

## Ad Set-Up

### Bleed Area

To ensure that ink coverage goes to the edge of the final trim size, extend any graphics or artwork beyond the trim size.

### Ad/Trim Size

This is the actual cut line of your ad page.

### Active Area

No text beyond this line.



## Ad Submission Guidelines

### Digital Files

- Preferred format: High-resolution, press-optimized PDF file
- Acceptable formats: PC platform, including InDesign, Quark, Adobe Photoshop and Illustrator. Please supply all fonts and images.
- We do not accept files built in Microsoft Office Word, Publisher or PowerPoint

### Color

- Images must be SWOP (CMYK or Grayscale), 300 dpi
- Accurate, 100% size high-resolution proofs must accompany digital files

### Compression

- Create self-extracting archives only
- Do not use LZW or JPEG



## Materials Submission

All contracts, orders, proofs and/or electronic media should be submitted to:

**MAIL**            Materials Research Society  
                         Advertising & Exhibits  
                         506 Keystone Drive  
                         Warrendale, PA 15086 USA

**E-MAIL**        kaufold@mrs.org  
                         watterson@mrs.org

**FAX**             724.779.4397  
                         724.779.8313

**QUESTIONS**    Mary E. Kaufold  
                         724.779.2755  
                         724.996.5683 (cell)

                         Donna L. Watterson  
                         724.779.2757

[www.mrs.org/advertising](http://www.mrs.org/advertising)

