


How to place an ad in GLOSS

Hover over or click red text to see links

- 1** If you're asking for a premium position, check with the ad makeup team first for availability by calling, stopping by or emailing **HC_AdMakeUp**.
- 2** Email your GLOSS ad request to your prospective **MMC group**. *Click here* → 

This sends your request to a group of coordinators, of which one will log your order into the system. Include:

 - Your client's name
 - The company's name
 - Business address, phone and email for contact
 - The **size** of the ad
 - Gloss only prints in color
 - What section your client has requested, if he has requested one. *(NOTE: Though we can usually honor section placement, specific placement within that section is not guaranteed. If your client wants that, he or she is probably requesting a premium position. See step 1.)*
 - The **product code** *(Sometimes it's not inherently clear from the name of the business what kind of business it is. This tells ad makeup not to place it beside a competitor's ad.)*
 - What date the ad is supposed to run
 - The cost of the ad. Please refer to the rate card on the "S" drive: at **s:\2012\rates**
 - How it will arrive. Is it: Camera-ready? *(client-provided file, ready for print)?*
Straight pickup? Pickup with changes? Or an ad that is a new build?
- 3** After you submit this information to the MMC group, you'll receive an immediate email that the order was received.

When the order is input in the system, you'll receive a second email with a screen shot of the booking request and the ad number. **THAT NUMBER IS IMPORTANT** – you'll use it to reference this ad every time you need to talk to somebody about it.
- 4** Get ad materials in – the earlier, the better. Before the ad is ordered, you can send materials to your MMC group. After the ad is ordered, upload materials into **AdDrop** and make sure you reference the job number. Final deadlines for GLOSS for 2012:

Publication Date	Space Deadline	Final Ad Release	Publication Date	Space Deadline	Final Ad Release	Publication Date	Space Deadline	Final Ad Release
1/5/12	12/7/12	12/9/12	5/3/12	4/12/12	4/13/12	9/6/12	8/9/12	8/10/12
2/2/12	1/10/12	1/13/12	6/7/12	5/10/12	5/11/12	10/4/12	9/13/12	9/14/12
3/1/12	2/8/12	2/10/12	7/5/12	6/14/12	6/15/12	11/1/12	10/11/12	10/12/12
4/5/12	3/9/12	3/12/12	8/2/12	7/12/12	7/13/12	12/6/12	11/8/12	11/9/12