

CLOSING DATES & SPECIFICATIONS

Effective with the January 2009 Issue

Closing Dates

Issue	Fractional Close	Space Close	Materials Due
January	11.11.08	11.17.08	11.21.08
February	12.11.08	12.17.08	12.22.08
March	1.12.09	1.19.09	1.23.09
April	2.11.09	2.18.09	2.23.09
May	3.11.09	3.17.09	3.23.09
June	4.10.09	4.17.09	4.21.09
July	5.12.09	5.19.09	5.22.09
August	6.11.09	6.17.09	6.22.09
September	7.10.09	7.17.09	7.21.09
October	8.11.09	8.18.09	8.21.09
November	9.10.09	9.17.09	9.22.09
December	10.12.09	10.19.09	10.23.09

Specs

Trim Size: 8"x10½"

	Standard Unit	Bleed Unit	Live Area for Bleed Units
Full Page	7" x 9½"	8¼" x 10¾"	7½" x 10"
Spread	—	16½" x 10¾"	16" x 10"
2/3 Page	4⅝" x 9¾"	—	—
1/2 Horizontal	7" x 4½"	8¼" x 5¼"	7¾" x 4¾"
1/2 Island	4⅝" x 6⅞"	—	—
1/3 Square	4⅝" x 4¾"	—	—
1/3 Vertical	2¼" x 9¾"	—	—
1/6 Vertical	2¼" x 4¾"	—	—

Perfect Bound

Critical image/copy must be within ¼" of trim.

File Delivery

FTP Instructions: using an FTP application (like Fetch)

Host: mail.pohlyco.com

User: ftpco

Password: friendly1

This will give you access to the *Continental* folder. Include issue date, advertiser name, and contact information. A hard copy proof must be provided within 24 hours.

If supplying materials on a CD, Please ensure you package your ad files and proof using appropriate packing material. All ad material should be shipped to the following address:

Production Manager, *Continental* magazine

The Pohly Company

99 Bedford Street, Floor 5, Boston, MA 02111

For electronic submission of material, or if you have any questions, please contact production at 617.451.1700.



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