ADVERTISING UNITS

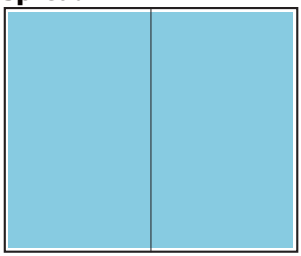
THE WALL STREET JOURNAL.

SECTION A
MARKETPLACE
MONEY & INVESTING
PERSONAL JOURNAL
FRIDAY JOURNAL
GREATER NEW YORK
WSJ WEEKEND

ALL SECTIONS

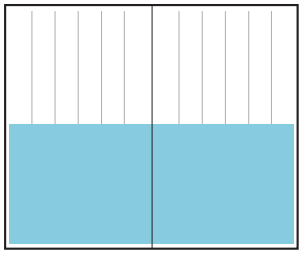
Standard ad units available *anywhere* in all sections:

Spread



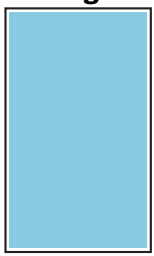
12c x 21"
unit size: **22.86" x 21"**
cols x inches: **12 x 21"**
total col ins: **252**
page coverage: **200%**

Half-Page Spread



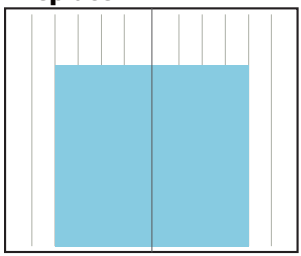
12c x 10.5"
unit size: **22.86" x 10.5"**
cols x inches: **12 x 10.5"**
total col ins: **126**
page coverage: **100%**

Full Page

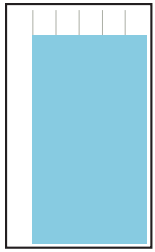


6c x 21"
unit size: **10.87" x 21"**
cols x inches: **6 x 21"**
total col ins: **126**
page coverage: **100%**

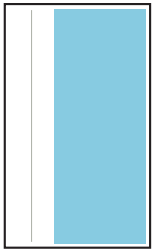
Fireplace



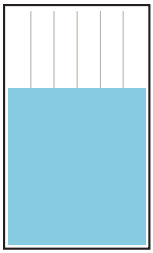
8c x 15.75"
unit size: **15.52" x 15.75"**
cols x inches: **8 x 15.75"**
total col ins: **126**
page coverage: **100%**



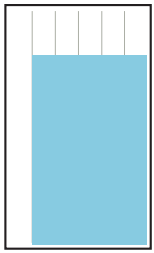
5c x 18"
unit size: **9.02" x 18"**
cols x inches: **5 x 18"**
total col ins: **90**
page coverage: **71.4%**



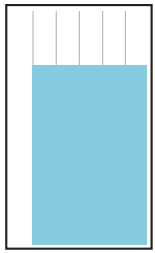
4c x 21"
unit size: **7.19 " x 21"**
cols x inches: **4 x 21"**
total col ins: **84**
page coverage: **66.7%**



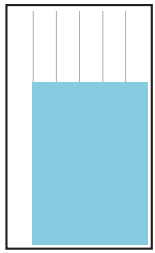
6c x 14"
unit size: **10.87" x 14"**
cols x inches: **6 x 14"**
total col ins: **84**
page coverage: **66.7%**



5c x 16.75"
unit size: **9.02" x 16.75"**
cols x inches: **5 x 16.75"**
total col ins: **83.75**
page coverage: **66.5%**



5c x 15.75"
unit size: **9.02" x 15.75"**
cols x inches: **5 x 15.75"**
total col ins: **78.75**
page coverage: **62.5%**

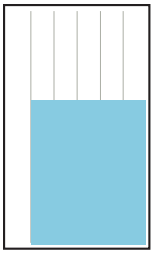


5c x 14"
unit size: **9.02" x 14"**
cols x inches: **5 x 14"**
total col ins: **70**
page coverage: **55.6%**

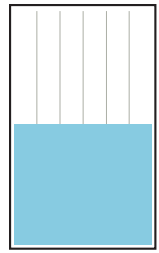
Standard ad units available *anywhere* in all sections:

Half Page Horizontal

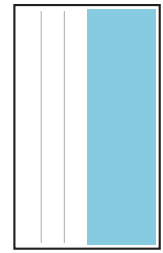
Half Page Vertical



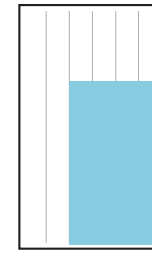
5c x 13"
unit size: **9.02" x 13"**
cols x inches: **5 x 13"**
total col ins: **65**
page coverage: **51.6%**



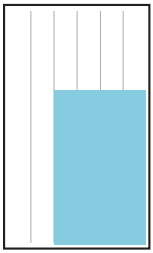
6c x 10.5"
unit size: **10.87" x 10.5"**
cols x inches: **6 x 10.5"**
total col ins: **63**
page coverage: **50%**



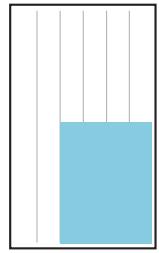
3c x 21"
unit size: **5.35" x 21"**
cols x inches: **3 x 21"**
total col ins: **63**
page coverage: **50%**



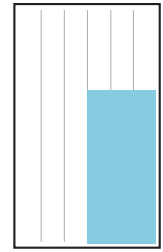
4c x 15.75"
unit size: **7.19" x 15.75"**
cols x inches: **4 x 15.75"**
total col ins: **63**
page coverage: **50%**



4c x 14.25"
unit size: **7.19" x 14.25"**
cols x inches: **4 x 14.25"**
total col ins: **57**
page coverage: **45.2%**



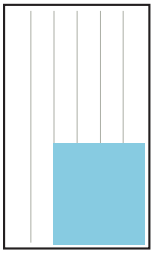
4c x 10.5"
unit size: **7.19" x 10.5"**
cols x inches: **4 x 10.5"**
total col ins: **42**
page coverage: **33.3%**



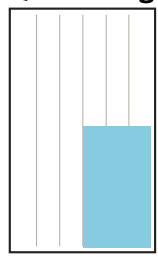
3c x 14"
unit size: **5.35" x 14"**
cols x inches: **3 x 14"**
total col ins: **42**
page coverage: **33.3%**

2c x 21"
unit size: **3.52" x 21"**
cols x inches: **2 x 21"**
total col ins: **42**
page coverage: **33.3%**

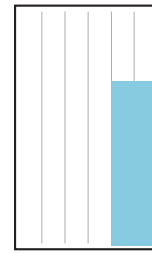
Quarter Page



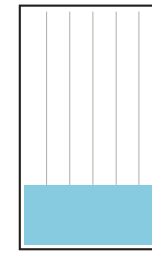
4c x 8"
unit size: **7.19" x 8"**
cols x inches: **4 x 8"**
total col ins: **32**
page coverage: **25.4%**



3c x 10.5"
unit size: **5.35" x 10.5"**
cols x inches: **3 x 10.5"**
total col ins: **31.5**
page coverage: **25%**

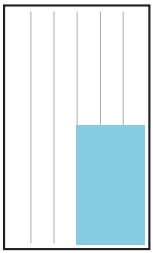


2c x 15.75"
unit size: **3.52" x 15.75"**
cols x inches: **2 x 15.75"**
total col ins: **31.5**
page coverage: **25%**

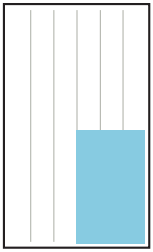


6c x 5.25"
unit size: **10.87" x 5.25"**
cols x inches: **6 x 5.25"**
total col ins: **31.5**
page coverage: **25%**

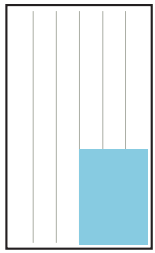
Standard ad units available *anywhere* in all sections:



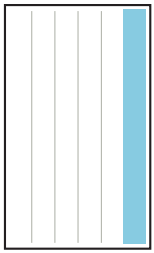
3c x 10"
unit size: **5.35" x 10"**
cols x inches: **3 x 10"**
total col ins: **30**
page coverage: **23.8%**



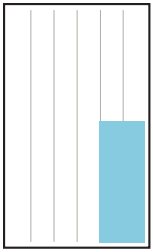
3c x 9.5"
unit size: **5.35" x 9.5"**
cols x inches: **3 x 9.5"**
total col ins: **28.5**
page coverage: **22.6%**



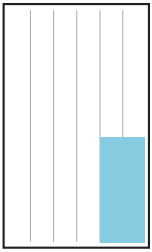
3c x 7"
unit size: **5.35" x 7"**
cols x inches: **3 x 7"**
total col ins: **21**
page coverage: **16.7%**



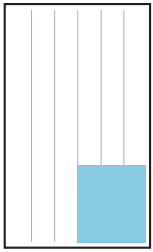
1c x 21"
unit size: **1.68" x 21"**
cols x inches: **1 x 21"**
total col ins: **21**
page coverage: **16.7%**



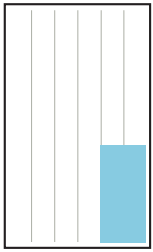
2c x 10.5"
unit size: **3.52" x 10.5"**
cols x inches: **2 x 10.5"**
total col ins: **21**
page coverage: **16.7%**



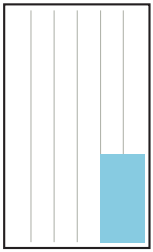
2c x 9"
unit size: **3.52" x 9"**
cols x inches: **2 x 9"**
total col ins: **18**
page coverage: **14.3%**



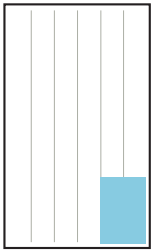
3c x 6"
unit size: **5.35" x 6"**
cols x inches: **3 x 6"**
total col ins: **18**
page coverage: **14.3%**



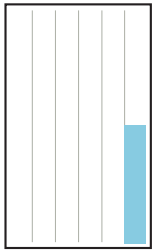
2c x 8"
unit size: **3.52" x 8"**
cols x inches: **2 x 8"**
total col ins: **16**
page coverage: **12.7%**



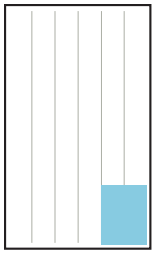
2c x 7"
unit size: **3.52" x 7"**
cols x inches: **2 x 7"**
total col ins: **14**
page coverage: **11.1%**



2c x 5.75"
unit size: **3.52" x 5.75"**
cols x inches: **2 x 5.75"**
total col ins: **11.5**
page coverage: **9.1%**

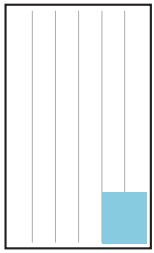


1c x 10.5"
unit size: **1.68" x 10.5"**
cols x inches: **1 x 10.5"**
total col ins: **10.5**
page coverage: **8.3%**

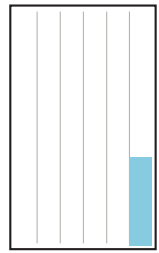


2c x 5"
unit size: **3.52" x 5"**
cols x inches: **2 x 5"**
total col ins: **10**
page coverage: **7.9%**

Standard ad units available *anywhere* in all sections:

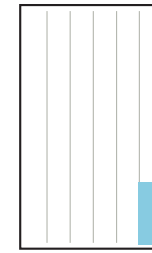


2c x 4"
unit size: **3.52" x 4"**
cols x inches: **2 x 4"**
total col ins: **8**
page coverage: **6.3%**

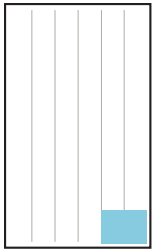


1c x 7"
unit size: **1.68" x 7"**
cols x inches: **1 x 7"**
total col ins: **7**
page coverage: **5.6%**

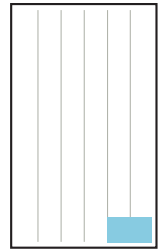
2c x 3"
unit size: **3.52" x 3"**
cols x inches: **2 x 3"**
total col ins: **6**
page coverage: **4.8%**



1c x 5.25"
unit size: **1.68" x 5.25"**
cols x inches: **1 x 5.25"**
total col ins: **5.25**
page coverage: **4.2%**



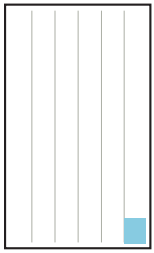
2c x 2.5"
unit size: **3.52" x 2.5"**
cols x inches: **2 x 2.5"**
total col ins: **5**
page coverage: **4%**



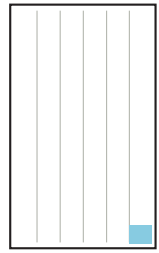
2c x 2"
unit size: **3.52" x 2"**
cols x inches: **2 x 2"**
total col ins: **4**
page coverage: **3.2%**

1c x 3.5"
unit size: **1.68" x 3.5"**
cols x inches: **1 x 3.5"**
total col ins: **3.5**
page coverage: **2.8%**

1c x 2.5"
unit size: **1.68" x 2.5"**
cols x inches: **1 x 2.5"**
total col ins: **2.5**
page coverage: **2%**



1c x 2"
unit size: **1.68" x 2"**
cols x inches: **1 x 2"**
total col ins: **2**
page coverage: **1.6%**



1c x 1.5"
unit size: **1.68" x 1.5"**
cols x inches: **1 x 1.5"**
total col ins: **1.5**
page coverage: **1.2%**

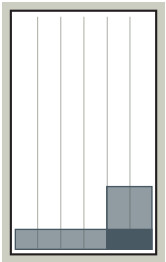
Icon

1c x 1"
unit size: **1.68" x 1"**
cols x inches: **1 x 1"**
total col ins: **1**
page coverage: **0.8%**

ALL COVER UNITS

All section cover/front-page ad units:

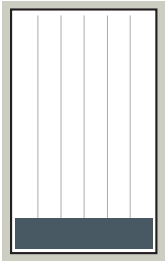
Strip & Box Ad
Section A - Cover



Section A - Box Ad
unit size: **3.52" x 5.25"**
cols x inches: **2 x 5.25"**
total col ins: **10.5**
page coverage: **8.3%**
Section A Only

Section A - Strip Ad
unit size: **10.87" x 1.75"**
cols x inches: **6 x 1.75"**
total col ins: **10.5**
page coverage: **8.3%**
Section A Only

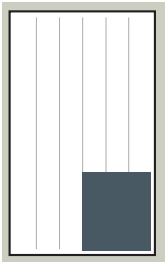
The Strip Ad
Cover Page



6c x 2.75"
unit size: **10.87" x 2.75"**
cols x inches: **6 x 2.75"**
total col ins: **16.5**
page coverage: **13.75%**

Only available in:
- Business & Finance
- Friday Journal
- Greater New York
- Marketplace
- Money & Investing
- Off Duty
- Personal Journal
- Review
- The Journal Report
- Weekend Investor

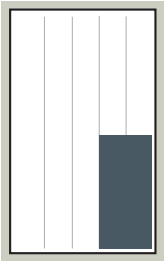
Jewel Box Ad
Cover Page



3c x 6"
unit size: **5.35" x 6"**
cols x inches: **3 x 6"**
total col ins: **18**
page coverage: **14.3%**

Only available in:
- Business & Finance
- Greater New York
- Marketplace
- Money & Investing
- Weekend Investor

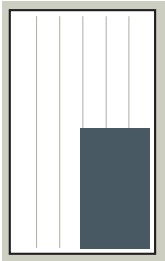
2 .4c x 7.5" Box Ad
Cover Page



2.4c x 7.5"
unit size: **4.25" x 7.5"**
cols x inches: **2.4 x 7.5"**
total col ins: **18**
page coverage: **15%**

Only available in:
- Friday Journal
- Personal Journal

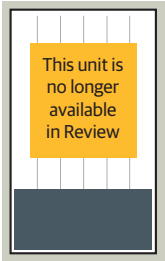
Quarter Page Box
Cover Page



3c x 10.5"
unit size: **5.35" x 10.5"**
cols x inches: **3 x 10.5"**
total col ins:**31.5**
page coverage: **25%**

Only available in:
- The Journal Report*
- Weekend Investor

Quarter Page Strip
Cover Page



6c x 5.25"
unit size: **10.87" x 5.25"**
cols x inches: **6 x 5.25"**
total col ins: **31.5**
page coverage: **25%**

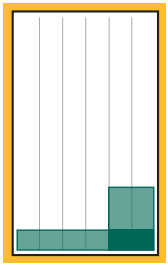
Only available in:
- ~~Review~~
- Weekend Investor

*Only available in the quarterly or monthly Investing in Funds Journal Report.

SECTION SPECIFIC

Standard ad units available only in *specific* sections and *pages*:

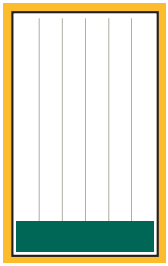
Strip & Box Ad
Section A - Cover



Section A - Box Ad
unit size: **3.52" x 5.25"**
cols x inches: **2 x 5.25"**
total col ins: **10.5**
page coverage: **8.3%**
Section A Only

Section A - Strip Ad
unit size: **10.87" x 1.75"**
cols x inches: **6 x 1.75"**
total col ins: **10.5**
page coverage: **8.3%**
Section A Only

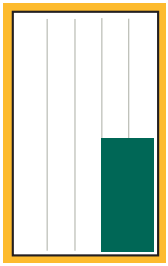
The Strip Ad
Cover Page



6c x 2.75"
unit size: **10.87" x 2.75"**
cols x inches: **6 x 2.75"**
total col ins: **16.5**
page coverage: **13.75%**

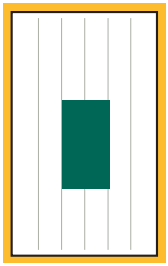
Only available in:
- Business & Finance
- Friday Journal
- Greater New York
- Marketplace
- Money & Investing
- Off Duty
- Personal Journal
- Review
- The Journal Report
- Weekend Investor

Personal Journal & Friday Journal
Cover Page



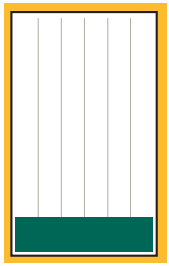
2.4c x 7.5"
unit size: **4.25" x 7.5"**
cols x inches: **2.4 x 7.5"**
total col ins: **18**
page coverage: **15%**
(2 col ad on 5 col grid)
Personal Journal & Friday Journal Only

Money & Investing
Floating Ad



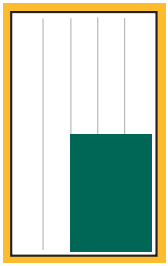
FLOATING AD UNIT
unit size: **3.52" x 7"**
cols x inches: **2 x 7"**
total col ins: **14**
page coverage: **11.1%**
Money & Investing Only

Weather Map
Strip Ad



WEATHER STRIP
unit size: **10.87" x 3"**
cols x inches: **6 x 3"**
total col ins: **18**
page coverage: **14.3%**
Weather Map Only

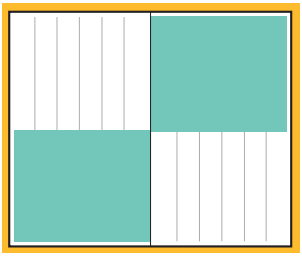
Op-Ed
Quarter Page



OPED QUARTER
unit size: **6.44" x 10.5"**
cols x inches: **3.6 x 10.5"**
total col ins: **37.8**
page coverage: **31.5%**
(3 col ad on 5 col grid)
Op-Ed Only

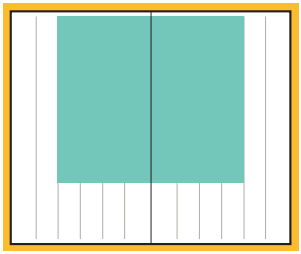
Special ad units available only in *specific* sections:

Checkerboard Half Spread
M&I Only



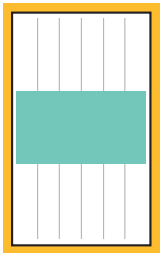
total col ins: **126**
Money & Investing

Hanging Fireplace
M&I Only



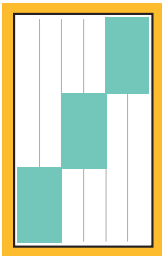
total col inches: **126**
Money & Investing

Third Horizontal
M&I Only



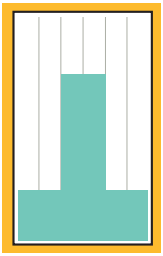
total col ins: **42**
Money & Investing

Diagonal Ninths
M&I Only



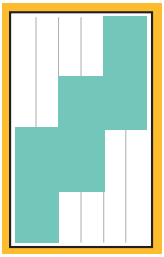
total col ins: **42**
Money & Investing

Upside-Down T
M&I Only



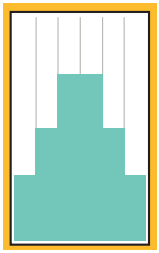
total col ins: **52.5**
Money & Investing

Lightning Bolt
M&I Only



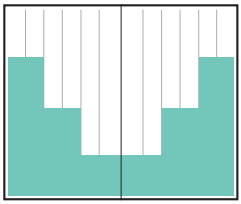
total col ins: **63**
Money & Investing

Pyramid
M&I and Marketplace Only

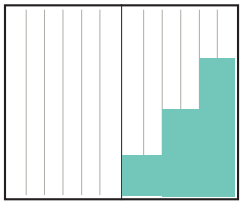


total col ins: **63**
Money & Investing, Marketplace

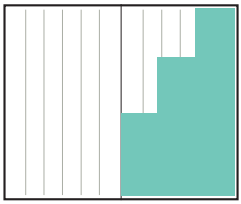
Special ad units available *anywhere* in all sections:



STAIR-STEP SPREAD
total col ins: **126**
All Sections

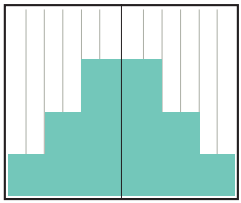


STAIR-STEP PAGE
total col ins: **63**
All Sections

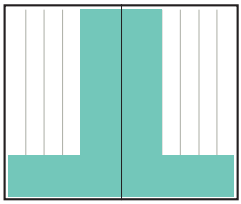


EXPANDED STAIR-STEP PAGE
total col ins: **91.5**
All Sections

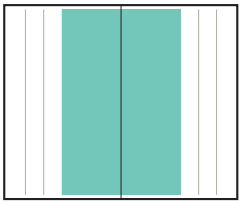
CHECKERBOARD
total col ins: **63**
All Sections



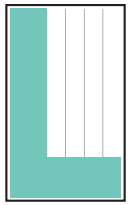
PYRAMID SPREAD
total col ins: **126**
All Sections



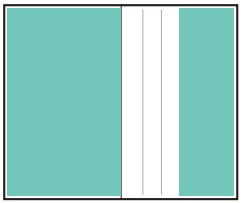
UPSIDE-DOWN T SPREAD
total col ins: **126**
All Sections



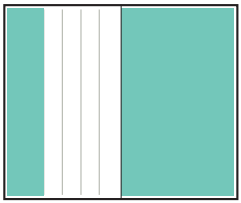
CENTER SPREAD
total col ins: **126**
All Sections



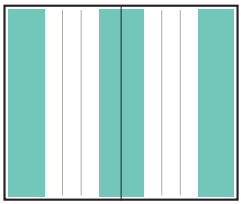
L-SHAPE
total col ins: **63**
All Sections



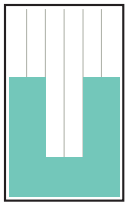
FULL-FACING VERTICAL HALF
total col ins: **189**
All Sections



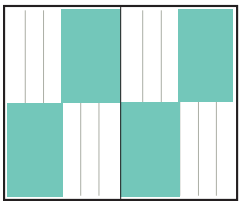
FULL-FACING VERTICAL THIRD
total col ins: **168**
All Sections



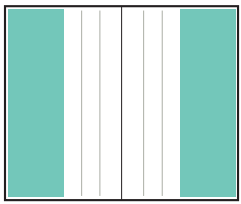
PILLARS
total col ins: **126**
All Sections



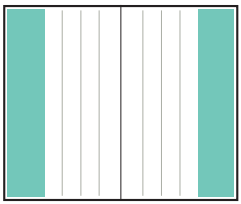
U-SHAPE
total col ins: **72.5**
All Sections



CHECKERBOARD SPREAD, 1/4 PAGE
total col ins: **126**
All Sections



BOOKENDS ON SPREAD, 1/2 PAGE
total col ins: **126**
All Sections

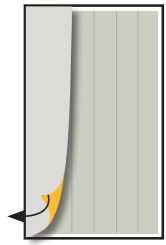


BOOKENDS ON SPREAD, 1/3 PAGE
total col ins: **84**
All Sections

Front-page overleaf ad units:

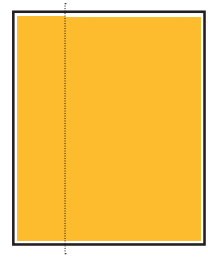
SECTION A-OUTSIDE FLAP = 4.1875"

Front Page News



Ad under the flap

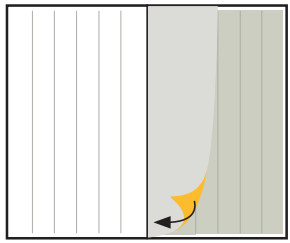
Full Ad Open



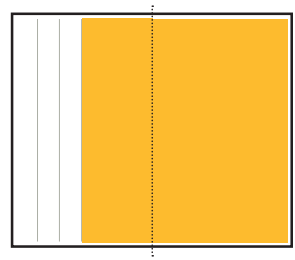
Flap open

Internal overleaf ad units:

OUTSIDE FLAP = 6"



Ad under the flap



Flap open

Please contact your Service Bureau for additional information and options.

Experience your scent here. Location can vary. Simply rub and sniff!

Scented ad unit:

We will work directly with you to develop a scent that perfectly conveys your message. Choose from many available scents, such as a perfume or chocolate. Or, create your own signature fragrance — the smell of luxury, the flavor of success. The possibilities are virtually endless!

PAGE MAKE UP

Page Make Up:

DEPTH OF COLUMN
> 21" (53.24 cm); 6 columns to a page

FULL PAGE
> 126 column inches (6 columns x 21")

AD PAGE SIZE
> 21" (depth) x 10.87" (width); 6 columns

GUTTER BLEED SIZE
> 21" (depth) x 22.86" (width); 12 columns; no trim area

SINGLE-PAGE UNITS

	WIDTH		MINIMUM DEPTH	
COLUMNS	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

	WIDTH		MINIMUM DEPTH	
COLUMNS	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

Note: Advertisements exceeding 18" in depth must occupy and be charged as full columns (21"). 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. Please visit ***wsjmediakit.com*** *for sizes.*

AD SALES OFFICES

UNITED STATES

ATLANTA (404) 865-4333
BOSTON (617) 654-6748
CHICAGO (312) 750-4020
DALLAS (214) 951-7140
DETROIT (248) 204-5522
LOS ANGELES (323) 658-3703
NEW YORK (212) 597-5680
SAN FRANCISCO (415) 986-6886
WASHINGTON, DC (202) 828-3390

CLASSIFIED

(800) 366-3975

LATIN AMERICA

SÃO PAULO 55-11-3544-7077

ASIA

BEIJING 86-10-8400-7799
HONG KONG 85-228-316464
SEOUL 822-566-3020
SHANGHAI 86-10-8400-7788
SINGAPORE 656-415-4301
TOKYO 81-3-2669-2702

EUROPE

FRANKFURT 49-692-972-5390
LONDON 44-203-426-1183
PARIS 33-1-40-17-17-01

U.S. INTERNATIONAL

CHICAGO (312) 750-4022
NEW YORK (212) 659-2176
SAN FRANCISCO (415) 765-6133

Advertising units subject to availability. Some ad units when booked in color will require option dates. For more information, contact your local Journal sales representative.

Visit The Wall Street Journal advertising sales website at **wsjmediakit.com**.

THE WALL STREET JOURNAL.

© 2011 Dow Jones & Company, Inc. All rights reserved.

DOWJONES
A News Corporation Company