2012 Rates

WSJ. Magazine 2012

	GROSS	NET
Global	$173,435.29	$147,420.00
US	143,887.05	122,303.99
Asia	30,704.48	26,098.81
Europe	20,555.29	17,472.00
NY	32,117.64	27,299.99
CA	26,978.83	22,932.01

Premium positions cannot be guaranteed without prior approval. Production charges will apply to gatefolds and inserts. (Please contact your sales representative for further details.)

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WSJ. Magazine

Specifications

Size Requirements

Trim: 9.875" x 11.5" **Bleed:** 10.125" x 11.75" **Line Screen:** 150 **Binding:** Saddle-stitch
Safety: All live matter must be kept 1/4" inside dimensions on all four sides. ***(WSJ. Magazine will not be responsible for any live matter placed outside the safety).***

FULL PAGE

Trim: 9.875" x 11.50"
Bleed: 10.125" x 11.75"
Non-bleed: 8.375" x 10.25"

SPREAD

Trim: 19.75" x 11.50"
Bleed: 20.00" x 11.75"
Non-bleed: 18.25" x 10.25"

1/2 PAGE VERTICAL

Trim: 4.82" x 11.50"
Bleed: 5.08" x 11.75"
Non-bleed: 4.06" x 10.25"

1/2 PAGE HORIZONTAL

Trim: 9.875" x 5.75"
Bleed: 10.125" x 6.00"
Non-bleed: 8.375" x 5.125"

1/2 PAGE HORIZONTAL SPREAD

Trim: 19.75" x 5.75"
Bleed: 20.00" x 6.00"
Non-bleed: 18.25" x 5.125"

REQUIRED MATERIALS

The following format only: PDF/X1a
Native application files not accepted.
Follow SWOP specifications for material and proofing.
Total dot density of 300, plus three 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 Fl.
Monmouth Junction, NJ 08852

Additional Production Information:
The Wall Street Journal
Elizabeth Bucceri, Manager of Magazine Operations
Tel: 212.597.5770
Email: **elizabeth.bucceri@dowjones.com**

Rates and production information are available on request for: supplied inserts, gatefolds, scent strips, special matched fifth colors and Europe and Asia special units.

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