Ad Specs

	SPREAD	FULL PAGE	QUARTER PAGE	1/2 HORIZONTAL	1/2 VERTICAL
Bleed	16.75" x 11"	8.625" x 11"	3.5" x 4.625"	7.0" x 4.625"	3.5" x 9.5"
Trim	16.25" x 10.5"	8.125" x 10.5"	3.0" x 4.125"	6.5" x 4.125"	3.0" x 9.0"
Safety	15.75" x 10.5"	7.625" x 10"	2.5" x 3.625"	6.0" x 3.625"	2.5" x 8.5"

REQUIRED MATERIALS

- Bleed must extend at least a quarter inch on each side out from the Trim Size
- All ads must have crop marks
- Crop marks should not be inside the Bleed
- Total Area Coverage (TAC) should be 300% maximum
- Images should be 300 dpi
- The following format only: PDF/X-1a.
- Native application files not accepted.
- Follow SWOP specifications for material and proofing.
- Total dot density of 300, plus one SWOP color proofs with color bars (i.e. Iris or Kodak approvals).
- SWOP specifications guidelines are available at: **http://www.swop.org/index.asp**

What is PDF/X-1a?

PDF/X-1a is a subset of Adobe's Portable Document Format (PDF). PDF/X1a stands for PDF eXchange 1a. The "1" means that it is a blind exchange document–all fonts and images are embedded and "a" is the variant of PDF/X1 that was ISO accredited;
ISO Standard: ISO 15930-1:2001.

PDF/X1a must meet the following specifications:

- All fonts and images are embedded.
- All elements are encoded as CMYK, spot for Device N.
- They may not be encoded as three-art color spaces such as RGB or CIELab.
- The MediaBox and TrimBox or ArtBox are defined.
- Trap must be indicated as on or off, alerting the printer to the condition of the document.
- The printing condition characterized (such as SWOP) through use of an output condition identifier.
- PDF/X1a resolves many issues associated with basic PDF as a format for file exchange.

MATERIAL SUBMISSION

Preferred Method: via Internet at:
https://epic.dowjones.com

COLOR PROOFS TO:

Dow Jones & Company
Advertising Services Center
4300 North Rt 1, Building 5, 3rd Floor
Monmouth Junction, NJ 08852

For more information please contact your local Wall Street Journal sales representative.

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