideal occasions to buy a SAS

Special Advertising Sections – Your perfect advertising vehicle which can help promote your product or service in the following ways:

### Brand's re-positioning

To **expand your target** and reach a broader or more selective target.

### Detailed product promotion & description

A unique opportunity to go beyond the advertising page with **special advertorial features** that describe and promote your product or service.

### New Launches

A perfect vehicle to **promote domestic or nationwide new product launches** in detail.

### Events

The SAS can allow for **more in depth coverage and detail** of a special event.

### Seasonality

To promote your product or service **during a key selling time of the year.**

## SAS engagement criteria

- With SAS, there is no guaranteed placement location within the magazine.
- The legend "Sección Especial Publicitaria" (Special Advertising Section) must appear on all SAS's.
- Clients or agencies may not create and send their own SAS's to the group for publication with SAS signoff.
- No cancellations permitted after work has been created or delivered. In said event, the client shall absorb any production costs and expenses.
- The SAS Editorial Division will be in charge of adapting client information to the tone of each magazine.
- If the client sends text, SAS has the right to review and edit any information in violation of editorial ethics or quality standards.
- All photographs for publication must be in high definition and meet the quality control standards in the Photo Art department. Because of this, photos cannot be changed at the last minute.
- The layout of Thematic SAS's cannot be changed once it has been established.
- According to current intellectual property law, SAS may not allow the subsequent use of materials (text, photographs or illustrations) for any reason.
- Executives must always adhere to the closing dates sent by SAS to each manager.
- Executives must enter into the system the number of pages sold plus bonus cover pages for Individual and Thematic SAS's.
- SAS will not start work without a work order properly filled-out and signed by the executive and manager.
- All SAS's involving medication, beverages, tobacco and healthcare services must include the corresponding Health Department permit. Completed SAS must be returned to clients one week prior to the regular closing date so that they may obtain said permit. For this reason, such SAS must be confirmed one month prior to the regular SAS closing date.

### instructions for ftp:

Go to the website  
<http://200.78.159.110>  
<ftp://ftp.gee.com.mx>  
User: **ftpseps**  
Password: **seps45**

**FTP EXPANSION** will appear on the screen. In the opening window type the username and password corresponding to the magazine, press Log in; press Examine and select the file to be uploaded to the FTP site.

#### Miami

User: **ftpmiami**  
Password: **miami126**

#### Monterrey:

User: **ftpmonterrey**  
Password: **regio325**