

## DIGITAL FILE SUBMISSION GUIDELINES

*Continental* is printed using a CTP (Computer-to-Plate) workflow. Therefore, we ask that you submit your ads in a digital format.

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### Preferred Software

PDF, or PDF/X 1-a (using the “PressOptimized” job option in Acrobat Distiller 4.0+). We can only accept PDF files created using Acrobat Distiller. Use of Acrobat Distiller is required to ensure that all fonts are embedded properly and images remain CMYK (and/or grayscale) without conversion to RGB. InDesign CS2 & CS documents (include all images and fonts).

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### 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 contract color proof meeting SWOP standards in order to achieve desired color reproduction on press.

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### Color

All four-color ads should be designed using the CMYK process. Spot colors should be designed as CMYK match colors not solid color ink.

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### 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).



Continental magazine is exclusively  
published by The Pohly Company.