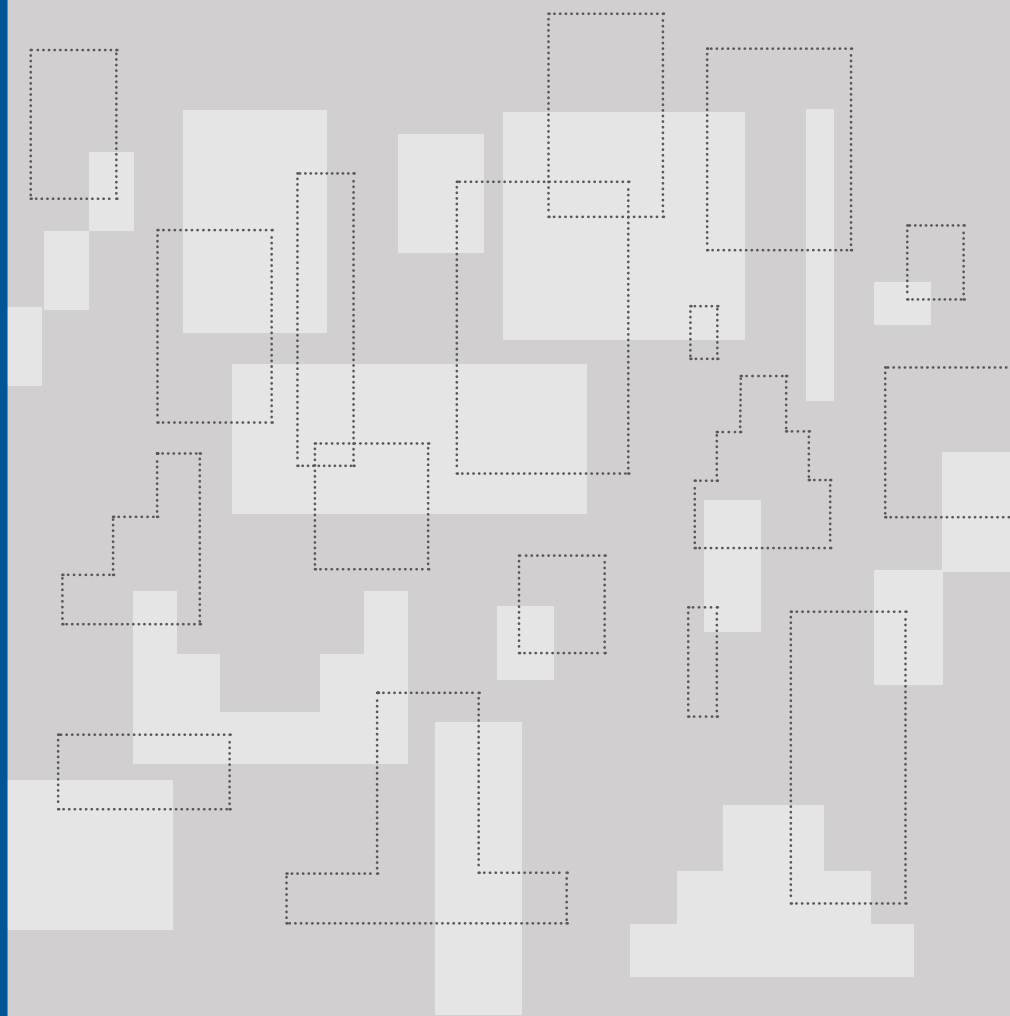
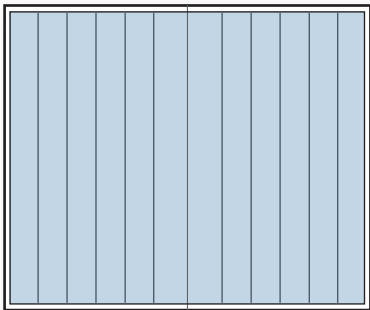


ADVERTISING PLANNING GUIDE

STANDARD ADVERTISING UNITS and
SPECIAL ADVERTISING UNITS

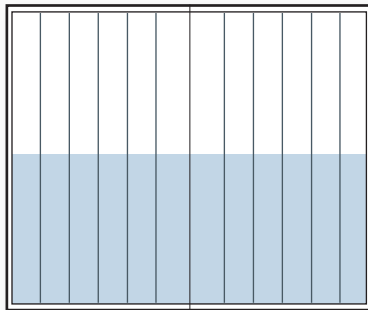


STANDARD ADVERTISING UNITS



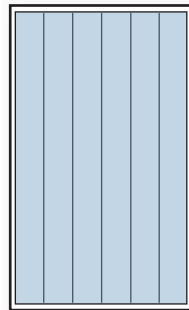
Spread

unit size: 22.86" x 21"
cols x inches: 12 x 21"
total column inches: 252
page coverage: 200%



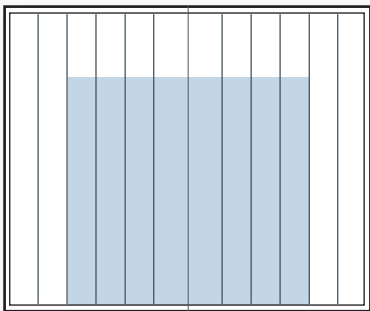
Half-Page Spread

unit size: 22.86" x 10.5"
cols x inches: 12 x 10.5"
total column inches: 126
page coverage: 100%



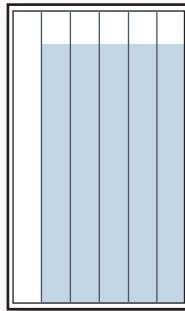
Full Page

unit size: 10.87" x 21"
cols x inches: 6 x 21"
total column inches: 126
page coverage: 100%

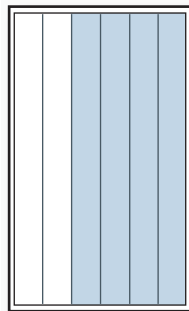


Fireplace

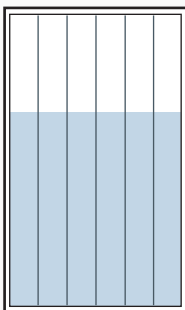
unit size: 15.52" x 15.75"
cols x inches: 8 x 15.75"
total column inches: 126
page coverage: 100%



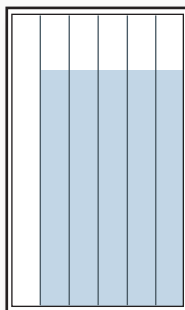
unit size: 9.02" x 18"
cols x inches: 5 x 18"
total column inches: 90
page coverage: 71.4%



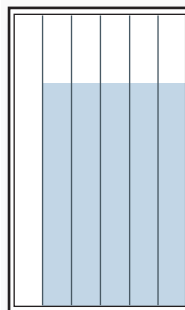
unit size: 7.19" x 21"
cols x inches: 4 x 21"
total column inches: 84
page coverage: 66.7%



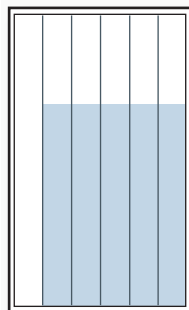
unit size: 10.87" x 14"
cols x inches: 6 x 14"
total column inches: 84
page coverage: 66.7%



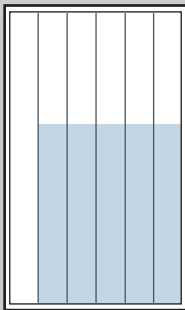
unit size: 9.02" x 16.75"
cols x inches: 5 x 16.75"
total column inches: 83.75
page coverage: 66.5%



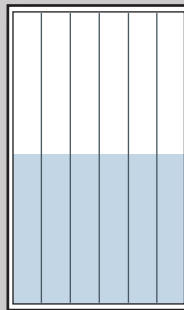
unit size: 9.02" x 15.75"
cols x inches: 5 x 15.75"
total column inches: 78.75
page coverage: 62.5%



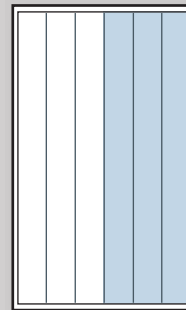
unit size: 9.02" x 14"
cols x inches: 5 x 14"
total column inches: 70
page coverage: 55.6%



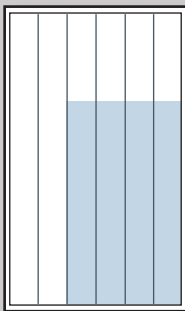
unit size: 9.02" x 13"
 cols x inches: 5 x 13"
 total column inches: 65
 page coverage: 51.6%



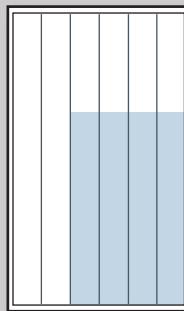
unit size: 10.87" x 10.5"
 cols x inches: 6 x 10.5"
 total column inches: 63
 page coverage: 50%



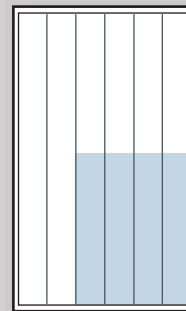
unit size: 5.35" x 21"
 cols x inches: 3 x 21"
 total column inches: 63
 page coverage: 50%



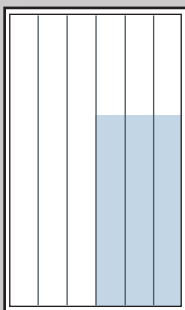
unit size: 7.19" x 15.75"
 cols x inches: 4 x 15.75"
 total column inches: 63
 page coverage: 50%



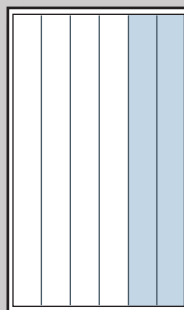
unit size: 7.19" x 14.25"
 cols x inches: 4 x 14.25"
 total column inches: 57
 page coverage: 45.2%



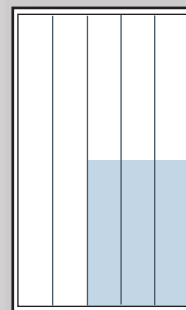
unit size: 7.19" x 10.5"
 cols x inches: 4 x 10.5"
 total column inches: 42
 page coverage: 33.3%



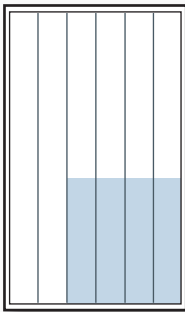
unit size: 5.35" x 14"
 cols x inches: 3 x 14"
 total column inches: 42
 page coverage: 33.3%



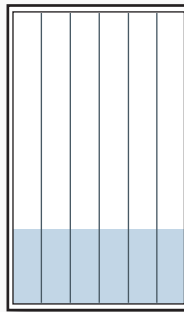
unit size: 3.52" x 21"
 cols x inches: 2 x 21"
 total column inches: 42
 page coverage: 33.3%



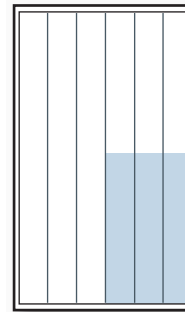
Open Quarter Page
 unit size: 6.44" x 10.5"
 cols x inches: 3.6 x 10.5"
 total column inches: 37.8
 page coverage: 31.5%
 (3 col ad on 5 col grid)



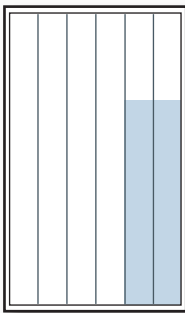
unit size: 7.19" x 8"
 cols x inches: 4 x 8"
 total column inches: 32
 page coverage: 25.4%



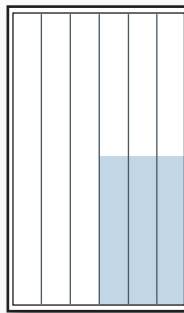
unit size: 10.87" x 5.25"
 cols x inches: 6 x 5.25"
 total column inches: 31.5
 page coverage: 25%



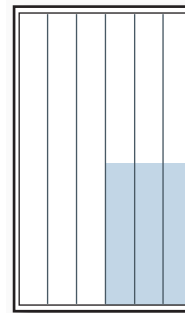
unit size: 5.35" x 10.5"
 cols x inches: 3 x 10.5"
 total column inches: 31.5
 page coverage: 25%



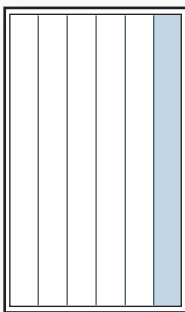
unit size: 3.52" x 15.75"
 cols x inches: 2 x 15.75"
 total column inches: 31.5
 page coverage: 25%



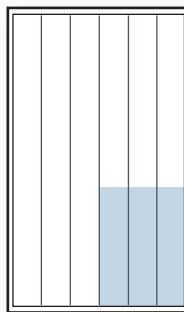
unit size: 5.35" x 10"
 cols x inches: 3 x 10"
 total column inches: 30
 page coverage: 23.8%



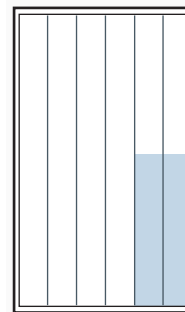
unit size: 5.35" x 9.5"
 cols x inches: 3 x 9.5"
 total column inches: 28.5
 page coverage: 22.6%



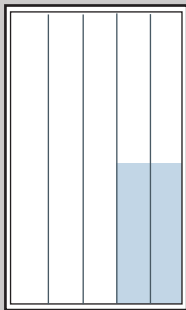
unit size: 1.68" x 21"
 cols x inches: 1 x 21"
 total column inches: 21
 page coverage: 16.7%



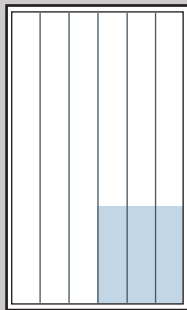
unit size: 5.35" x 7"
 cols x inches: 3 x 7"
 total column inches: 21
 page coverage: 16.7%



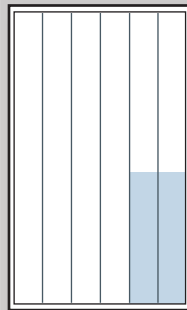
unit size: 3.52" x 10.5"
 cols x inches: 2 x 10.5"
 total column inches: 21
 page coverage: 16.7%



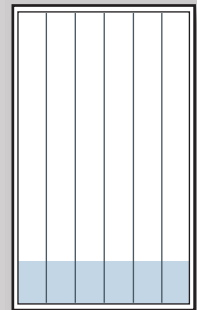
unit size: 4.25" x 7.5"
 cols x inches: 2.4 x 7.5"
 total column inches: 18
 page coverage: 15%
 (2 col ad on 5 col grid)
Personal Journal Front



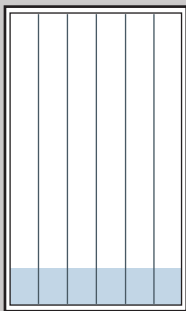
unit size: 5.35" x 6"
 cols x inches: 3 x 6"
 total column inches: 18
 page coverage: 14.3%
Marketplace and M&I Fronts



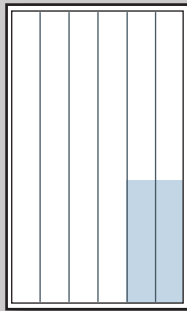
unit size: 3.52" x 9"
 cols x inches: 2 x 9"
 total column inches: 18
 page coverage: 14.3%



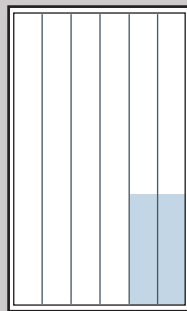
unit size: 10.87" x 3"
 cols x inches: 6 x 3"
 total column inches: 18
 page coverage: 14.3%



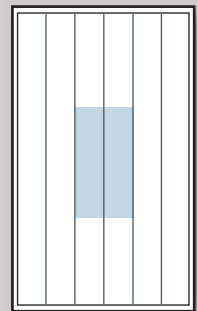
unit size: 10.87" x 2.75"
 cols x inches: 6 x 2.75"
 total column inches: 16.5
 page coverage: 13.75%
Marketplace, M&I, Personal and Weekend Journal Fronts



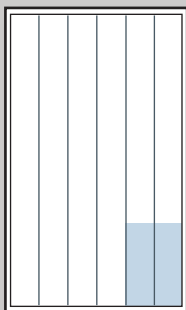
unit size: 3.52" x 8"
 cols x inches: 2 x 8"
 total column inches: 16
 page coverage: 12.7%



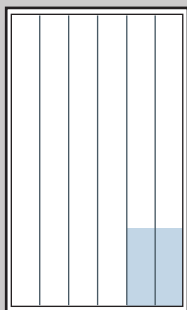
unit size: 3.52" x 7"
 cols x inches: 2 x 7"
 total column inches: 14
 page coverage: 11.1%



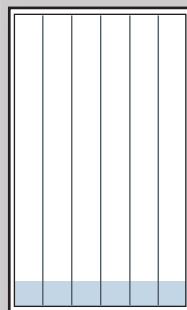
Floating Ad Unit
 unit size: 3.52" x 7"
 cols x inches: 2 x 7"
 total column inches: 14
 page coverage: 11.1%
M&I only



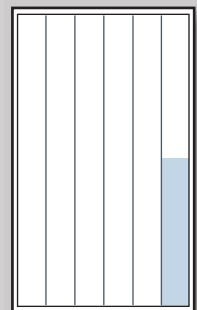
unit size: 3.52" x 5.75"
 cols x inches: 2 x 5.75"
 total column inches: 11.5
 page coverage: 9.1%



Section A Box
 unit size: 3.52" x 5.25"
 cols x inches: 2 x 5.25"
 total column inches: 10.5
 page coverage: 8.3%

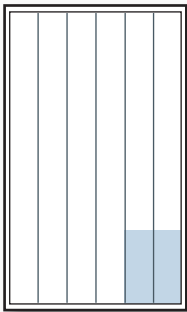


Section A Strip
 unit size: 10.87" x 1.75"
 cols x inches: 6 x 1.75"
 total column inches: 10.5
 page coverage: 8.3%

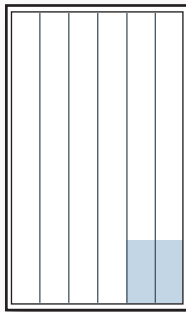


unit size: 1.68" x 10.5"
 cols x inches: 1 x 10.5"
 total column inches: 10.5
 page coverage: 8.3%

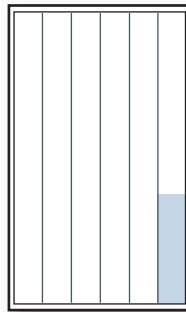
THE WALL STREET JOURNAL.



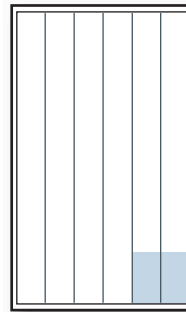
unit size: 3.52" x 5"
 cols x inches: 2 x 5"
 total column inches: 10
 page coverage: 7.9%



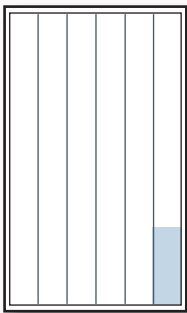
unit size: 3.52" x 4"
 cols x inches: 2 x 4"
 total column inches: 8
 page coverage: 6.3%



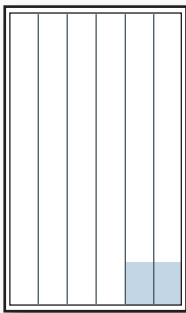
unit size: 1.68" x 7"
 cols x inches: 1 x 7"
 total column inches: 7
 page coverage: 5.6%



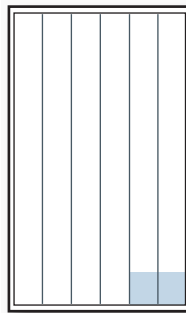
unit size: 3.52" x 3"
 cols x inches: 2 x 3"
 total column inches: 6
 page coverage: 4.8%



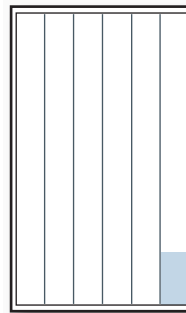
unit size: 1.68" x 5.25"
 cols x inches: 1 x 5.25"
 total column inches: 5.25
 page coverage: 4.2%



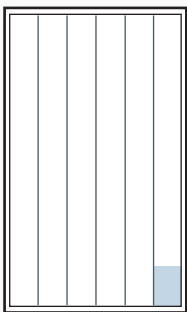
unit size: 3.52" x 2.5"
 cols x inches: 2 x 2.5"
 total column inches: 5
 page coverage: 4%



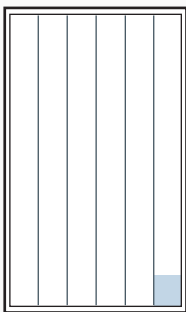
unit size: 3.52" x 2"
 cols x inches: 2 x 2"
 total column inches: 4
 page coverage: 3.2%



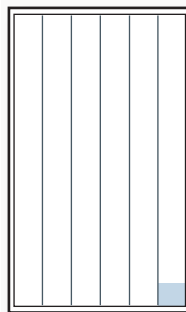
unit size: 1.68" x 3.5"
 cols x inches: 1 x 3.5"
 total column inches: 3.5
 page coverage: 2.8%



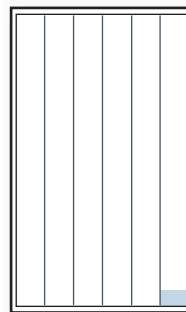
unit size: 1.68" x 2.5"
 cols x inches: 1 x 2.5"
 total column inches: 2.5
 page coverage: 2%



unit size: 1.68" x 2"
 cols x inches: 1 x 2"
 total column inches: 2
 page coverage: 1.6%

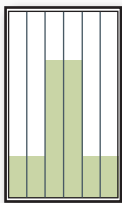


unit size: 1.68" x 1.5"
 cols x inches: 1 x 1.5"
 total column inches: 1.5
 page coverage: 1.2%

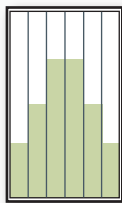


Icon Ad
 unit size: 1.68" x 1"
 cols x inches: 1 x 1"
 total column inches: 1
 page coverage: 0.8%

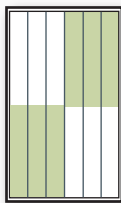
SPECIAL ADVERTISING UNITS



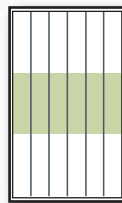
Upside Down-T Page
total column inches: 52.50
Money & Investing



Pyramid
total column inches: 63
Money & Investing



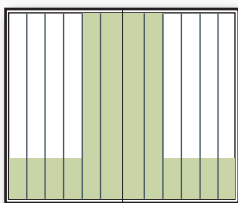
Checkerboard
total column inches: 63
Section A (Sat. only),
Marketplace,
Money & Investing



Third Horizontal
total column inches: 42
Money & Investing



Diagonal Ninths
total column inches: 42
Money & Investing



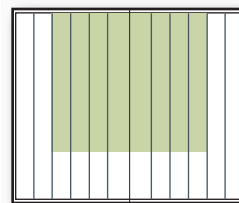
Upside Down-T Spread
total column inches: 126
All Sections



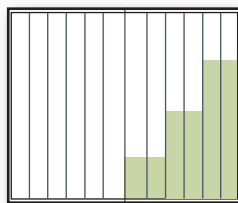
Checkerboard Spread, 1/4
total column inches: 126
Section A (Sat. only),
Marketplace, Money & Investing



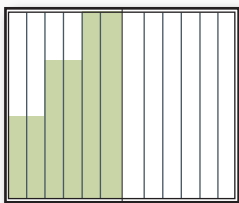
Checkerboard Spread 1/2
total column inches: 126
Money & Investing



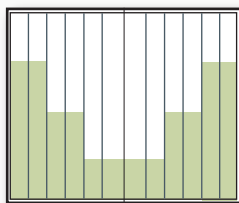
Hanging Fireplace
total column inches: 126
Money & Investing



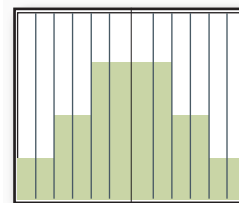
Stair Step Page
total column inches: 63
All Sections



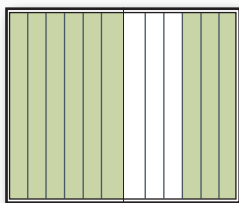
Expanded Stair Step Page
total column inches: 91.50
All Sections



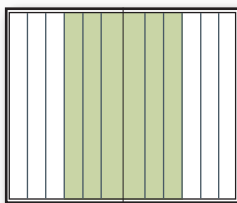
Stair Step Spread
total column inches: 126
All Sections



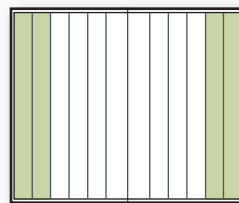
Pyramid Spread
total column inches: 126
All Sections



Full-Facing Vertical Half
total column inches: 189
All Sections



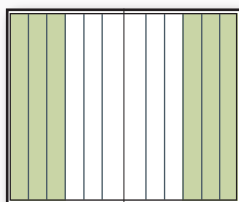
Center Spread
total column inches: 126
All Sections



Bookends on Spread, Third Page
total column inches: 84
All Sections



Full-Facing Vertical Third
total column inches: 168
All Sections



Bookends on Spread, Half Page
total column inches: 126
All Sections

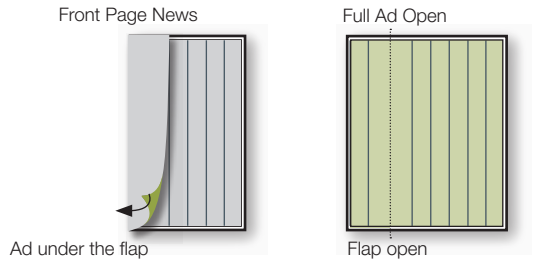
FRONT PAGE OVERLEAF AD UNITS

Non Bleed

Outside Flap: No ad
Inside Flap: 4.1875" x 21"
Total Flap size: 4.1875"
Inside gutter space: 1.125"
Standard Page: 10.87" x 21"

Bleed:

Outside Flap: No ad
Total Flap size: 4.1875"
Inside Flap with gutter bleed and standard page: 15.77" x 21"



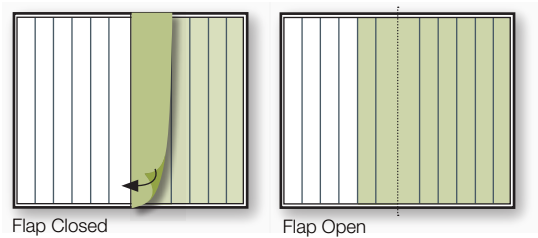
OVERLEAF AD UNIT

Non Bleed

Outside Flap: 4.87" x 21"
Inside Flap: 4.87" x 21"
Total Flap size: 6"
Inside gutter space: 1.125"
Standard Page: 10.87" x 21"

Bleed:

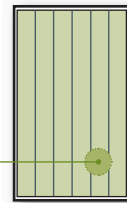
Outside Flap: 5.65" x 21" (0.25" Safety right side edge)
Total Flap size: 6"
Inside Flap with gutter bleed and standard page: 16.87" x 21"



SCENTED AD UNIT

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

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



Advertising units subject to availability.

For more information, contact your local Journal sales representative.

PAGE MAKEUP

- » **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

Note: 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. Please visit advertising.wsj.com for sizes.

THE WALL STREET JOURNAL ADVERTISING SALES OFFICES

UNITED STATES

ATLANTA (404) 865-4327
BOSTON (617) 654-6700
CHICAGO (312) 750-4020
CLEVELAND (216) 750-4750
DALLAS (214) 951-7140
DETROIT (248) 204-5522
LOS ANGELES (323) 658-3703
NEW YORK (212) 597-5680
SAN FRANCISCO (415) 986-6886

ASIA

BEIJING 86-10-6581-4090, ext. 236
HONG KONG 852-2573-7121
SEOUL 82-2-566-3020
SHANGHAI 86-21-5836-8228
SINGAPORE 65-6415-4001
TOKYO 81-3-3292-4151

EUROPE

BRUSSELS 32-2-741-12-11
FRANKFURT 49-69-97-14-28-0
LONDON 44-20-7842-9600
PARIS 33-1-40-17-17-01

U.S. INTERNATIONAL

CHICAGO (312) 750-4025
MIAMI (305) 789-6765
NEW YORK (212) 597-5770
SAN FRANCISCO (415) 765-6133

CLASSIFIED

(800) 366-3975

CONSUMER DIRECT

(800) 648-4778

Visit The Wall Street Journal advertising sales
Web site at advertising.wsj.com.

THE WALL STREET JOURNAL.