

MRS Meeting & Exhibit Guide

Display Rates (Gross) | Full Color

2-Page Spread	\$5,100
Full Page	3,100
1/2 Page	2,500
1/4 Page	1,750

Advertising Specifications

	Imperial (in)		Metric (mm)	
	width	height	width	height
2-Page Spread				
<i>Active Area</i>	15	9.875	381	250.825
<i>Ad Size</i>	16.25	10.875	412.75	276.225
<i>Bleed Area</i>	16.5	11.125	419.1	282.575
Full Page (w/ Bleed)				
<i>Active Area</i>	7.5	9.875	190.5	250.825
<i>Ad Size</i>	8.125	10.875	206.375	276.225
<i>Bleed Area</i>	8.375	11.125	212.725	282.575
1/2 Page				
Vertical	3.25	9.125	82.55	231.775
Horizontal	6.75	4.5	171.45	114.3
1/4 Page				
<i>Ad Size</i>	3.25	4.5	82.55	114.3

Ad Sizes

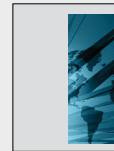
2-Page Spread



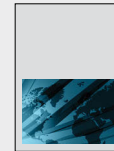
Full



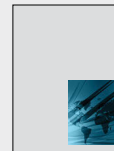
1/2 Vertical



1/2 Horizontal



1/4



Ad Submission Guidelines

File Set-Up

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

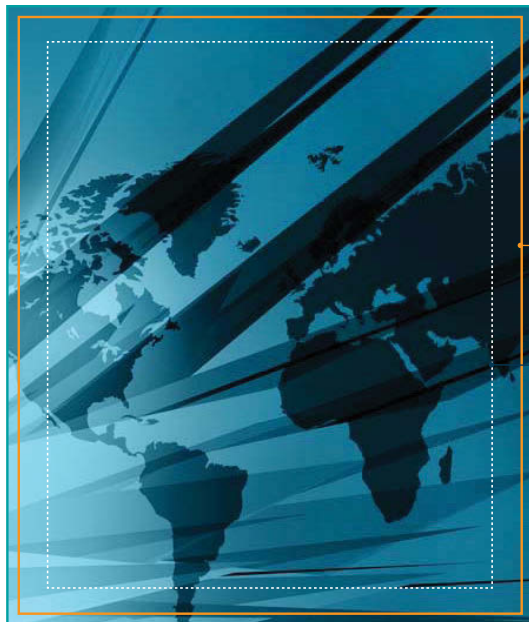
- Create self-extracting archives only
- Do not use LZW or JPEG

Materials Submission

MRS@HEIExpo.com

Materials Research Society
Sales & Exhibits Management
c/o Hall-Erickson Inc.
98 E. Chicago Avenue
Westmont, IL 60559 USA
Fax: 630-434-1216
Attn: Jennifer Ibe

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.