

GENERAL
ADVERTISING
RATE CARD 2013

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Print Circulation

The Global Edition of The Wall Street Journal*: **1,715,553**

The Wall Street Journal U.S.: **1,566,027**

The Asia Edition of The Wall Street Journal: **83,004**

The Europe Edition of The Wall Street Journal: **66,522**

*Includes The Wall Street Journal, the Asia edition of The Wall Street Journal and the Europe edition of The Wall Street Journal.
Sources: March 2012 ABC Publisher's Statement (U.S.); ABC UK Jan-June 2012 (Europe); BPA Worldwide Jan-June 2012 (Asia)



Global Non-Publishing Dates

The Wall Street Journal is published Monday to Saturday, except on the days listed below.

The Wall Street Journal | Non-Publishing Days

January 1	New Year's Day
January 21	Martin Luther King Day
February 18	Presidents' Day
May 27	Memorial Day
July 4	Independence Day
September 2	Labor Day
November 28	Thanksgiving Day
December 25	Christmas Day

The Asia edition of The Wall Street Journal and the Europe edition of The Wall Street Journal are published Monday to Friday, except on the days listed below.

The Asia Edition of The Wall Street Journal | Non-Publishing Days

January 1	New Year's Day
February 11	2nd day of Lunar New Year
February 12	3rd day of Lunar New Year
March 29	Good Friday
December 25	Christmas Day
December 26	Boxing Day

The Europe Edition of The Wall Street Journal | Non-Publishing Days

January 1	New Year's Day
March 29	Good Friday
April 1	Easter Monday
August 26	UK Summer Bank Holiday
December 25	Christmas Day
December 26	Boxing Day

The Global Edition of The Wall Street Journal

Global Impact. Think Journal.

With a global audience of 3.6 million, The Journal is the world's leading business publication. Comprising The Wall Street Journal, the Asia edition of The Wall Street Journal and the Europe edition of The Wall Street Journal, the Global edition is by far the best way for marketers to reach the world's business leaders, active investors and affluent consumers.

Each publication is strong in its own right; the numbers speak for themselves. Combined, the Global edition is a uniquely powerful, cost-effective and convenient vehicle to reach the world's most influential audience.

Let the power of The Journal deliver global results. Anytime. Anywhere.

	THE WALL STREET JOURNAL - U.S.	EUROPE EDITION	ASIA EDITION
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Influential

Top management*	56%	66%	72%
Manage or influence flow of corporate funds for own/other company*	30%	39%	39%

Affluent

Average HH income	\$257,100	\$335,000	\$334,000
Average HH net worth	\$2,616,000	\$2,743,000	\$2,733,000

Involved

Average time spent reading**	58 min	46 min	47 min
Take action as a result of Journal advertising	68%	63%	74%

*Based on employed subscribers

**Per weekday issue

Sources: 2010 WSJ Subscriber Studies; 2012 Mendelsohn Affluent Survey, HHI \$100,000+; March 2012 ABC Publisher's Statement (U.S.); ABC UK Jan-June 2012 (Europe); BPA Worldwide Jan-June 2012 (Asia)

Global Edition

Circulation: **1,715,553**

The Global edition, published Monday-Friday*, includes The Wall Street Journal, the Asia edition of The Wall Street Journal and the Europe edition of The Wall Street Journal. Insertion orders must specify Global edition to be billed at the Global edition rate. Requires single insertion order with one bill-to address; insertion must be the same size and must appear in all editions within five days and within the same calendar month. Advertisers that do not meet this criteria will be billed at individual publication rates.



FULL PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE	BLACK & WHITE FULL-PAGE COST	COLOR FULL-PAGE COST
	(GROSS)	(GROSS)	(GROSS)
	\$2,314.80	\$ 291,664.80	\$ 379,597.53

FULL PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE	BLACK & WHITE FULL-PAGE COST	COLOR FULL-PAGE COST
		(GROSS)	(GROSS)	(GROSS)
\$ 50,000	0.0%	\$2,314.80	\$266,995.89	\$354,928.62
75,000	0.0	2,314.80	266,995.89	354,928.62
125,000	0.0	2,314.80	266,995.89	354,928.62
250,000	2.5	2,256.88	260,315.12	346,454.54
325,000	5.4	2,189.28	252,609.97	329,622.31
450,000	7.9	2,132.97	246,116.05	321,579.25
700,000	10.3	2,076.65	239,621.00	313,603.53
1,000,000	12.7	2,020.08	233,096.09	305,398.71
1,250,000	14.7	1,974.96	227,892.55	298,964.85
1,600,000	16.6	1,929.93	222,699.71	292,484.97
2,100,000	18.6	1,884.64	217,474.61	285,972.84
2,500,000	20.5	1,839.43	212,261.49	279,523.79
3,100,000	22.5	1,794.37	207,065.38	273,041.92
3,800,000	24.4	1,749.12	201,844.94	267,821.48
5,200,000	26.9	1,692.61	195,328.35	261,304.89

STANDARD UNITS | NON-CONTRACT RATES

COLUMN INCHES	OR	PAGE SIZE	BLACK & WHITE COST (GROSS)
18		1/7	\$41,666.40
21		1/6	48,610.80
31.5		1/4	72,916.20
42		1/3	97,221.60
63		1/2	145,832.40
84		2/3	194,443.20
126		Full Page	291,664.80

■ All rates are quoted in gross; only net spending accrues to contract fulfillment.

All ads are billed at the makeup size and are scaled to fit the formats that vary among print sites in Europe and Asia. All units outside standard sizes listed throughout the rate card will be billed accordingly. Boundaries and circulation for all editions and regions are subject to change.*

*The U.S. Wall Street Journal prints Monday-Saturday. The Global edition runs Monday-Friday.

Sources: March 2012 ABC Publisher's Statement (U.S.); ABC UK Jan-June 2012 (Europe); BPA Worldwide Jan-June 2012 (Asia)

Global Edition

HALF PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
	\$ 2,314.80	\$145,832.40	\$ 215,960.30

HALF PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
\$ 50,000	0.0%	\$2,314.80	\$145,832.40	\$215,960.30
75,000	0.0	2,314.80	145,832.40	215,960.30
125,000	0.0	2,314.80	145,832.40	215,960.30
250,000	2.5	2,256.88	142,183.44	210,922.64
325,000	5.4	2,189.28	137,924.64	204,828.93
450,000	7.9	2,132.97	134,377.11	199,948.25
700,000	10.3	2,076.65	130,828.95	195,124.79
1,000,000	12.7	2,020.08	127,265.04	190,117.09
1,250,000	14.7	1,974.96	124,422.48	186,215.92
1,600,000	16.6	1,929.93	121,585.59	182,270.82
2,100,000	18.6	1,884.64	118,732.32	178,309.29
2,500,000	20.5	1,839.43	115,884.09	174,399.33
3,100,000	22.5	1,794.37	113,045.31	170,427.20
3,800,000	24.4	1,749.12	110,194.56	167,576.45
5,200,000	26.9	1,692.61	106,634.43	164,016.32

FACING PAGES | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	COLOR FACING PAGES (GROSS)	COLOR SECTION A CENTER SPREAD* (GROSS)
\$ 50,000	0.0%	\$2,314.80	\$709,857.24	\$755,422.46
75,000	0.0	2,314.80	709,857.24	755,422.46
125,000	0.0	2,314.80	709,857.24	755,422.46
250,000	2.5	2,256.88	692,909.08	736,927.22
325,000	5.4	2,189.28	659,244.62	708,537.26
450,000	7.9	2,132.97	643,158.50	690,753.33
700,000	10.3	2,076.65	627,207.06	673,035.04
1,000,000	12.7	2,020.08	610,797.42	655,042.86
1,250,000	14.7	1,974.96	597,929.70	640,803.67
1,600,000	16.6	1,929.93	584,969.94	626,534.53
2,100,000	18.6	1,884.64	571,945.68	612,184.77
2,500,000	20.5	1,839.43	559,047.58	597,916.03
3,100,000	22.5	1,794.37	546,083.84	583,639.98
3,800,000	24.4	1,749.12	535,642.96	570,588.90
5,200,000	26.9	1,692.61	522,609.78	554,297.42

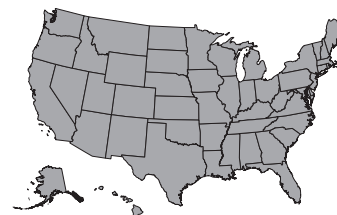
■ All full-page contracts are inclusive of 10% full-page discount for contract advertisers.

*Rates listed apply to Section A. Contact your Journal sales representative for gutter-bleed spread rates in other sections.

National Edition

Circulation: **1,566,027**

Published Monday through Saturday, the National edition is a combination of the Eastern, Central and Western editions. Insertion orders must specify National edition and advertisement must appear in all editions within 30 days to be billed at the National edition rate. National edition advertising with option dates may appear on different dates in different editions.



FULL PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)	COLOR FULL-PAGE COST (GROSS)
	\$ 2,033.05	\$ 256,164.30	\$ 327,897.03

FULL PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)	COLOR FULL-PAGE COST (GROSS)
\$ 50,000	0.0%	\$2,033.05	\$230,547.87	\$302,280.60
75,000	0.0%	2,033.05	230,547.87	302,280.60
125,000	0.0%	2,033.05	230,547.87	302,280.60
250,000	2.5%	1,982.22	224,783.75	294,723.17
325,000	5.8%	1,915.13	217,175.74	277,988.08
450,000	8.2%	1,866.34	211,642.96	270,906.16
700,000	10.5%	1,819.58	206,340.37	264,122.90
1,000,000	13.1%	1,766.72	200,346.05	256,448.67
1,250,000	15.0%	1,728.09	195,965.41	250,837.71
1,600,000	17.0%	1,687.43	191,354.56	244,939.82
2,100,000	19.0%	1,646.77	186,743.72	239,041.95
2,500,000	20.9%	1,608.14	182,363.08	233,425.38
3,100,000	22.9%	1,567.48	177,752.23	227,528.77
3,800,000	24.8%	1,528.85	173,371.59	223,148.13
5,200,000	27.3%	1,478.03	167,608.60	217,385.14

STANDARD UNITS | NON-CONTRACT RATES

COLUMN INCHES	OR	PAGE SIZE	BLACK & WHITE COST (GROSS)
18		1/7	\$36,594.90
21		1/6	42,694.05
31.5		1/4	64,041.08
42		1/3	85,388.10
63		1/2	128,082.15
84		2/3	170,776.20
126		Full Page	256,164.30

- All rates are quoted in gross; only net spending accrues to contract fulfillment.
- Contract advertisers receive a 10% discount off the contract rate for full-page advertisements.
- Boundaries and circulation for all editions and regions are subject to change.

National Edition

HALF PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
	\$ 2,033.05	\$ 128,082.15	\$ 183,630.05

HALF PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
\$ 50,000	0.0%	\$2,033.05	\$128,082.15	\$183,630.05
75,000	0.0	2,033.05	128,082.15	183,630.05
125,000	0.0	2,033.05	128,082.15	183,630.05
250,000	2.5	1,982.22	124,879.86	179,039.06
325,000	5.8	1,915.13	120,653.19	172,977.48
450,000	8.2	1,866.34	117,579.42	168,570.56
700,000	10.5	1,819.58	114,633.54	164,349.38
1,000,000	13.1	1,766.72	111,303.36	159,575.41
1,250,000	15.0	1,728.09	108,869.67	156,083.11
1,600,000	17.0	1,687.43	106,308.09	152,413.32
2,100,000	19.0	1,646.77	103,746.51	148,743.48
2,500,000	20.9	1,608.14	101,312.82	145,248.06
3,100,000	22.9	1,567.48	98,751.24	141,553.13
3,800,000	24.8	1,528.85	96,317.55	139,119.44
5,200,000	27.3	1,478.03	93,115.89	135,917.78

FACING PAGES | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	COLOR FACING PAGES (GROSS)	COLOR SECTION A CENTER SPREAD* (GROSS)
\$ 50,000	0.0%	\$2,033.05	\$604,561.20	\$648,102.41
75,000	0.0	2,033.05	604,561.20	648,102.41
125,000	0.0	2,033.05	604,561.20	648,102.41
250,000	2.5	1,982.22	589,446.34	631,898.79
325,000	5.8	1,915.13	555,976.16	603,751.70
450,000	8.2	1,866.34	541,812.31	588,370.59
700,000	10.5	1,819.58	528,245.80	573,633.46
1,000,000	13.1	1,766.72	512,897.34	556,967.74
1,250,000	15.0	1,728.09	501,675.41	544,785.82
1,600,000	17.0	1,687.43	489,879.64	531,971.67
2,100,000	19.0	1,646.77	478,083.90	519,157.53
2,500,000	20.9	1,608.14	466,850.75	506,969.99
3,100,000	22.9	1,567.48	455,057.54	494,157.12
3,800,000	24.8	1,528.85	446,296.26	483,205.52
5,200,000	27.3	1,478.03	434,770.28	468,798.05

■ All full-page contracts are inclusive of 10% full-page discount for contract advertisers.

*Rates listed apply to Section A. Contact your Journal sales representative for gutter-bleed spread rates in other sections.

Eastern Edition

Circulation: **703,632**

Published Monday through Saturday, the Eastern edition circulates in Alabama, Connecticut, Delaware, Florida, Georgia, Maine, Massachusetts, Maryland, Mississippi (except the northwest corner), New Hampshire, New Jersey, New York (except western corner), North Carolina, eastern Pennsylvania, Rhode Island, South Carolina, eastern Tennessee, Vermont, Virginia, Washington, D.C., and portions of West Virginia and southeastern Canada.



FULL PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)
	\$925.48	\$116,610.48

FULL PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)
\$ 50,000	0.0%	\$925.48	\$104,949.43
75,000	0.0	925.48	104,949.43
125,000	5.8	871.80	98,862.12
250,000	8.3	848.67	96,239.18
325,000	10.5	828.30	93,929.22
450,000	10.5	828.30	93,929.22
700,000	13.1	804.24	91,200.82
1,000,000	15.0	786.66	89,207.24
1,250,000	17.0	768.15	87,108.21
1,600,000	19.0	749.64	85,009.18
2,100,000	20.0	740.38	83,959.09
2,500,000	21.0	731.13	82,910.14
3,100,000	21.9	722.80	81,965.52
3,800,000	22.9	713.55	80,916.57
5,200,000	22.9	713.55	80,916.57

STANDARD UNITS | NON-CONTRACT RATES

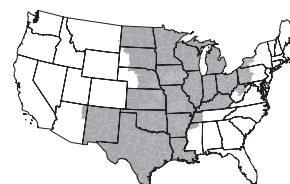
COLUMN INCHES	OR	PAGE SIZE	BLACK & WHITE COST (GROSS)
18		1/7	\$16,658.64
21		1/6	19,435.08
31.5		1/4	29,152.62
42		1/3	38,870.16
63		1/2	58,305.24
84		2/3	77,740.32
126		Full Page	116,610.48

- All rates are quoted in gross; only net spending accrues to contract fulfillment.
- All full-page contracts are inclusive of 10% full-page discount for contract advertisers.
- Boundaries and circulation for all editions and regions are subject to change.

Central Edition

Circulation: **495,860**

Published Monday through Saturday, the Central edition circulates in Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, eastern Nebraska, New Mexico, North Dakota, Ohio, Oklahoma, western Pennsylvania, Texas, eastern South Dakota, northern West Virginia, Wisconsin, south-central Canada, western New York, western Tennessee and the northwest corner of Mississippi, northeast corner of Arizona.



FULL PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)
	\$769.11	\$96,907.86

FULL PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)
\$ 50,000	0.0%	\$769.11	\$87,217.07
75,000	0.0	769.11	87,217.07
125,000	5.8	724.50	82,158.30
250,000	8.3	705.27	79,977.62
325,000	10.5	688.35	78,058.89
450,000	10.5	688.35	78,058.89
700,000	13.1	668.36	75,792.02
1,000,000	15.0	653.74	74,134.12
1,250,000	17.0	638.36	72,390.02
1,600,000	19.0	622.98	70,645.93
2,100,000	20.0	615.29	69,773.89
2,500,000	21.0	607.60	68,901.84
3,100,000	21.9	600.67	68,115.98
3,800,000	22.9	592.98	67,243.93
5,200,000	22.9	592.98	67,243.93

STANDARD UNITS | NON-CONTRACT RATES

COLUMN INCHES	OR	PAGE SIZE	BLACK & WHITE COST (GROSS)
18		1/7	\$13,843.98
21		1/6	16,151.31
31.5		1/4	24,226.97
42		1/3	32,302.62
63		1/2	48,453.93
84		2/3	64,605.24
126		Full Page	96,907.86

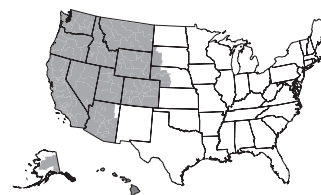
- All rates are quoted in gross; only net spending accrues to contract fulfillment.
- All full-page contracts are inclusive of 10% full-page discount for contract advertisers.
- Boundaries and circulation for all editions and regions are subject to change.

Source: March 2012 ABC Publisher's Statement

Western Edition

Circulation: **366,535**

Published Monday through Saturday, the Western edition circulates in Alaska, Arizona (except northeast corner), California, Colorado, Hawaii, Idaho, Montana, western Nebraska, Nevada, Oregon, Utah, Washington, Wyoming, western South Dakota and portions of southwestern Canada.



FULL PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)
	\$496.92	\$62,611.92

FULL PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)
\$ 50,000	0.0%	\$496.92	\$56,350.73
75,000	0.0	496.92	56,350.73
125,000	5.8	468.10	53,082.54
250,000	8.3	455.68	51,674.11
325,000	10.5	444.74	50,433.52
450,000	10.5	444.74	50,433.52
700,000	13.1	431.82	48,968.39
1,000,000	15.0	422.38	47,897.89
1,250,000	17.0	412.44	46,770.70
1,600,000	19.0	402.51	45,644.63
2,100,000	20.0	397.54	45,081.04
2,500,000	21.0	392.57	44,517.44
3,100,000	21.9	388.09	44,009.41
3,800,000	22.9	383.13	43,446.94
5,200,000	22.9	383.13	43,446.94

STANDARD UNITS | NON-CONTRACT RATES

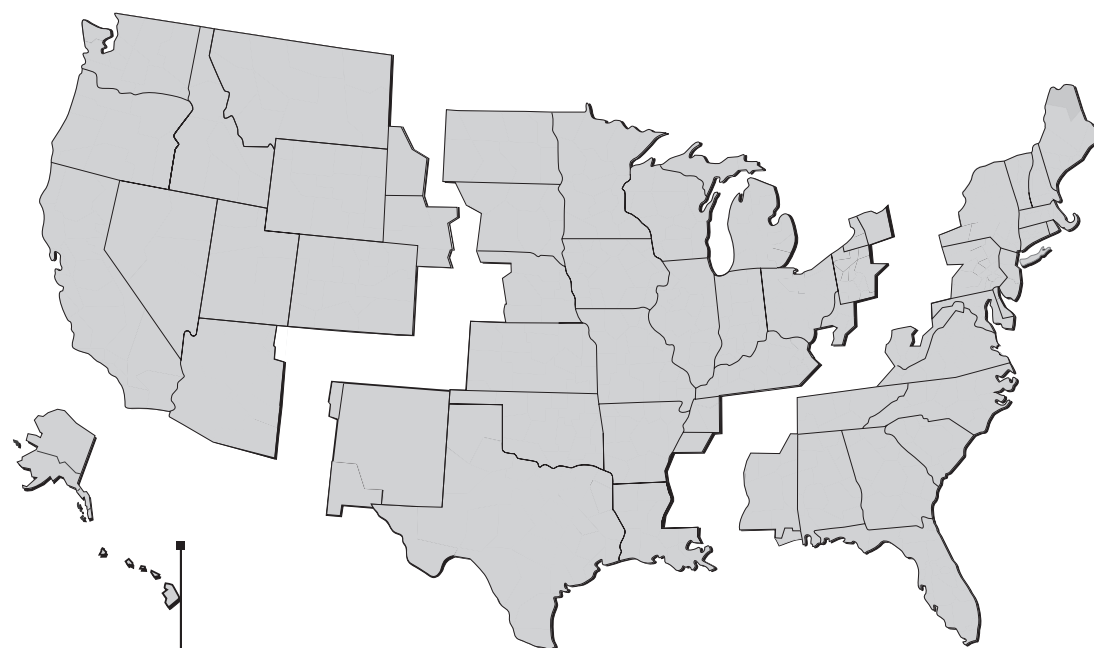
COLUMN INCHES	OR	PAGE SIZE	BLACK & WHITE COST (GROSS)
18		1/7	\$8,944.56
21		1/6	10,435.32
31.5		1/4	15,652.98
42		1/3	20,870.64
63		1/2	31,305.96
84		2/3	41,741.28
126		Full Page	62,611.92

- All rates are quoted in gross; only net spending accrues to contract fulfillment.
- All full-page contracts are inclusive of 10% full-page discount for contract advertisers.
- Boundaries and circulation for all editions and regions are subject to change.

Regional Advertising

Regional advertising buys are available in 21 regions. Please contact your sales representative or visit wsjmediakit.com for details.

AVAILABLE REGIONS



WESTERN EDITION

Pacific Northwest Region
Rocky Mountain Region
Northern California Region
Southern California Region
Arizona Region

CENTRAL EDITION

Minneapolis Region
Chicago Region
Ohio Region
Detroit Region
St. Louis Region
Kansas City Region
Texas Region
Dallas/Ft. Worth Region
Houston Region

EASTERN EDITION

New England Region
Greater New York Region
Philadelphia Region
Washington/
Baltimore Region
Southern Region
South Atlantic Region
Florida Region

The Wall Street Journal Sunday

Circulation: 5,838,044

The Wall Street Journal Sunday is the largest personal finance publication in the country. Appearing weekly within the business sections of leading Sunday newspapers across the nation, it reaches involved investors and active consumers through the pages of their "hometown" newspapers.

Original content written by The Wall Street Journal's news staff covers topics from personal investments, college and retirement planning to auto financing, from technology tips to personal and parental health care. Readers use Sunday Journal for guidance on family finances, business matters and personal affairs to make plans and take action.

AD SIZE	OPEN RATE	CPM
Full Page	\$150,100	\$25.71
2/3	126,240	21.62
1/2	94,680	16.22
1/3	63,120	10.81
1/4	47,520	8.14
1/6	33,120	5.67

All units smaller than 1/6 page will be billed at \$1,639 per column inch.

Minimum size: 8 column inches. Subject to availability. All Sunday Journal net revenue will accrue to fulfillment of existing Wall Street Journal net revenue contracts. The contracted advertising must run in calendar year 2013.

Frequency and additional Wall Street Journal combination discounts may apply. Circulation subject to change. For more information, please contact your Journal sales representative.

Americas / Asia / Europe

Act Global. Think Journal.

Each day the world's decision makers wake to read the business news in The Wall Street Journal whether in Asia, Europe or Latin America.

- Published in Hong Kong, the Asia edition of The Wall Street Journal captures the pulse of some of the most dynamic business markets in the world.
- Published in London, the Europe edition of The Wall Street Journal provides daily business news throughout Europe, the Middle East and into some portions of Africa.
- Available in 17 top-quality general interest newspapers throughout Mexico, South America and Central America, The Wall Street Journal Americas is the premier source of daily global finance and business news in Spanish and Portuguese.

The Asia edition of The Wall Street Journal and the Europe edition of The Wall Street Journal reach a high-quality audience of business leaders and affluent consumers. Advertising in the Global Edition of The Wall Street Journal can help you reach the world's best travelers, the world's most active luxury consumers and the world's most important investors.

	THE WALL STREET JOURNAL - U.S.	EUROPE EDITION	ASIA EDITION
World's Best Travelers			
Taken air trip in the past year	84%	84%	91%
Business or first class selected for business flights over 4 hours	34%	70%	72%
World's Most Active Luxury Consumers			
Average expenditure on watches in the past year*	\$1,942	\$5,528	\$8,360
Average expenditure on fine jewelry in the past year*	\$3,002	\$4,732	\$6,406
Average expenditure on apparel in the past year*	\$3,572	\$5,418	\$6,525
World's Most Important Investors			
Have HH investments of \$1 million+	49%	42%	50%
Use a financial adviser	66%	47%	60%

* Based on subscribers whose household purchased indicated products in past 12 months

Source: 2010 WSJ Subscriber Studies

The Wall Street Journal Americas

The Wall Street Journal Americas is the largest pan-regional business advertising medium in Latin America and the premier source of daily global business and financial news in Spanish and Portuguese. Published as part of the main or business sections in 17 leading general-interest newspapers across Latin America, The Journal Americas is a must-read for business decision makers, opinion leaders and affluent consumers. Days of publication are as follows:

- Monday through Friday in Argentina, Brazil, Chile, Colombia, Dominican Republic, El Salvador, Honduras, Mexico, Panama, Paraguay and Venezuela.
- Tuesday through Friday in Peru.
- Monday, Wednesday and Friday in Ecuador.
- Monday in Costa Rica.
- Tuesday in Guatemala.

Combination Discounts

Advertisers in any edition of The Wall Street Journal Americas may apply Dow Jones combination discounts for common advertising run in the Americas up to a maximum of 10%, as follows:

- WSJ Americas & National Edition 10%
- WSJ Americas & Europe and Asia Editions 10%
- WSJ Americas & any Regional Edition 5%
- WSJ Americas & Europe or Asia Edition 5%

Frequency Discounts

Standard Frequency Discounts

PAGE SIZE	3X	7X	12X
1/4	5%	10%	15%
1/2 / Junior	10	15	20
Full	15	20	25

Frequency Discounts – Brazil

PAGE SIZE	3X	7X	12X	15X
1/4	10%	15%	20%	25%
1/2 / Junior	15	20	25	30
Full	20	25	30	35

Frequency discounts not available in Costa Rica, the Dominican Republic, El Salvador, Mexico or Panama.

Frequency discounts may not be applied retroactively in Argentina.

All Wall Street Journal Americas net revenue will accrue to fulfillment of existing Wall Street Journal net revenue contracts.

Additional frequency discounts available. Contact your sales representative for more information.

The Wall Street Journal Americas

Prices listed are for color advertising. Markets may be purchased individually or in groups. Contact your local sales representative for details. All prices are in US\$.

THE WALL STREET JOURNAL AMERICAS 2012 COLOR RATES

	CIRC.	FP	JR	1/2	1/4
Argentina—La Nación	126,622	63,016	29,853	33,355	16,631
Brazil—Valor Econômico	62,500	72,464	31,587	36,232	18,116
Chile—El Mercurio	134,885	24,271	11,172	12,738	6,329
Colombia—El Tiempo	239,000	42,253	17,736	21,126	10,563
Costa Rica—El Financiero (Mon.)	17,000	3,680	—	2,307	1,520
Dominican Republic—Listín Diario	113,781	14,640	6,832	7,320	3,660
Ecuador—El Comercio (M-W-F)	55,000	14,994	6,497	7,497	3,749
El Salvador—La Prensa Gráfica	109,512	5,994	—	2,997	1,498
Guatemala—Siglo Veintiuno (Tue)	25,000	3,947	—	2,086	1,045
Honduras—La Prensa	55,627	2,640	—	1,380	720
Mexico Combo— (Mural, Reforma, El Norte)	309,197	59,138	25,345	29,569	14,785
Guadalajara—Mural	41,049	9,526	4,082	4,763	2,381
Mexico City—Reforma	139,103	32,987	14,137	16,493	8,247
Monterrey—El Norte	129,045	23,726	10,168	11,863	5,931
Panama—La Prensa	42,641	5,094	2,264	2,426	1,213
Paraguay—Ultima Hora*	18,449	4,470	—	2,300	1,150
Peru—El Comercio (Tue-Fri)*	68,186	6,729	—	4,413	3,912
Venezuela—El Nacional	90,000	26,048	11,577	13,024	6,512
WSJ AMERICAS FULL RUN*	1,467,400	349,377	142,862	178,770	91,403

■ **All rates are quoted in gross; only net spending accrues to contract fulfillment.**

■ Rates are subject to change. Please contact your sales representative for information.

* All 2013 rates not available at press time.

The Asia Edition of The Wall Street Journal

Circulation: **83,004**

The Asia edition of The Wall Street Journal is published Monday through Friday in Hong Kong and printed in 12 cities in Asia: Hong Kong, Tokyo, Osaka, Seoul, Taipei, Singapore, Manila, Bangkok, Kuala Lumpur, Jakarta, Mumbai and New Delhi.

Advertisers using both the Asia edition of The Wall Street Journal and the Europe edition of The Wall Street Journal receive a 10% discount for running in each edition. These savings are over and above any existing revenue/frequency discounts. In order to receive combination discounts, advertisements from non-contract advertisers must appear within 30 days.

FULL PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)	COLOR FULL-PAGE COST (GROSS)
	\$685.14	\$47,959.80	\$ 56,159.80

FULL PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)	COLOR FULL-PAGE COST (GROSS)
\$ 50,000	2.5%	\$668.01	\$46,760.70	\$54,960.70
75,000	5.0	650.88	45,561.60	53,761.60
125,000	7.5	633.75	44,362.50	52,562.50
250,000	10.0	616.63	43,164.10	51,364.10
325,000	12.0	602.92	42,204.40	50,404.40
450,000	14.0	589.22	41,245.40	49,445.40
700,000	15.0	582.37	40,765.90	48,965.90
1,000,000	17.0	568.67	39,806.90	48,006.90
1,250,000	18.0	561.81	39,326.70	47,526.70
1,600,000	19.0	554.96	38,847.20	47,047.20
2,100,000	20.0	548.11	38,367.70	46,567.70
2,500,000	20.0	548.11	38,367.70	46,567.70
3,100,000	20.0	548.11	38,367.70	46,567.70
3,800,000	21.0	541.26	37,888.20	46,088.20
5,200,000	22.0	534.41	37,408.70	45,608.70

Color Charges and Conditions

- Color charges are in addition to black & white insertion costs.
- Color is offered subject to availability; display advertising only.
 - Two-thirds page/Full page/spreads: US\$8,200.
 - Fractional units: minimum size compact strip; US\$7,200.
- **All rates are quoted in gross; only net spending accrues to contract fulfillment.**
- All ads are billed at the makeup size and are scaled to fit the formats that vary among print sites. All units outside standard sizes listed throughout the rate card will be billed accordingly.
- Boundaries and circulation for all editions and regions are subject to change.

The Asia Edition of The Wall Street Journal

HALF PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
	\$685.14	\$23,979.90	\$31,179.90

HALF PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
\$ 50,000	2.5%	\$668.01	\$23,380.35	\$30,580.35
75,000	5.0	650.88	22,780.80	29,980.80
125,000	7.5	633.75	22,181.25	29,381.25
250,000	10.0	616.63	21,582.05	28,782.05
325,000	12.0	602.92	21,102.20	28,302.20
450,000	14.0	589.22	20,622.70	27,822.70
700,000	15.0	582.37	20,382.95	27,582.95
1,000,000	17.0	568.67	19,903.45	27,103.45
1,250,000	18.0	561.81	19,663.35	26,863.35
1,600,000	19.0	554.96	19,423.60	26,623.60
2,100,000	20.0	548.11	19,183.85	26,383.85
2,500,000	20.0	548.11	19,183.85	26,383.85
3,100,000	20.0	548.11	19,183.85	26,383.85
3,800,000	21.0	541.26	18,944.10	26,144.10
5,200,000	22.0	534.41	18,704.35	25,904.35

STANDARD UNITS | NON-CONTRACT RATES

COMPACT UNIT	BLACK & WHITE COST	COLOR COST (GROSS)
Full Page	\$47,959.80	\$ 56,159.80
Full Page Spread	115,103.52	123,303.52
Two-thirds Page	32,544.15	40,744.15
Half Page Dominant/Portrait	23,979.90	31,179.90
Junior Page Dominant	21,239.34	28,439.34
Third Page Dominant	14,559.23	21,759.23
Quarter Page Dominant (and Strip)	11,989.95	19,189.95
Compact Quarter	8,050.40	15,250.40
Compact Strip	6,166.26	14,222.69
Eighth Page Dominant	6,166.26	N/A
Luxury Dominant	5,481.12	N/A
Luxury Compact	3,768.27	N/A
Sixteenth Page Dominant	3,083.13	N/A
5 Inch	2,740.56	N/A
3.5 Inch	2,055.42	N/A
2.75 Inch	1,541.57	N/A

The Europe Edition of The Wall Street Journal

Circulation: **66,522**

Published Monday through Friday in London, England, and printed in Belgium, Germany, Switzerland, Italy, Spain, UK, Ireland, Israel, Turkey, Dubai and Malta, the Europe edition of The Wall Street Journal circulates throughout Europe, the Middle East and portions of Africa.

Advertisers using both the Europe edition of The Wall Street Journal and the Asia edition of The Wall Street Journal receive a 10% discount for running in each publication.

These savings are over and above any existing revenue/frequency discounts. In order to receive combination discounts, advertisements from non-contract advertisers must appear within 30 days.

FULL PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)	COLOR FULL-PAGE COST (GROSS)
	\$ 648.88	\$45,421.60	\$55,221.60

FULL PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE FULL-PAGE COST (GROSS)	COLOR FULL-PAGE COST (GROSS)
\$ 50,000	2.5%	\$632.64	\$44,284.80	\$54,084.80
75,000	5.0	616.44	43,150.80	52,950.80
125,000	7.5	600.20	42,014.00	51,814.00
250,000	10.0	584.00	40,880.00	50,680.00
325,000	12.0	571.00	39,970.00	49,770.00
450,000	14.0	558.04	39,062.80	48,862.80
700,000	15.0	551.56	38,609.20	48,409.20
1,000,000	17.0	538.56	37,699.20	47,499.20
1,250,000	18.0	532.08	37,245.60	47,045.60
1,600,000	19.0	525.60	36,792.00	46,592.00
2,100,000	20.0	519.12	36,338.40	46,138.40
2,500,000	20.0	519.12	36,338.40	46,138.40
3,100,000	20.0	519.12	36,338.40	46,138.40
3,800,000	21.0	512.60	35,882.00	45,682.00
5,200,000	22.0	506.12	35,428.40	45,228.40

Color Charges and Conditions

- Color charges are in addition to black & white insertion costs.
- Color is offered subject to availability; display advertising only.
 - Full page/spreads: US\$9,800.
 - Fractional units: US\$9,000; minimum size compact strip.
- **All rates are quoted in gross; only net spending accrues to contract fulfillment.**
- All ads are billed at the makeup size and are scaled to fit the formats that vary among print sites. All units outside standard sizes listed throughout the rate card will be billed accordingly.
- Boundaries and circulation for all editions and regions are subject to change.

The Europe Edition of The Wall Street Journal

HALF PAGE | NON-CONTRACT RATES

	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
	\$648.88	\$22,710.80	\$31,710.80

HALF PAGE | CONTRACT VOLUME RATES

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	BLACK & WHITE HALF-PAGE COST (GROSS)	COLOR HALF-PAGE COST (GROSS)
\$ 50,000	2.5%	\$632.64	\$22,142.40	\$31,142.40
75,000	5.0	616.44	21,575.40	30,575.40
125,000	7.5	600.20	21,007.00	30,007.00
250,000	10.0	584.00	20,440.00	29,440.00
325,000	12.0	571.00	19,985.00	28,985.00
450,000	14.0	558.04	19,531.40	28,531.40
700,000	15.0	551.56	19,304.60	28,304.60
1,000,000	17.0	538.56	18,849.60	27,849.60
1,250,000	18.0	532.08	18,622.80	27,622.80
1,600,000	19.0	525.60	18,396.00	27,396.00
2,100,000	20.0	519.12	18,169.20	27,169.20
2,500,000	20.0	519.12	18,169.20	27,169.20
3,100,000	20.0	519.12	18,169.20	27,169.20
3,800,000	21.0	512.60	17,941.00	26,941.00
5,200,000	22.0	506.12	17,714.20	26,714.20

STANDARD UNITS | NON-CONTRACT RATES

COMPACT UNIT	BLACK & WHITE COST	COLOR COST (GROSS)
Full Page	\$45,421.60	\$55,221.60
Full Page Spread	109,011.84	118,811.84
Half Page Dominant/Portrait	22,710.80	31,710.80
Junior Page Dominant	20,115.28	29,115.28
Third Page Dominant	13,788.70	22,788.70
Quarter Page Dominant (and Strip)	11,355.40	20,355.40
Compact Quarter	7,624.34	16,624.34
Compact Strip	6,651.02	15,651.02
Eighth Page Dominant	5,839.92	N/A
Luxury Dominant	5,191.04	N/A
Luxury Compact	3,568.84	N/A
Sixteenth Page Dominant	2,919.96	N/A
5 Inch	2,595.52	N/A
3.5 Inch	1,946.64	N/A
2.75 Inch	1,459.98	N/A

Material Specifications

STANDARD ADVERTISING UNITS

The Wall Street Journal offers Standard Advertising Units, making campaign planning and production efficient.

Non-Standard Advertising Units will be charged a 10% premium on the cost of the black & white space.

For sizes and additional information on Standard Advertising Units, please visit wsjmediakit.com or ask your sales representative for the latest Advertising Planning Guide.

SPECIAL ADVERTISING UNITS

The Journal also offers more than 20 innovative Special Advertising Units to allow advertisers to create a deeper affinity with our page makeup.

For more information on Special Advertising Units, please visit wsjmediakit.com or ask your sales representative for the latest Advertising Units Guide.

MEASUREMENTS

Advertisements are measured in column inches.

See pages 23 and 24 for standard Page Makeup information for The Wall Street Journal, the Asia edition of The Wall Street Journal and the Europe edition of The Wall Street Journal.

Material Specifications

PAGE MAKEUP

THE WALL STREET JOURNAL

- **DEPTH OF COLUMN** | 21 inches (53.24 cm); 6 columns to a page.
- **FULL PAGE** | 126 column inches (6 columns x 21 inches).
- **PRINTED AD PAGE SIZE** | 21.00 (depth) x 10.87 (width); 6 columns.
- **PRINTED GUTTER BLEED SIZE** | 21.00 (depth) x 22.86 (width); 12 columns; no trim area.

SINGLE-PAGE UNITS

COLUMNS	WIDTH		MINIMUM DEPTH	
	INCHES	CENTIMETERS	INCHES	CENTIMETERS
1	1.68	4.267	1.00	2.540
2	3.52	8.941	2.00	5.080
3	5.35	13.589	6.00	15.240
4	7.19	18.263	8.00	20.320
5	9.02	22.911	9.00	22.860
6	10.87	27.605	10.50	26.670

BLEED UNITS

COLUMNS	WIDTH		MINIMUM DEPTH	
	INCHES	CENTIMETERS	INCHES	CENTIMETERS
8	15.52	39.421	15.75	40.005
10	19.19	48.743	12.71	32.290
12	22.86	58.065	10.50	26.670

NOTES

- Advertisements exceeding 18 inches in depth must occupy and be charged as full columns (21 inches).
- Minimum depth requirements do not apply to defined special advertising "strip" units.
- Non-standard units can be placed at quarter-inch depth increments above minimum depth and will carry a 10% premium.
- Measurements for advertisements running on the Front Cover of each section differ. All cover units are listed in the Advertising Units Guide on wsjmediakit.com.

Bannered Sections Makeup

- All bannered sections are available in the standard sizes of:
 - 1 column (1.68) x 2.5
 - 1 column (1.68) x 5
 - 2 columns (3.52) x 2.5
 - 2 columns (3.52) x 5
- Leisure Travel and Meeting Sites are also available in display format; minimum ad size is 1 column x 1.
- For larger sizes, call 800.648.4778.

Material Specifications

PAGE MAKEUP

THE ASIA EDITION OF THE WALL STREET JOURNAL | THE EUROPE EDITION OF THE WALL STREET JOURNAL

- **PAGE DEPTH** | 14 inches (35.56 cm).
- **PAGE WIDTH** | 10.03 inches (25.47 cm); 5 columns to a page.
- **GUTTER BLEED WIDTH** | 21.40 inches (54.35 cm); 10 columns.

SINGLE-PAGE UNITS

COLUMNS	WIDTH		MINIMUM DEPTH	
	INCHES	CENTIMETERS	INCHES	CENTIMETERS
1	1.86	4.724	2.75	6.985
2	3.90	9.906	2.50	6.350
3	5.94	15.087	7.00	17.780
4	7.98	20.269	9.50	24.130
5	10.03	25.476	2.50	6.350

BLEED UNITS

COLUMNS	WIDTH		MINIMUM DEPTH	
	INCHES	CENTIMETERS	INCHES	CENTIMETERS
8	17.32	43.992	9.50	24.130
10	21.40	54.356	8.50	21.590

Notes

- Advertisements exceeding 12.07 inches (30.66 cm) in depth must occupy and be charged as full columns (14 inches; 35.56 cm).
- Minimum depth requirements do not apply to defined special advertising "strip" units.
- Non-standard units can be placed at quarter-inch depth increments above minimum depth and will be billed for the actual space.
- Material is scaled to fit the image formats that vary among print sites in Asia and Europe.

Material Specifications

FOUR-COLOR ADS – DIGITAL MATERIAL REQUIREMENTS

Digital material required: PDF/X-1a:2001. Film is not accepted.

- **TYPE FONTS** | Include all screen and printer fonts with digital files. Try to avoid using style attributes offered in application toolbars. Use actual typefaces for best results. No Multiple Master (MM) fonts of any kind.
- **GRAPHICS** | Images should be 200 dpi.
- **PROOFS** | Provide proofs for digital ads. Digital hardcopy newspaper proofs are acceptable. If there is no proof exchanged, the agency accepts the responsibility for the final print outcome.
- **SCREEN RULING** | Dow Jones outputs at 100 lines per inch.
- **DOT GAIN** | For best print results, compensate for 35% dot gain (tone value increase) in the midtone dot at 100-line screen.

The Wall Street Journal does not run spot-color inks. All files containing spot color or Pantone elements must be converted to a CMYK ink mix. Not all Pantone colors are able to be matched with CMYK inks.

Dot Size Requirements for 100-Line Screen

The following dot-size requirements compensate for newsprint dot gain (TVI):

COLOR	NON-DETAIL WHITES	HIGHLIGHTS	QUARTERTONE	MIDTONE	SHADOW
Cyan	0%	5%	20%	36%	60%
Magenta	0	2	14	28	50
Yellow	0	2	14	28	50
Black	0	0	0	10	80

Other Color Quality Reminders:

- **MAXIMUM COLOR DENSITY** | 220%. For optimum results use Gray Component Replacement (GCR) when preparing files. SNAP ICC newspaper profile is available at wsjmediakit.com, or contact the local ad services bureau.
- **MAXIMUM FOUR-COLOR BLACK** | 90% Black, 40% Cyan, 20% Magenta, 20% Yellow.
- **TEXT & GRAPHICS** | Type should only be surprinted in areas having tint values of 30% or less. Multi-Colored type and type reversed out of two or more colors should not be smaller than 14 point and should be reversed out of areas having at least 70% tone value in Black, Magenta or Cyan. Remove all colors under reverse to avoid registration problems.
- **UNSHARP MASKING** | Higher levels of unsharp masking should be applied to newspaper advertising where the subject matter permits.
- **TRANSPARENCIES** | Use of transparencies in original files should be avoided due to unpredictable results that create image artifacts when flattened prior to publication. All transparencies must be flattened prior to original file submission.

Material Specifications

BLACK & WHITE ADS – DIGITAL MATERIAL REQUIREMENTS

Digital material required: PDF/X-1a:2001.

Embed all fonts.

- **SCREEN RULING** | Dow Jones outputs at 100 lines per inch. Round dots preferred.
- Expected dot gain is 35% at the midtone dot. The preferences file should reflect this amount of gain at the scan or adjusted from within photoediting software such as Photoshop.
- Required format for black & white graphics is grayscale (@200 dpi) or black & white bitmap (@1016 dpi).
- Fine lines and serifs should not be less than .006 inch in thickness.
- We recommend that all solid reverses be a maximum of 85% black.

Halftones | Recommended Aim Points:

Specular/non-detail whites	0%
Minimum highlight dot	3%
Quartertone dot	16%
Midtone dot	32%
Shadow dot	80%

Note: No color formats accepted for black & white; no Multiple Master (MM) fonts of any kind.

Material Specifications

MATERIAL SUBMISSION

Black & White Materials

- Via Internet: <https://epic.dowjones.com>.
- AP Adsend (1.800.223.7363); code for WSJ is MACHI.

Color Materials

- Preferred Method: via Internet at <https://epic.dowjones.com>.
- Color match proof to: Dow Jones & Company Advertising Services 4300 North Rt 1, Building 5, 3rd Floor Monmouth Junction, NJ 08852
- AP Adsend color transmission permitted only for files prepared with WSJ preferences and specifications.

Split-Copy Material

All split copy must be supplied as a separate graphics file. The Wall Street Journal will not separate galleys of ads that have been submitted as one file. Each separate ad must be a separate layout document file.

Pubset Revisions to Material

The Wall Street Journal is only responsible for the accuracy of pubset type that has been proofed and approved for release by the advertiser or agency.

PDF Preparation

Print-ready PDF files should be prepared by saving native files to Postscript, then distilling the file using recommended Dow Jones settings available at wsjmediakit.com or by calling the local Wall Street Journal service bureau.

Creating PDF files directly from programs such as Adobe PDFWriter, Adobe InDesign, Adobe Illustrator, Adobe Photoshop or from Mac OSX is not recommended for print-ready files.

[Please click here for PDF Preparation instructions.](#)

File Compression

Large digital files may be compressed to accelerate file transmission.

Platforms

Material may be submitted on either Mac OS or Microsoft Windows platforms. Mac OS is preferred.

Tearsheets

Advertisers requesting tearsheets can access them at <https://etearsheet.dowjones.com>. Please contact your Advertising Services bureau for a password and for any additional information.

New York: 212.597.5858

London: 44.020.3426.1149

Hong Kong: 852.2831.2556

Material Specifications

ORDER/MATERIAL DEADLINES: Black & White Daily

North American Editions

ISSUE DAY		INSERTION ORDERS		MATERIAL DEADLINE	
Monday	Thursday	5:00 p.m.	Friday	12:00 noon	
Tuesday	Friday	5:00 p.m.	Monday	12:00 noon	
Wednesday	Monday	5:00 p.m.	Tuesday	12:00 noon	
Thursday	Tuesday	5:00 p.m.	Wednesday	12:00 noon	
Friday	Wednesday	5:00 p.m.	Thursday	12:00 noon	
Saturday	(See chart on next page)				

All times are listed in Eastern Time.

Orders and materials for U.S. Regions are due by Monday at 5:00 p.m.

Black & white Split-Copy orders are due at noon and materials are due at 5:00 p.m. two days in advance of issue.

Global Edition

ISSUE DAY		INSERTION ORDERS		MATERIAL DEADLINE	
Monday	Thursday	4:00 a.m.	Thursday	11:00 p.m.	
Tuesday	Friday	4:00 a.m.	Sunday	11:00 p.m.	
Wednesday	Monday	4:00 a.m.	Monday	11:00 p.m.	
Thursday	Tuesday	4:00 a.m.	Tuesday	11:00 p.m.	
Friday	Wednesday	4:00 a.m.	Wednesday	11:00 p.m.	

Four-Color | Monday-Friday

INSERTION ORDERS: May be required 6–10 weeks prior to deadline to secure reservations but do not become non-cancelable until 2 weeks prior to insertion.

MATERIALS: 5 business days prior to insertion for proof; 3 business days prior without proof. Proofs are available upon advertiser request.

Arena (formerly Friday Journal)

INSERTION ORDERS: Thursday of week prior to Friday issue (8 days).

MATERIALS: Monday prior to Friday issue.

Material Specifications

WSJ Weekend

Black & White

SECTION	INSERTION ORDERS	MATERIAL DEADLINE
Section A	Thursday prior to issue	Thursday prior to issue
Business & Finance	Thursday prior to issue	Thursday prior to issue
Review & Off Duty	Wednesday of week prior to issue	Monday prior to issue

Color

SECTION	INSERTION ORDERS	MATERIAL DEADLINE
Section A	One month in advance of issue	Monday prior to issue
Business & Finance	One month in advance of issue	Monday prior to issue
Review & Off Duty	One month in advance of issue	Monday prior to issue

Securing Reservations for Guaranteed Prime Positions

Orders may be required 6–10 weeks prior to deadline to secure reservations for color and other prime positions, but become non-cancelable only at the above regular order deadlines. Material closing for prime positions is the same as the closing for black & white or color advertisements.

Special Reports/Financial Reviews

INSERTION ORDERS: 5 weeks prior to insertion date.

MATERIALS: 9 days prior to insertion date.

Space is non-cancelable after order closing date. Material extensions may be granted at the discretion of the Advertising Services department.

Four-Color Events/Special Reports in Asia and Europe

Multi-page color Events (4 or more pages) and Special Reports are preprinted and distributed to print sites in Asia and Europe. Materials deadlines are 10 business days prior to publication.

Material Specifications

THE WALL STREET JOURNAL AMERICAS

Full-Page Makeup

	INCHES	CENTIMETERS
Argentina	11.87 x 20.45	30.16 x 51.96
Brazil	11.69 x 20.47	29.70 x 52.00
Chile	11.37 x 21.18	28.90 x 54.00
Colombia	11.65 x 21.26	29.60 x 53.80
Costa Rica	10.46 x 15.13	26.56 x 38.43
Dominican Republic	11.50 x 20.00	29.21 x 50.80
Ecuador	11.61 x 20.33	29.50 x 51.64
El Salvador	10.25 x 13.00	26.04 x 33.02
Guatemala	10.00 x 12.50	25.40 x 31.75
Honduras	10.25 x 13.00	26.04 x 33.02
Mexico Combo: Guadalajara, Mexico City & Monterrey	11.57 x 20.86	29.40 x 53.00
Panama	10.82 x 20.50	27.52 x 52.07
Paraguay	10.04x13.77	25.50x35.00
Peru	9.60 x 10.82	24.38 x 27.48
Venezuela	11.34 x 19.00	28.82 x 48.27

For current material specifications and submission instructions for The Wall Street Journal Americas, please call 212.5976043.

Material Specifications

THE WALL STREET JOURNAL SUNDAY

PAGE MAKEUP

DECIMAL INCHES

10.45(w) x 19.62(d)

COLUMN WIDTH MAKEUP

COLUMNS	DECIMAL INCHES	MILLIMETERS
1	1.56	39.624
2	3.35	85.09
3	5.125	130.175
4	6.87	174.498
5	9.15	232.41
6	10.45	265.43

Deadlines

INSERTION ORDERS: 9 days prior to insertion date (Friday 12:00 noon ET).

MATERIALS: 5 days prior to issue date (Tuesday 12:00 noon ET).

Material Submission

See page 27 of this rate card for submission guidelines. Please be sure to note your ad is for The Wall Street Journal Sunday when submitting.

Contract Printing

Contract and Copy Regulations

Dow Jones & Company engages the services of contract printers in certain areas of distribution to print The Wall Street Journal and other products. Outsourced printing can provide readers with more timely news content and more efficient delivery service. In some areas, caused by variations in printing equipment, the image size of the product could be altered, which can result in distortion to some images. Some contract printers might not be able to produce all required pages in process color. Although we make every effort to ensure that quality reproduction processes are preserved, we cannot guarantee ad sizes or colors will be exact. Color pricing is set to reflect up to a 3% missed color variance. Advertisers will not be entitled to compensation due to size and color constraints beyond our control. Please be assured that the content and message of all ads would not be affected.

Terms and Conditions

General Rate Policy

Contract and Copy Regulations

All rates are subject to change. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card, or any amendment hereof.

Contract advertisers are those who (i) have placed a yearly order by The Wall Street Journal Advertising Order Form or recognized advertising agency contract, accepted by the publisher and (ii) insert and pay for space in accordance with one of the revenue or frequency rates specified in the current rate card. All other advertisers are non-contract advertisers.

To earn revenue or frequency rates, a signed contract or order must be received and accepted by the publisher within six months of first insertion and advertising must be inserted within one year from the effective date of such contract or order.

If an advertising contract or order is exceeded or not fulfilled in any edition, the rate charged will be adjusted within 90 days after the termination of the contract period to the rate earned in that edition/region. Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising.

Only publication of an advertisement shall constitute acceptance of the advertiser's order. The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefor received by the publisher shall be refunded.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice. All advertisements are accepted for publication entirely upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.

It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

The advertiser/agency acknowledges and agrees that any advertisement submitted may be included in an electronic database of published pages.

Advertisers and agencies accept responsibility for communicating any restrictions on advertising content that prohibit the use of material beyond the ordered area of coverage or on future unordered dates for layout purposes. Advertisers and agencies further agree to indemnify Dow Jones against any claims, including without limitation copyright claims, arising from such prohibited use should the advertiser fail to disclose such restriction.

Terms and Conditions

Commission and Payment Terms

Advertising agencies recognized by the publisher receive a commission of 15% of gross. If advertiser/agency is credit-approved, advertiser/agency agrees to remit payment for advertising in accordance with the terms and conditions stated on the invoice.

Agency discount applies to color charges.

No other commissions or discounts apply.

Credit Terms

Payments for all advertising run on credit are due no later than the 15th of the month following the month in which the advertising insertion(s) run(s). All advertisers or agencies running advertising on credit agree to abide by these payment terms. Credit may be suspended without advance notice for accounts with delinquent balances.

Worldwide Advertising Sales Offices

U.S. INTERNATIONAL

Chicago

One South Wacker Drive
Suite 2100
Chicago, IL 60606
Tel: (312) 750-4022
Fax: (312) 750-4009

New York

1155 Avenue of the Americas
6th Floor
New York, NY 10036
Tel: (212) 597-5729
Fax: (212) 597-5633

San Francisco

201 California Street
11th Floor
San Francisco, CA 94111
Tel: (415) 765-8278
Fax: (415) 398-0929

LATIN AMERICA

São Paulo

Av. Paulista 854
13 Andar, cj133
São Paulo, SP 01310-100
Brazil
Tel.: 55-11-3544-7078

ASIA

Beijing

Suite 302
Raffles City Beijing Office Tower.
No. 1 Dongzhimen South Street,
Dongcheng District,
Beijing 100007, P.R. China
Tel: (86) 10-8400-7788

Hong Kong

25/F, Central Plaza
18 Harbour Road
Wanchai
Hong Kong
Tel: (852) 2831 2504

Seoul

2001 Sungjee Heights 1
702-13 Yeoksam-Dong
Kangnam-Gu
Seoul 135 917
Korea
Tel: (82) 2 566 2781

Shanghai

Suite FGH, Times Square, 27F
500 Zhangyang Road
Pudong New Area
Shanghai 200122, PRC
China
Tel: (86) 21-5836-8228 ext. 304

Singapore

10 Anson Road
#32-08 International Plaza
Singapore 079903
Tel: (65) 6415-4300

Tokyo

Otemachi First Square East Tower 19F
1-5-1 Otemachi, Chiyoda-ku, Tokyo
100-0004 Japan
Tel: (81) 3-6269-2701

EUROPE

London

222 Grays Inn Road
London WC1X 8HB
United Kingdom
Tel: 44-203-426-1100

Paris

17 Rue de Surène
75008 Paris
France
Tel: 33-1-40-17-17-01
Fax: 33-1-40-17-17-02

Frankfurt

Wilhelm-Leuschner-Strasse 78
60329 Frankfurt
Germany
Tel: 49-69 29725-390

MIDDLE EAST & AFRICA

Dubai

Office 314
Building 5
Dubai Media City
PO Box 502585
Dubai
U.A.E.
Tel.: 971-4-446-1670

Worldwide Advertising Sales Offices

UNITED STATES

Atlanta

1201 West Peachtree Street
Suite 2550
Atlanta, GA 30309
Tel: (404) 865-4345
Fax: (404) 865-4339

Boston

53 State Street
12th Floor
Boston, MA 02109
Tel: (617) 654-6748
Fax: (617) 654-6733

Chicago

One South Wacker Drive
Suite 2100
Chicago, IL 60606
Tel: (312) 750-4000
Fax: (312) 750-4009

Dallas

545 East John Carpenter Freeway
Suite 400
Irving, TX 75062
Tel: (214) 951-7140
Fax: (214) 951-7149

Detroit

2000 Town Center Drive
Suite 750
Southfield, MI 48075
Tel: (248) 204-5522
Fax: (248) 204-5523

Los Angeles

407 North Maple Drive
Suite 104
Beverly Hills, CA 90210
Tel: (424) 204-4838
Fax: (424) 204-4875

New York

1155 Avenue of the Americas
6th Floor
New York, NY 10036
Tel: (212) 597-5680
Fax: (212) 597-5888

San Francisco

201 California Street
11th Floor
San Francisco, CA 94111
Tel: (415) 765-6131
Fax: (415) 398-0929

Washington D.C.

1025 Connecticut Ave. NW
Suite 1100
Washington D.C. 20036
Tel: (202) 828-3390
Fax: (646) 219-0808