MRS Bulletin

Advertising

The following advertising rates are based on total insertions used in one calendar year. Rates are rounded to the nearest whole dollar and subject to change on 60-days written notice. Agency commission of 15% of gross billing is allowed on advertisements 1/6 page or larger.

2013 Display Rates (Gross) | Full Color

	1x	4x	6x	12x
2-Page Spread	$5,400	$5,000	$4,600	$4,200
Full Page	3,450	3,150	2,850	2,650
2/3 Page	3,100	2,900	2,700	2,500
1/2 Page*	2,650	2,450	2,350	2,250
1/3 Page*	2,200	2,100	2,000	1,600
1/4 Page	1,800	1,700	1,600	1,300
Banner	1,400	1,200	1,100	1,000

**Islands not available*

2013 Classified Rates (Gross) | Full Color

	1x	2x	3x	6x
Full Page*	$2,200	$2,050	$1,800	$1,600
2/3 Page	1,850	1,700	1,500	1,300
1/2 Page	1,600	1,450	1,250	1,050
1/3 Page	1,250	1,150	1,050	900
1/4 Page	1,000	950	900	825
1/6 Page	900	850	825	800
Column Inch	250			

**Only available as Full Page (No Bleed)*

- Classified advertising includes employment opportunities and job positions only
- Online only postings for classified ads are not available. Print ads receive a two-month online posting at no additional charge.
- Classified ad rate includes composition; company logo included in print ad at no additional charge
- A listing of classified ads is included in Materials360® electronic newsletter, which is sent to over 61,000 readers
- Classified ads appearing in the Preview and At-Meeting issues of *MRS Bulletin* are posted at MRS Spring and Fall Meeting Career Centers
- Submit classified ads to **watterson@mrs.org** for quote

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Advertising Specifications

	Imperial (in)		Metric (mm)	
2-Page Spread	width	height	width	height
Active Area	15	9.875	381	244.5
Ad Size	16.25	10.875	406.5	270
Bleed Area	16.5	11.125	419	276.5
Full Page *(w/ Bleed)*				
Active Area	7.5	9.875	190.5	247.5
Ad Size	8.125	10.875	203.5	273
Bleed Area	8.25	11.125	209.5	279.5
Full Page *(No Bleed)*				
Ad Size *Display*	7	9.5	178	241.5
Ad Size *Classified*	6.75	9.125	171.5	232
2/3 Page				
Ad Size	4.375	9.125	111	232
1/2 Page				
Vertical	3.25	9.125	82.5	232
Horizontal	6.75	4.5	171.5	114.5
Island	4.375	6.75	111	171.5
1/3 Page				
Vertical	2.125	9.125	54	232
Island	4.375	4.5	111	114.5
1/4 Page				
Ad Size	3.25	4.5	82.5	114.5
1/6 Page				
Ad Size	2.125	4.5	54	114.5
Banner				
Ad Size	6.75	1.25	171.5	32

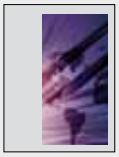
Ad Sizes

2-Page Spread

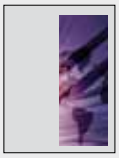
Full *DISPLAY*

Full *CLASSIFIED*

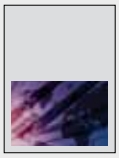
2/3



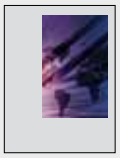
1/2 Vertical



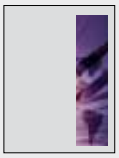
1/2 Horizontal



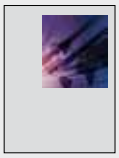
1/2 Island



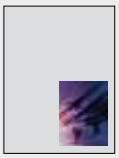
1/3 Vertical



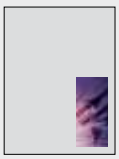
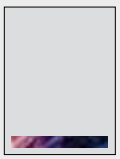
1/3 Island



1/4



1/6



Banner