

# Publications Specifications

## 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

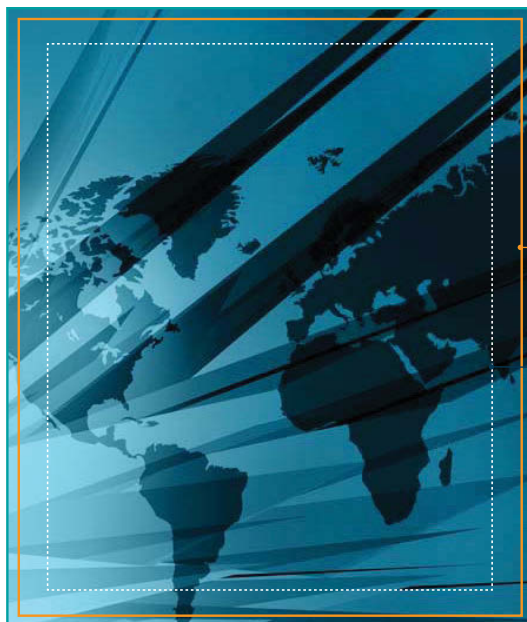
- Images must be SWOP (CMYK or Grayscale), 300 dpi
- Accurate, 100% size high-resolution proofs must accompany digital files

### Compression

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



## 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 (add .125" on all four sides). Included crop marks should be outside of the bleed area.

### Ad/Trim Size

This is the actual cut line of your ad page.

### Active Area

No text beyond this line.



## Materials Submission

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

Mail: Materials Research Society  
Advertising & Exhibits  
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