

## Trim Size 8" x 10.875"

	No Bleed	Bleed
Spread	15" x 10"	16¼" x 11½"
Full Page	7½" x 10¾"	8¼" x 11½"

All ads must be supplied in color.

## DIGITAL SUBMISSION

ANA Magazine is printed using a CTP (Computer-to-Plate) workflow. Therefore, we ask that you submit your ads in a digital format. For electronic submission of material or if you have any questions, please feel free to contact production at 617.716.9606.

## PREFERRED SOFTWARE

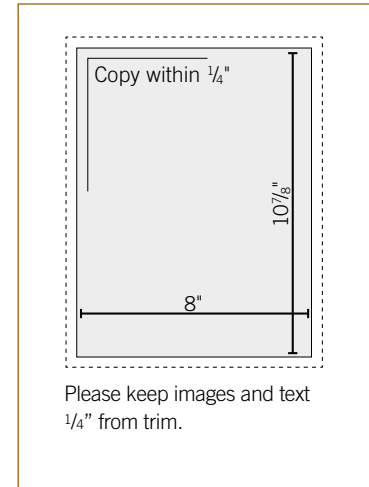
- **PDF** (using the "PressOptimized" job option in Acrobat Distiller v. 4.0+) or a **PDF x1a** file (using the setting in InDesign under PDF export presets). Please make sure all fonts are embedded properly and images remain CMYK (and/or grayscale) without conversion to RGB.
- **InDesign CS2** or **CS3** document (include all images and fonts).

Please call production (617.716.9606) before supplying ad material using different software.

**COLOR** All ads should be designed using the CMYK process. Spot colors will be converted to CMYK.

**GRAPHICS** Save all images in TIFF or EPS formats in CMYK or grayscale colorspaces. All scanned images should be at 300 dpi and placed at 100%. Be sure to include all fonts and images contained in your files (including fonts embedded in EPS files).

**HARD-COPY PROOFS** A hard-copy proof matching your supplied file is required to check against the final output before going to print. If no proof is supplied, The Pohly Company will not be responsible for type re-flow or other issues that could happen during the file transfer process on native file applications. Color-critical ads require a contact color proof meeting SWOP standards in order to achieve desired color reproduction on press.



## Delivery & FTP Instructions

**DELIVERY** Please ensure you package your ad files and proof using appropriate packaging material.

Production Manager  
ANA Magazine  
The Pohly Company  
253 Summer Street, Floor 3  
Boston, MA 02210  
617.716.9606

## FTP INSTRUCTIONS

Using an Internet browser:

**URL:** <https://pohlyco.box.net>  
**User:** vendorftp@pohlyco.com  
**Password:** Green10!

Please submit your materials into the proper ANA Magazine folder. Include issue date, advertiser name, and contact information. A hard copy proof must be provided within 24 hours.

To **RESERVE SPACE** in ANA Magazine:

Kristina Sweet | Senior Director, Sponsorship and Media Sales ksweet@ana.net 508.346.3525