2012 Advertising Rates (Gross, US$)

BW/COLOR

Country - *Publication* (Frequency: Mon-Fri except where noted)	CIRC	FULL PAGE	JR PAGE	1/2 PAGE	1/4 PAGE
Argentina — *La Nación** (Broadsheet)	*123,953*	38,780 / 50,414	18,371 / 23,882	20,526 / 26,684	10,234 / 13,304
Brazil — *Valor Econômico* (Broadsheet)	*60,014*	55,614 / 67,096	24,242 / 29,247	27,807 / 33,548	13,904 / 16,774
Chile — *El Mercurio* (Broadsheet)	*129,841*	21,968 / 23,115	9,493 / 10,640	10,984 / 12,131	4,881 / 6,028
Colombia — *El Tiempo** (Broadsheet)	*222,000*	22,933 / 34,399	9,626 / 14,440	11,466 / 17,199	5,733 / 8,600
Costa Rica — *El Financiero* (Tabloid) FREQ: Mon	*14,000*	2,384 / 3,407	—	1,492 / 2,136	983 / 1,407
Dominican Republic — *Listín Diario* (Broadsheet)	*113,781*	7,200 / 14,640	3,360 / 6,832	3,600 / 7,320	1,800 / 3,660
Ecuador — *El Comercio* (Broadsheet) FREQ: Mon, Wed, Fri	*65,000*	10,680 / 14,280	4,628 / 6,188	5,340 / 7,140	2,670 / 3,570
El Salvador — *La Prensa Gráfica* (Tabloid)	*109,512*	2,997 / 5,994	—	1,498 / 2,997	749 / 1,498
Guatemala — *Siglo XXI* (Tabloid) FREQ: Tue	*25,000*	3,588 / 3947	—	1,895 / 2,086	952 / 1,045
Honduras — *La Prensa* (Tabloid)	*55,627*	1,320 / 2,640	—	690 / 1,380	360 / 720
Mexico Combo (*Mural, Reforma, El Norte*)	*331,477*	34,997 / 56,322	14,999 / 24,138	17,498 / 28,161	8,749 / 14,081
Guadalajara — *Mural* (Broadsheet)	*42,599*	6,930 / 9,072	2,970 / 3,888	3,465 / 4,536	1,733 / 2,268
Mexico City — *Reforma* (Broadsheet)	*146,309*	18,732 / 31,416	8,028 / 13,464	9,366 / 15,708	4,683 / 7,854
Monterrey — *El Norte* (Broadsheet)	*142,569*	13,608 / 22,596	5,832 / 9,684	6,804 / 11,298	3,402 / 5,649
Panama — *La Prensa* (Broadsheet)	*42,641*	4,410 / 5,094	1,960 / 2,264	2,100 / 2,426	1,040 / 1,213
Paraguay – Última Hora (Tabloid)	*18,449*	2,000 / 4,470	—	1,015 / 2,300	500 / 1,150
Peru — *El Comercio* (Tabloid) FREQ: Tue - Fri	*68,186*	5,383 / 6,729	—	3,530 / 4,413	3,130 / 3,912
Venezuela — *El Nacional* (Broadsheet)	*80,000*	18,241 / 25,537	8,107 / 11,350	9,121 / 12,769	4,560 / 6,384
WSJ AMERICAS FULL RUN*	*1,459,481*	232,495 / 318,084	94,786 / 128,981	118,562 / 162,690	60,245 / 83,346

Frequency discounts are earned by frequency in WSJ Americas itself. No other WSJ insertions apply. For frequency discounts in each country please refer to the 2011 frequency discounts chart. Frequency discounts are not available in Costa Rica, Mexico and Dominican Republic, and may not be applied retroactively in Argentina.

*** 2012 rates to be confirmed.**

Local surcharges or other requirements may apply to legal notices, reverse ads, or ads in English. Contact the WSJ Americas office for details.

WSJ contract WSJ Americas spending counts toward achieving net revenue contract levels

Combination Discounts: Advertisers in The WSJ Americas may apply Dow Jones combination discounts up to a maximum of 10% as follows:

WSJA + WSJ (any regional edition) = 5%
WSJA + WSJ Europe *or* WSJ Asia = 5%
WSJA + WSJ Europe + WSJ Asia = 10%
WSJA + WSJ (National Edition) = 10%

Mexico Editions: Discount based on common material on common dates in all 3 editions.

© 2012 Dow Jones & Company, Inc. All rights reserved.

DOWJONES A News Corporation Company

2012 Material Sizes

			FULL PAGE		JR PAGE		HALF PAGE		QTR PAGE	
Market	Newspaper	Unit	Width	Height	Width	Height	Width	Height	Width	Height
Argentina	La Nación	cm	31.8	52	21.02	35	31.8	26	15.69	26
		in	12.52	20.47	8.276	13.78	12.52	10.24	6.177	10.24
		local	6 col	52	4 col	35	6 col	26	3 col	26
Brazil	Valor Econômico	cm	29.7	52	19.6	34	29.7	26	14.6	26
		in	11.69	20.47	7.717	13.38	11.69	10.24	5.748	10.24
		local	6 col	52	4 col	34	6 col	26	3 col	26
Chile	El Mercurio	cm	28.9	53.8	19.1	33.5	28.9	27.9	14.2	27.9
		in	11.37	21.18	7.51	13.18	11.37	10.98	5.59	10.98
		local	6 col	19	4 col	12	6 col	10	3 col	10
Colombia	El Tiempo	cm	29.6	54	19.6	34	29.6	27	14.6	27
		in	11.65	21.26	7.71	13.39	11.65	10.63	5.748	10.63
		local	6 col	54	4 col	34	6 col	27	3 col	27
Costa Rica	El Financiero	cm	26.56	38.43	—	—	26.56	19.02	15.75	19.01
		in	10.46	15.13	—	—	10.46	7.486	6.14	7.41
		local	5 col	10	—	—	5 col	5	3 col	5
Dominican Rep.	Listín Diario	cm	29.21	50.8	19.33	35.56	29.21	25.4	14.39	25.4
		in	11.5	20	7.61	14	11.5	10	5.66	10
		local	6 col	20	4 col	14	6 col	10	3 col	10
Ecuador	El Comercio	cm	29.5	51.64	19.56	33.5	29.5	25.72	14.59	25.72
		in	11.61	20.33	7.7	13.18	11.61	10.12	5.77	10.12
		local	6 col	20 mod	4 col	13 mod	6 col	10 mod	3 col	10 mod
El Salvador	La Prensa Gráfica	cm	26.04	33.02	—	—	26.04	16.51	12.85	16.51
		in	10.25	13	—	—	10.25	6.5	5.06	6.5
		local	6 col	13	—	—	6 col	6.5	3 col	6.5
Guatemala	Siglo Veintiuno	cm	25.4	31.75	—	—	25.4	15.65	12.62	15.65
		in	10	12.5	—	—	10	6.163	4.971	6.163
		local	6 col	8 mod	—	—	6 col	4 mod	3 col	4 mod
Honduras	La Prensa	cm	26.04	33.02	—	—	26.04	16.24	12.82	16.24
		in	10.25	13	—	—	10.25	6.395	5.046	6.395
		local	F	6	—	—	C	6	C	3
Mexico	El Norte, Reforma, Mural	cm	29.4	53	19.4	33.8	29.4	26.1	14.4	26.1
		in	11.57	20.86	7.63	13.3	11.57	10.27	5.66	10.27
		local	6 col	14 mod	4 col	9 mod	6 col	7 mod	3 col	7 mod
Panama	La Prensa	cm	27.52	52.07	18.8	35.56	27.48	25.4	13.58	25.4
		in	10.82	20.5	7.16	14	10.82	10	5.33	10
		local	6 col	21	4 col	14	6 col	10	3 col	10
Paraguay	Ultima Hora	cm	25.5	35	—	—	25.5	18	12.6	18
		in	10.04	13.77	—	—	10.04	7.08	4.96	7.08
		local	6 col	35	—	—	6 col	18	3 col	18
Peru	El Comercio	cm	24.38	27.48	—	—	24.4	13.6	12	18.2
		in	9.6	10.82	—	—	9.6	5.35	4.72	7.16
		local	6 col	12 mod	—	—	6 col	6 mod	3 col	8 mod
Venezuela	El Nacional	cm	28.82	48.27	19.07	32.04	28.82	23.93	14.19	23.93
		in	11.34	19	7.5	12.61	11.34	9.42	5.58	9.42
		local	S	612	S	48	S	66	S	36

© 2012 Dow Jones & Company, Inc. All rights reserved.

DOWJONES A News Corporation Company

Material Specifications

NOTE: All ads must be in Spanish, or Portuguese for Brazil.

Materials should be submitted in Adobe Acrobat PDF format with the following options applied:

- Press Optimized
- Embed all fonts
- Convert fonts to outlines
- 85-line screen

Grayscale ads should be @ 300 dpi.
Color (CMYK) ads should be at 200 dpi.
Send materials via email to barry.cox@dowjones.com and frances.benitez@wsj.com

Avoid sending large files by email. Most full-color ads we receive are under 1 MB.

Files over 10MB should be sent to:

ftpwsja.dowjones.com
username: commonad
password: common4d

Note: Our ftp server does not support web browser access. To access the server you will need to use an ftp client.

All files should be submitted no later than FIVE BUSINESS DAYS before publication.

LOCAL SURCHARGES OR OTHER REQUIREMENTS MAY APPLY FOR:

- English language ads
- Reverse (white-on-black) ads
- Paid announcements
- Legal notices

For production inquiries please contact:

Barry Cox
+1 212 597 6043
barry.cox@dowjones.com

Frances Benitez
+1 305 774 7750
frances.benitez@wsj.com

© 2012 Dow Jones & Company, Inc. All rights reserved.