

THE WALL STREET JOURNAL.

ASIA

THE WALL STREET JOURNAL ASIA

MEDIA GUIDE 2012

Standard Ad Units



Spread



Half Page
Dominant Spread



Fireplace



Full Page



Two Third Page



Half Page Dominant
(Horizontal)



Half Page Dominant
(Vertical)



Half Page Portrait



Junior Page
Dominant



Third Page
Dominant



Quarter Page
Dominant



Quarter Page
Dominant Strip



Compact Quarter



Compact Strip



Eighth Page
Dominant



Luxury Dominant



Luxury Compact



Sixteenth Page
Dominant (1col)



Sixteenth Page
Dominant (2col)



5 Inch Ad



3.5 Inch Ad



2.75 Inch Ad

Introduction

Welcome to the 2012 Media Guide for The Wall Street Journal Asia.

The objective of this Media Guide is to provide advertisers or media planners with the information they need to recommend, price and place ads in The Wall Street Journal Asia. This Media Guide lists out the general advertising rates for both standard and special advertising units as well special advertising opportunities that are available in The Wall Street Journal Asia.

For advertisers who are seeking a more comprehensive advertising package or more information on which ad units are available within specific sections, please visit the online calculator at www.wsj-asia.com/advertising. This online calculator provides quick calculation of ad units is easy to use and provides updated information on The Wall Street Journal Asia, including the editorial and events calendar.

Please note: All rates listed in this Media Guide are for estimation purposes only. Please contact your Dow Jones sales representative for rate verification.

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WSJA at a glance

The Wall Street Journal Asia is the leader in global business news for Asia, providing indispensable news and analysis of regional and global business developments for an influential audience of business leaders and government decision-makers.

The Wall Street Journal Asia is the undisputed leader among international dailies in reaching senior business executives across Asia. The latest BE:Asia results* reveal The Wall Street Journal Asia continues to be the No. 1 international daily in reaching Asia business elite. What's more, The Wall Street Journal Asia has once again been voted the “**most important business reading**” amongst all publications measured in the survey, reaching Asia's top management, C-suite and executives with high personal net worth. The 2011 BE:Asia results reinforce **The Wall Street Journal Asia's** undisputed leadership position among international dailies in reaching senior business executives across Asia.

It's no surprise that most accomplished business leaders in Asia rely on The Wall Street Journal Asia to understand more about business.

**BE:Asia 2011 – The Media Survey of Asia's Business Elite*

Audited Circulation

JANUARY TO JUNE 2011	
Hong Kong	15,202
Singapore	9,635
Japan	8,015
South Korea	7,851
India	7,701
Indonesia	6,653
Malaysia	6,047
Thailand	5,969
China	5,565
Taiwan	4,250
Philippines	3,774
Vietnam	1,869
Australia/New Zealand/Pacific Isles	243
Asia Others	197
Sub Total: Asia Pacific	82,971
North, Central & South America	285
Europe	71
Others	94
Total Daily Circulation	83,421

Source: BPA Worldwide, Jan - Jun 2011

Asia's Leading International Daily

PRINT: The Wall Street Journal Asia

- ❖ Founded in 1976, with News bureaus throughout Asia and printed in 11 Asian cities
- ❖ Average daily circulation is 83,421 copies*
- ❖ Average daily readership of 358,710**
- ❖ 79% of subscribers are Asian; 93% have a university degree or higher†
- ❖ Average subscriber net worth is over US\$2.73 million†

ONLINE:

asia.WSJ.com

- ❖ asia.WSJ.com is an extension of the world's largest paid news website, WSJ.com
- ❖ asia.WSJ.com is an English-language website that provides authoritative business news with a local and regional focus

cn.WSJ.com

- ❖ cn.WSJ.com is a Chinese-language website offering news and analysis specifically tailored for a Chinese-speaking audience
- ❖ cn.WSJ.com now has in excess of 1.4 million registered users and is ranked among the top 10 business and finance sites in China***

jp.WSJ.com

- ❖ jp.WSJ.com is a Japanese-language paid website offering news and analysis specifically tailored for a Japanese-speaking audience

india.WSJ.com

- ❖ india.WSJ.com is an English-language home page tailored for an Indian audience and includes original content produced in India

MOBILE:

- ❖ WSJ Mobile Readers for Asia provide an Asian audience a dedicated version with instant access to The Wall Street Journal news anytime, anywhere along with personalized feeds including global business, Asia news and India news
- ❖ WSJ Mobile Readers are available for iPhone, Blackberry, Android and Nokia E series. For other web-enabled devices, please visit our mobile website at m.asia.WSJ.com
- ❖ The WSJ Application for iPhone is available in English, Chinese and Japanese
- ❖ WSJ India Mobile Reader is a dedicated on-the-go tool that empowers India's decision makers with breaking news and analysis from India and around the world

TABLET:

- ❖ Experience The Wall Street Journal's award winning coverage, blending the best of print and online. Get everything you love about The Journal on The Wall Street Journal Application for iPad including, What's News, Opinion, Marketplace, Money & Investing, Personal Journal, WSJ Weekend and more. Plus, full-screen video, market data, quotes and a customizable Watchlist
- ❖ The WSJ Application for iPad is available in English, Chinese and Japanese

* Source: BPA Worldwide Jan-Jun 2011 ** Publisher's estimate based on The Wall Street Journal Asia Subscriber Survey

*** Source: iWebChoice Ranking Apr 2011 † The Wall Street Journal Asia Subscriber Study 2010

Category Rate Eligibility

The Wall Street Journal Asia readers are a remarkable group of affluent consumers who value products and services that enhance their personal and professional lives. To help qualifying advertisers reach this audience more cost effectively, Category rates are offered to businesses and services from selected segments. This Media Guide does not include specific rates for Category advertisers. Please contact your Dow Jones sales representative for more information.

For your reference, a list of qualifying Category business segments is shown below:

Consumer Financial Products

- Consumer Credit Cards
- Consumer Insurance: Life, Auto and Home products

Consumer Products

- Apparel and Accessories, including Luggage and Handbags
- Beverages: Wine, Spirits, Beer and Non-Alcoholic
- Boats
- Books and Book Publishers
- Cosmetics
- Home Furnishings, Home Improvements and Appliances
- Other Consumer: Coins and Collectibles, Corporate Gifts and Pens
- Packaged Goods
- Pharmaceutical: Over-the-counter and Prescription
- Sports and Exercise Equipment
- Watches and Jewelry

Electronics and Internet

- Electronics/Home Entertainment
- Consumer Wireless Plans
- Consumer Internet Services, including Search Engines, Consumer Web Sites and ISPs
- Direct Response PCs, Laptops and Components
- Other Consumer Telecom (e.g., land lines, home networking)
- PDA and Cell Phone Manufacturers

Services

- Business Services, including Business Photocopying and Printing Services
- Mail and Overnight Delivery Services
- Personal Services, including Personal Copying/Collating Services, Physical Fitness Clubs, Spas and Gyms

Entertainment

- Amusements: Theme Parks, Theatres, Museums, Galleries and Live Performances
- Media Products and Companies, including DVDs, CDs, Movies, TV Programming and Tune-in, Cable Television Service, Satellite TV and Radio
- Restaurants
- Sporting Events and Leagues
- Consumer Wireless Plans

Not-For-Profit

- Donation Solicitation only

Travel

- Airlines and Frequent Flyer Programs
- Car Rental Agencies
- Cruise Lines
- Hotels and Resorts with a leisure or business / corporate message
- Online Travel Services
- Tourism Boards, Convention and Visitors Boards and Tourism Promotion

Other

- Advertising Agencies
 - Area Development
 - Business and Corporate Credit Cards
 - Education, including Schools, Camps, Colleges and Seminars
 - Franchise / Business opportunities (Display only)
 - Healthcare
 - Office Products and Supplies
 - Political and Advocacy
 - Real Estate products and services (Display only)
 - Recruitment products and services (Display only)
-
-

Rates: Standard Ad Units

The Wall Street Journal Asia is pleased to offer advertisers a choice of 22 standard advertising units ranging from 2.75" to a double page spread. Standard ad units are available in local edition, multiple region or full run Asia.

Within this section you will find:

- Standard ad unit specs (in inches and centimeters)
- Standard ad unit percent of page coverage
- Standard ad unit rates for black & white, spot color and full color
- Standard ad unit rates for local edition, multiple region and full run Asia
- Multiple region discount structure
- Volume & frequency discounts for WSJ franchise

All rates listed in this section are in US dollars.

Did you know...

The Wall Street Journal Asia's standard ad units are the same as those offered in The Wall Street Journal Europe.

General Rates – Full Asia

Position	Width			Height		%	B/W	Spot Color	Full Color
	col	cm	in	cm	in				
Spread	10	54.35	21.40	35.56	14.00	200%	\$112,847.28	\$116,547.28	\$121,047.28
Half Page Dominant Spread	10	54.35	21.40	21.59	8.50	121%	\$56,423.64	\$60,123.64	\$64,623.64
Fireplace	8	43.99	17.32	24.13	9.50	109%	\$49,975.22	\$53,675.22	\$58,175.22
Full Page	5	25.47	10.03	35.56	14.00	100%	\$47,019.70	\$50,719.70	\$55,219.70
2/3 Page	5	25.47	10.03	24.13	9.50	67%	\$31,906.23	\$35,606.23	\$40,106.23
Half Page Dominant (Horizontal)	5	25.47	10.03	21.59	8.50	61%	\$23,509.85	\$27,209.85	\$30,709.85
Half Page Dominant (Vertical)	3	15.08	5.94	35.56	14.00	60%	\$23,509.85	\$27,209.85	\$30,709.85
Half Page Portrait	4	20.26	7.98	26.67	10.50	60%	\$23,509.85	\$27,209.85	\$30,709.85
Junior Page Dominant	4	20.26	7.98	24.13	9.50	54%	\$20,823.01	\$24,523.01	\$28,023.01
Third Page Dominant	3	15.08	5.94	21.59	8.50	36%	\$14,273.84	\$17,973.84	\$21,473.84
Quarter Page Dominant	3	15.08	5.94	17.78	7.00	30%	\$11,754.93	\$15,454.93	\$18,954.93
Quarter Page Dominant Strip	5	25.47	10.03	10.79	4.25	30%	\$11,754.93	\$15,454.93	\$18,954.93
Compact Quarter	2	9.90	3.90	17.78	7.00	20%	\$7,892.59	\$11,592.59	\$15,092.59
Compact Strip	5	25.47	10.03	6.35	2.50	18%	\$6,885.03	\$10,585.03	\$14,085.03
1/8th Page Dominant	2	9.90	3.90	13.97	5.50	16%	\$6,045.39	N/A	N/A
Luxury Dominant	2	9.90	3.90	12.70	5.00	14%	\$5,373.68	N/A	N/A
Luxury Compact	2	9.90	3.90	8.89	3.50	10%	\$3,694.41	N/A	N/A
1/16th Page Dominant (1 col)	1	4.72	1.86	13.97	5.50	8%	\$3,022.70	N/A	N/A
1/16th Page Dominant (2 col)	2	9.90	3.90	6.98	2.75	8%	\$3,022.70	N/A	N/A
5 Inch Ad	2	9.90	3.90	6.35	2.50	7%	\$2,686.84	N/A	N/A
3.5 Inch Ad	1	4.72	1.86	8.89	3.50	5%	\$2,015.13	N/A	N/A
2.75 Inch Ad	1	4.72	1.86	6.98	2.75	4%	\$1,511.35	N/A	N/A

- All specs listed are actual size. For complete technical specifications of The Wall Street Journal Asia, see pages 34-35.
- All rates listed are run of paper. For Print Guaranteed positions, add 20% to the B/W rate then add the applicable color charge, as follows:

	Spot Color	Full Color
2/3 page or larger	\$3,700	\$8,200
Half page or smaller	\$3,700	\$7,200

General Rates – Hong Kong

Position	Width			Height		%	B/W	Spot Color/ Full Color
	col	cm	in	cm	in			
Spread	10	54.35	21.40	35.56	14.00	200%	\$27,086.98	\$29,316.98
Half Page Dominant Spread	10	54.35	21.40	21.59	8.50	121%	\$13,543.49	\$15,773.49
Fireplace	8	43.99	17.32	24.13	9.50	109%	\$11,995.66	\$14,225.66
Full Page	5	25.47	10.03	35.56	14.00	100%	\$11,286.24	\$13,516.24
2/3 Page	5	25.47	10.03	24.13	9.50	67%	\$7,658.52	\$9,888.52
Half Page Dominant (Horizontal)	5	25.47	10.03	21.59	8.50	61%	\$5,643.12	\$7,873.12
Half Page Dominant (Vertical)	3	15.08	5.94	35.56	14.00	60%	\$5,643.12	\$7,873.12
Half Page Portrait	4	20.26	7.98	26.67	10.50	60%	\$5,643.12	\$7,873.12
Junior Page Dominant	4	20.26	7.98	24.13	9.50	54%	\$4,998.19	\$7,228.19
Third Page Dominant	3	15.08	5.94	21.59	8.50	36%	\$3,426.18	\$5,656.18
Quarter Page Dominant	3	15.08	5.94	17.78	7.00	30%	\$2,821.56	\$5,051.56
Quarter Page Dominant Strip	5	25.47	10.03	10.79	4.25	30%	\$2,821.56	\$5,051.56
Compact Quarter	2	9.90	3.90	17.78	7.00	20%	\$1,894.48	\$4,124.48
Compact Strip	5	25.47	10.03	6.35	2.50	18%	\$1,652.63	\$3,882.63
1/8th Page Dominant	2	9.90	3.90	13.97	5.50	16%	\$1,451.09	N/A
Luxury Dominant	2	9.90	3.90	12.70	5.00	14%	\$1,289.86	N/A
Luxury Compact	2	9.90	3.90	8.89	3.50	10%	\$886.78	N/A
1/16th Page Dominant (1 col)	1	4.72	1.86	13.97	5.50	8%	\$725.54	N/A
1/16th Page Dominant (2 col)	2	9.90	3.90	6.98	2.75	8%	\$725.54	N/A
5 Inch Ad	2	9.90	3.90	6.35	2.50	7%	\$644.93	N/A
3.5 Inch Ad	1	4.72	1.86	8.89	3.50	5%	\$483.70	N/A
2.75 Inch Ad	1	4.72	1.86	6.98	2.75	4%	\$362.77	N/A

- All specs listed are actual size. For complete technical specifications of The Wall Street Journal Asia, see pages 34-35.
- All rates listed are for date-specific run of paper insertions. For fixed positions, add 20% to the B/W rate shown then add \$2,230 for Spot or Full Color.
- For run of paper rates, please contact your local sales representative.

Did you know...

83% of WSJA subscribers trust what they read in The Wall Street Journal Asia more than any other publication.

Source: Subscriber Survey 2010

General Rates – Greater China (Hong Kong, China & Taiwan)

Position	Width			Height		%	B/W	Spot Color/ Full Color
	col	cm	in	cm	in			
Spread	10	54.35	21.40	35.56	14.00	200%	\$36,497.66	\$39,887.66
Half Page Dominant Spread	10	54.35	21.40	21.59	8.50	121%	\$18,248.83	\$21,638.83
Fireplace	8	43.99	17.32	24.13	9.50	109%	\$16,163.26	\$19,553.26
Full Page	5	25.47	10.03	35.56	14.00	100%	\$15,207.36	\$18,597.36
2/3 Page	5	25.47	10.03	24.13	9.50	67%	\$10,319.28	\$13,709.28
Half Page Dominant (Horizontal)	5	25.47	10.03	21.59	8.50	61%	\$7,603.68	\$10,993.68
Half Page Dominant (Vertical)	3	15.08	5.94	35.56	14.00	60%	\$7,603.68	\$10,993.68
Half Page Portrait	4	20.26	7.98	26.67	10.50	60%	\$7,603.68	\$10,993.68
Junior Page Dominant	4	20.26	7.98	24.13	9.50	54%	\$6,734.69	\$10,124.69
Third Page Dominant	3	15.08	5.94	21.59	8.50	36%	\$4,616.52	\$8,006.52
Quarter Page Dominant	3	15.08	5.94	17.78	7.00	30%	\$3,801.84	\$7,191.84
Quarter Page Dominant Strip	5	25.47	10.03	10.79	4.25	30%	\$3,801.84	\$7,191.84
Compact Quarter	2	9.90	3.90	17.78	7.00	20%	\$2,552.66	\$5,942.66
Compact Strip	5	25.47	10.03	6.35	2.50	18%	\$2,226.79	\$5,616.79
1/8th Page Dominant	2	9.90	3.90	13.97	5.50	16%	\$1,955.23	N/A
Luxury Dominant	2	9.90	3.90	12.70	5.00	14%	\$1,737.98	N/A
Luxury Compact	2	9.90	3.90	8.89	3.50	10%	\$1,194.86	N/A
1/16th Page Dominant (1 col)	1	4.72	1.86	13.97	5.50	8%	\$977.62	N/A
1/16th Page Dominant (2 col)	2	9.90	3.90	6.98	2.75	8%	\$977.62	N/A
5 Inch Ad	2	9.90	3.90	6.35	2.50	7%	\$868.99	N/A
3.5 Inch Ad	1	4.72	1.86	8.89	3.50	5%	\$651.74	N/A
2.75 Inch Ad	1	4.72	1.86	6.98	2.75	4%	\$488.81	N/A

- All specs listed are actual size. For complete technical specifications of The Wall Street Journal Asia, see pages 34-35.
- All rates listed are for date-specific run of paper insertions. For fixed positions, add 20% to the B/W rate shown then add \$3,390 for Spot or Full Color.
- For run of paper rates, please contact your local sales representative.

General Rates – Singapore

Position	Width			Height		%	B/W	Spot Color/ Full Color
	col	cm	in	cm	in			
Spread	10	54.35	21.40	35.56	14.00	200%	\$20,151.94	\$22,381.94
Half Page Dominant Spread	10	54.35	21.40	21.59	8.50	121%	\$10,075.97	\$12,305.97
Fireplace	8	43.99	17.32	24.13	9.50	109%	\$8,924.42	\$11,154.42
Full Page	5	25.47	10.03	35.56	14.00	100%	\$8,396.64	\$10,626.64
2/3 Page	5	25.47	10.03	24.13	9.50	67%	\$5,697.72	\$7,927.72
Half Page Dominant (Horizontal)	5	25.47	10.03	21.59	8.50	61%	\$4,198.32	\$6,428.32
Half Page Dominant (Vertical)	3	15.08	5.94	35.56	14.00	60%	\$4,198.32	\$6,428.32
Half Page Portrait	4	20.26	7.98	26.67	10.50	60%	\$4,198.32	\$6,428.32
Junior Page Dominant	4	20.26	7.98	24.13	9.50	54%	\$3,718.51	\$5,948.51
Third Page Dominant	3	15.08	5.94	21.59	8.50	36%	\$2,548.98	\$4,778.98
Quarter Page Dominant	3	15.08	5.94	17.78	7.00	30%	\$2,099.16	\$4,329.16
Quarter Page Dominant Strip	5	25.47	10.03	10.79	4.25	30%	\$2,099.16	\$4,329.16
Compact Quarter	2	9.90	3.90	17.78	7.00	20%	\$1,409.44	\$3,639.44
Compact Strip	5	25.47	10.03	6.35	2.50	18%	\$1,229.51	\$3,459.51
1/8th Page Dominant	2	9.90	3.90	13.97	5.50	16%	\$1,079.57	N/A
Luxury Dominant	2	9.90	3.90	12.70	5.00	14%	\$959.62	N/A
Luxury Compact	2	9.90	3.90	8.89	3.50	10%	\$659.74	N/A
1/16th Page Dominant (1 col)	1	4.72	1.86	13.97	5.50	8%	\$539.78	N/A
1/16th Page Dominant (2 col)	2	9.90	3.90	6.98	2.75	8%	\$539.78	N/A
5 Inch Ad	2	9.90	3.90	6.35	2.50	7%	\$479.81	N/A
3.5 Inch Ad	1	4.72	1.86	8.89	3.50	5%	\$359.86	N/A
2.75 Inch Ad	1	4.72	1.86	6.98	2.75	4%	\$269.89	N/A

- All specs listed are actual size. For complete technical specifications of The Wall Street Journal Asia, see pages 34-35.
- All rates listed are for date-specific run of paper insertions. For fixed positions, add 20% to the B/W rate shown then add \$2,230 for Spot or Full Color.
- For run of paper rates, please contact your local sales representative.

Did you know...

92% of subscribers agree that The Wall Street Journal Asia is an important tool for their business success.

Source: Subscriber Survey 2010

General Rates – Philippines or Malaysia

Position	Width			Height		%	B/W	Spot Color/ Full Color
	col	cm	in	cm	in			
Spread	10	54.35	21.40	35.56	14.00	200%	\$17,482.75	\$19,712.75
Half Page Dominant Spread	10	54.35	21.40	21.59	8.50	121%	\$8,741.38	\$10,971.38
Fireplace	8	43.99	17.32	24.13	9.50	109%	\$7,742.36	\$9,972.36
Full Page	5	25.47	10.03	35.56	14.00	100%	\$7,284.48	\$9,514.48
2/3 Page	5	25.47	10.03	24.13	9.50	67%	\$4,943.04	\$7,173.04
Half Page Dominant (Horizontal)	5	25.47	10.03	21.59	8.50	61%	\$3,642.24	\$5,872.24
Half Page Dominant (Vertical)	3	15.08	5.94	35.56	14.00	60%	\$3,642.24	\$5,872.24
Half Page Portrait	4	20.26	7.98	26.67	10.50	60%	\$3,642.24	\$5,872.24
Junior Page Dominant	4	20.26	7.98	24.13	9.50	54%	\$3,225.98	\$5,455.98
Third Page Dominant	3	15.08	5.94	21.59	8.50	36%	\$2,211.36	\$4,441.36
Quarter Page Dominant	3	15.08	5.94	17.78	7.00	30%	\$1,821.12	\$4,051.12
Quarter Page Dominant Strip	5	25.47	10.03	10.79	4.25	30%	\$1,821.12	\$4,051.12
Compact Quarter	2	9.90	3.90	17.78	7.00	20%	\$1,222.75	\$3,452.75
Compact Strip	5	25.47	10.03	6.35	2.50	18%	\$1,066.66	\$3,296.66
1/8th Page Dominant	2	9.90	3.90	13.97	5.50	16%	\$936.58	N/A
Luxury Dominant	2	9.90	3.90	12.70	5.00	14%	\$832.51	N/A
Luxury Compact	2	9.90	3.90	8.89	3.50	10%	\$572.35	N/A
1/16th Page Dominant (1 col)	1	4.72	1.86	13.97	5.50	8%	\$468.29	N/A
1/16th Page Dominant (2 col)	2	9.90	3.90	6.98	2.75	8%	\$468.29	N/A
5 Inch Ad	2	9.90	3.90	6.35	2.50	7%	\$416.26	N/A
3.5 Inch Ad	1	4.72	1.86	8.89	3.50	5%	\$312.19	N/A
2.75 Inch Ad	1	4.72	1.86	6.98	2.75	4%	\$234.14	N/A

- All specs listed are actual size. For complete technical specifications of The Wall Street Journal Asia, see pages 34-35.
- All rates listed are for date-specific run of paper insertions. For fixed positions, add 20% to the B/W rate shown then add \$2,230 for Spot or Full Color.
- For run of paper rates, please contact your local sales representative.

General Rates – Thailand or Japan or South Korea

Position	Width			Height		%	B/W	Spot Color/ Full Color
	col	cm	in	cm	in			
Spread	10	54.35	21.40	35.56	14.00	200%	\$14,785.34	\$17,015.34
Half Page Dominant Spread	10	54.35	21.40	21.59	8.50	121%	\$7,392.67	\$9,622.67
Fireplace	8	43.99	17.32	24.13	9.50	109%	\$6,547.80	\$8,777.80
Full Page	5	25.47	10.03	35.56	14.00	100%	\$6,160.56	\$8,390.56
2/3 Page	5	25.47	10.03	24.13	9.50	67%	\$4,180.38	\$6,410.38
Half Page Dominant (Horizontal)	5	25.47	10.03	21.59	8.50	61%	\$3,080.28	\$5,310.28
Half Page Dominant (Vertical)	3	15.08	5.94	35.56	14.00	60%	\$3,080.28	\$5,310.28
Half Page Portrait	4	20.26	7.98	26.67	10.50	60%	\$3,080.28	\$5,310.28
Junior Page Dominant	4	20.26	7.98	24.13	9.50	54%	\$2,728.25	\$4,958.25
Third Page Dominant	3	15.08	5.94	21.59	8.50	36%	\$1,870.18	\$4,100.18
Quarter Page Dominant	3	15.08	5.94	17.78	7.00	30%	\$1,540.14	\$3,770.14
Quarter Page Dominant Strip	5	25.47	10.03	10.79	4.25	30%	\$1,540.14	\$3,770.14
Compact Quarter	2	9.90	3.90	17.78	7.00	20%	\$1,034.10	\$3,264.10
Compact Strip	5	25.47	10.03	6.35	2.50	18%	\$902.09	\$3,132.09
1/8th Page Dominant	2	9.90	3.90	13.97	5.50	16%	\$792.07	N/A
Luxury Dominant	2	9.90	3.90	12.70	5.00	14%	\$704.06	N/A
Luxury Compact	2	9.90	3.90	8.89	3.50	10%	\$484.04	N/A
1/16th Page Dominant (1 col)	1	4.72	1.86	13.97	5.50	8%	\$396.04	N/A
1/16th Page Dominant (2 col)	2	9.90	3.90	6.98	2.75	8%	\$396.04	N/A
5 Inch Ad	2	9.90	3.90	6.35	2.50	7%	\$352.03	N/A
3.5 Inch Ad	1	4.72	1.86	8.89	3.50	5%	\$264.02	N/A
2.75 Inch Ad	1	4.72	1.86	6.98	2.75	4%	\$198.02	N/A

- All specs listed are actual size. For complete technical specifications of The Wall Street Journal Asia, see pages 34-35.
- All rates listed are for date-specific run of paper insertions. For fixed positions, add 20% to the B/W rate shown then add \$2,230 for Spot or Full Color.
- For run of paper rates, please contact your local sales representative.

Did you know...

74% of subscribers took action as a result of advertising they saw in The Wall Street Journal Asia.

Source: Subscriber Survey 2010

General Rates – Indonesia or Taiwan

Position	Width			Height		%	B/W	Spot Color/ Full Color
	col	cm	in	cm	in			
Spread	10	54.35	21.40	35.56	14.00	200%	\$13,464.86	\$15,694.86
Half Page Dominant Spread	10	54.35	21.40	21.59	8.50	121%	\$6,732.43	\$8,962.43
Fireplace	8	43.99	17.32	24.13	9.50	109%	\$5,963.02	\$8,193.02
Full Page	5	25.47	10.03	35.56	14.00	100%	\$5,610.36	\$7,840.36
2/3 Page	5	25.47	10.03	24.13	9.50	67%	\$3,807.04	\$6,037.04
Half Page Dominant (Horizontal)	5	25.47	10.03	21.59	8.50	61%	\$2,805.18	\$5,035.18
Half Page Dominant (Vertical)	3	15.08	5.94	35.56	14.00	60%	\$2,805.18	\$5,035.18
Half Page Portrait	4	20.26	7.98	26.67	10.50	60%	\$2,805.18	\$5,035.18
Junior Page Dominant	4	20.26	7.98	24.13	9.50	54%	\$2,484.59	\$4,714.59
Third Page Dominant	3	15.08	5.94	21.59	8.50	36%	\$1,703.15	\$3,933.15
Quarter Page Dominant	3	15.08	5.94	17.78	7.00	30%	\$1,402.60	\$3,632.60
Quarter Page Dominant Strip	5	25.47	10.03	10.79	4.25	30%	\$1,402.60	\$3,632.60
Compact Quarter	2	9.90	3.90	17.78	7.00	20%	\$941.74	\$3,171.74
Compact Strip	5	25.47	10.03	6.35	2.50	18%	\$821.52	\$3,051.52
1/8th Page Dominant	2	9.90	3.90	13.97	5.50	16%	\$721.33	N/A
Luxury Dominant	2	9.90	3.90	12.70	5.00	14%	\$641.18	N/A
Luxury Compact	2	9.90	3.90	8.89	3.50	10%	\$440.82	N/A
1/16th Page Dominant (1 col)	1	4.72	1.86	13.97	5.50	8%	\$360.67	N/A
1/16th Page Dominant (2 col)	2	9.90	3.90	6.98	2.75	8%	\$360.67	N/A
5 Inch Ad	2	9.90	3.90	6.35	2.50	7%	\$320.59	N/A
3.5 Inch Ad	1	4.72	1.86	8.89	3.50	5%	\$240.44	N/A
2.75 Inch Ad	1	4.72	1.86	6.98	2.75	4%	\$180.34	N/A

- All specs listed are actual size. For complete technical specifications of The Wall Street Journal Asia, see pages 34-35.
- All rates listed are for date-specific run of paper insertions. For fixed positions, add 20% to the B/W rate shown then add \$2,230 for Spot or Full Color.
- For run of paper rates, please contact your local sales representative.

Multiple Region Discounts

Regions		Discount
2 Editions	Hong Kong and Singapore	7.5%
	Any other 2 combination	15%
3 Editions	Hong Kong, Singapore and any 1 edition	15%
	Any other 3 combination	20%
4 Editions	Hong Kong, Singapore and any 2 editions	25%
	Any other 4 combination	30%
5 Editions	Any 5 editions	35%
Greater China	Hong Kong, Taiwan and China	10% (off HK+Taiwan)
Southeast Asia	Singapore, Malaysia, Thailand, Philippines and Indonesia	35%

Color Surcharges

Regions	Surcharge
1 Edition	\$2,230.00
2 Editions	\$2,810.00
3 Editions	\$3,390.00
4 Editions	\$3,980.00
5 Editions	\$4,560.00
Greater China	\$3,390.00
Southeast Asia	\$4,560.00

Volume Discounts

WSJ Franchise NET Revenue Contract	WSJ Contract Discount	WSJ Franchise NET Revenue Contract	WSJ Contract Discount
Open Rate/Non-Contract	0.0%	\$1,000,000	17.0%
\$50,000	2.5%	\$1,250,000	18.0%
\$75,000	5.0%	\$1,600,000	19.0%
\$125,000	7.5%	\$2,100,000	20.0%
\$250,000	10.0%	\$2,500,000	20.0%
\$325,000	12.0%	\$3,100,000	20.0%
\$450,000	14.0%	\$3,800,000	21.0%
\$700,000	15.0%	\$5,200,000	22.0%

All rates are quoted in gross; only net spending accrues to contract fulfillment.

Volume Discounts – Local Edition Only

Local or multiple edition advertisers may sign a revenue-based contract with a unique discount structure.

Net WSJ Edition Revenue	Discount
\$10,000	10.0%
\$15,000	15.0%
\$20,000	25.0%
\$25,000	32.0%
\$25,000+	32.0%

Frequency Discounts

Advertisers may also sign select frequency-based schedules for print advertising only. These are independent of revenue contracts.

Frequency	Discount
26x	2.5%
52x	5.0%
78x	7.5%
104x	10.0%
130x	12.0%
156x	14.0%

Frequency Discounts – Local Edition or Category Advertisers*

Net WSJ Edition Revenue	Discount
3x	10.0%
7x	15.0%
13x	25.0%
26x	32.0%

* See page 4-5 for a complete listing of qualifying Category advertisers.

Rates: Special Ad Units

To help advertisers create even greater impact with their marketing messages, The Wall Street Journal Asia offers a broad range of creative ad units. In addition to 24 special ad unit sizes, advertisers can choose from special operations such as sticky flyers and cover wraps, or we can work together to create tailor-made executions.

As a standard, creative print ad units are available in full run Asia only while special operations are available in local edition, multiple region, full run Asia or with extra copies for supplemental distribution (such as trade shows). Some creative print ad units may be available in local edition or multiple regions. Please contact your Dow Jones sales representative for special requests.

Within this section you will find:

- Creative ad unit specs (in inches and centimeters)
- Creative ad unit percent of page coverage
- Creative ad unit rates for black & white, spot color and full color
- Creative ad unit rates for run of paper and print guaranteed positions

Rates in this section are listed in US dollars as Run of Paper and Print Guaranteed, as applicable.

Note: Volume & frequency discounts for WSJ franchise are listed on pages 14-15

Did you know...

In addition to the creative print units shown in this section, The Wall Street Journal Asia also offers integrated packages that include online and mobile opportunities.

Special Ad Units: Full Asia



Stair Step Spread

Position	B/W	Spot color	Full color
Print Guaranteed – Center spread	\$50,781.28	\$54,481.28	\$58,981.28

Page coverage: 90%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
1	4.76	1.87	26.67	10.50
2	10.37	4.08	17.78	7.00
4+	24.13	9.50	8.89	3.50
2	10.37	4.08	17.78	7.00
1	4.76	1.87	26.67	10.50



Pyramid Spread

Position	B/W	Spot color	Full color
Print Guaranteed – Center spread	\$51,587.33	\$55,287.33	\$59,787.33

Page coverage: 91%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	10.37	4.08	10.16	4.00
2	10.37	4.08	17.78	7.00
2+	12.91	5.08	25.40	10.00
2	10.37	4.08	17.78	7.00
2	10.37	4.08	10.16	4.00



Upside Down-T Spread

Position	B/W	Spot color	Full color
Print Guaranteed – Center spread	\$54,811.54	\$58,511.54	\$63,011.54

Page coverage: 97%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
4	20.74	8.16	12.70	5.00
2+	12.91	5.08	35.56	14.00
4	20.74	8.16	12.70	5.00

Special Ad Units: Full Asia



Center Page Spread

Position	B/W	Spot color	Full color
Print Guaranteed – Center spread	\$45,138.91	\$48,838.91	\$53,338.91

Page coverage: 80%

Sections: All sections

Width			Height	
col	cm	in	cm	in
4+	23.28	9.16	35.56	14.00



Hanging Fireplace Spread

Position	B/W	Spot color	Full color
Print Guaranteed – Center spread	\$61,259.95	\$64,959.95	\$69,459.95

Page coverage: 109%

Sections: All sections

Width			Height	
col	cm	in	cm	in
8	44.02	17.33	24.13	9.50



Staircase Spread

Position	B/W	Spot color	Full color
Print Guaranteed – Center spread	\$67,708.37	\$71,408.37	\$75,908.37

Page coverage: 120%

Sections: All sections

Width			Height	
col	cm	in	cm	in
2	10.37	4.08	7.62	3.00
2	10.37	4.08	13.97	5.50
2+	13.33	5.25	21.59	8.50
2	10.37	4.08	27.94	11.00
2	9.94	3.91	35.56	14.00



U-Shape Spread

Position	B/W	Spot color	Full color
Print Guaranteed – Center spread	\$66,902.32	\$70,602.32	\$75,102.32

Page coverage: 119%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	9.94	3.91	35.56	14.00
6+	34.50	13.58	11.43	4.50
2	9.94	3.91	35.56	14.00



Bookends on Spread, Half Page

Position	B/W	Spot color	Full color
Run of Paper	\$56,423.64	\$63,823.64	\$70,823.64
Print Guaranteed – Center spread	\$67,708.37	\$71,408.37	\$75,908.37
Print Guaranteed – Non-center spread	\$67,708.37	\$75,108.37	\$82,108.37

Page coverage: 120%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
3	15.13	5.95	35.56	14.00
3	15.13	5.95	35.56	14.00



Bookends on Spread, Third Page

Position	B/W	Spot color	Full color
Run of Paper	\$37,615.76	\$45,015.76	\$52,015.76
Print Guaranteed – Center spread	\$45,138.91	\$48,838.91	\$53,338.91
Print Guaranteed – Non-center spread	\$45,138.91	\$52,538.91	\$59,538.91

Page coverage: 80%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	9.94	3.91	35.56	14.00
2	9.94	3.91	35.56	14.00

Special Ad Units: Full Asia



Full-Facing Vertical Half Spread

Position	B/W	Spot color	Full color
Run of Paper	\$75,231.52	\$82,631.52	\$90,631.52
Print Guaranteed – Center spread	\$90,277.82	\$93,977.82	\$98,477.82
Print Guaranteed – Non-center spread	\$90,277.82	\$97,677.82	\$105,677.82

Page coverage: 160%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
5	25.50	10.04	35.56	14.00
3	15.13	5.95	35.56	14.00



Full-Facing Vertical Third Spread

Position	B/W	Spot color	Full color
Run of Paper	\$65,827.58	\$73,227.58	\$81,227.58
Print Guaranteed – Center spread	\$78,993.10	\$82,693.10	\$87,193.10
Print Guaranteed – Non-Center spread	\$78,993.10	\$86,393.10	\$94,393.10

Page coverage: 140%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	9.94	3.91	35.56	14.00
5	25.50	10.04	35.56	14.00



Checkerboard Spread, Halves

Position	B/W	Spot color	Full color
Run of Paper	\$47,019.70	\$54,419.70	\$61,419.70
Print Guaranteed – Center spread	\$56,423.64	\$60,123.64	\$64,623.64
Print Guaranteed – Non-Center spread	\$56,423.64	\$63,823.64	\$70,823.64

Page coverage: 100%

Sections: Business & Finance

col	Width		Height	
	cm	in	cm	in
5	25.50	10.04	17.78	7.00
5	25.50	10.04	17.78	7.00



Checkerboard Spread, Quarters

Position	B/W	Spot color	Full color
Run of Paper	\$47,019.70	\$54,419.70	\$61,419.70
Print Guaranteed – Center spread	\$56,423.64	\$60,123.64	\$64,623.64
Print Guaranteed – Non-Center spread	\$56,423.64	\$63,823.64	\$70,823.64

Page coverage: 100%

Sections: Business & Finance

col	Width		Height	
	cm	in	cm	in
3	15.13	5.95	17.78	7.00
2	9.94	3.91	17.78	7.00
3	15.13	5.95	17.78	7.00
2	9.94	3.91	17.78	7.00



Checkerboard Page

Position	B/W	Spot color	Full color
Run of Paper	\$23,509.85	\$27,209.85	\$30,709.85
Print Guaranteed	\$28,211.82	\$31,911.82	\$35,411.82

Page coverage: 50%

Sections: Business & Finance

col	Width		Height	
	cm	in	cm	in
3	15.13	5.95	17.78	7.00
2	9.94	3.91	17.78	7.00



Island Page

Position	B/W	Spot color	Full color
Run of Paper	\$9,068.09	\$12,768.09	\$16,268.09
Print Guaranteed	\$10,881.70	\$14,581.70	\$18,081.70

Page coverage: 19%

Sections: Business & Finance

col	Width		Height	
	cm	in	cm	in
3	15.13	5.95	11.43	4.50

Special Ad Units: Full Asia



Diagonal Thirds Page

Position	B/W	Spot color	Full color
Run of Paper	\$15,449.33	\$19,149.33	\$22,649.33
Print Guaranteed	\$18,539.20	\$22,239.20	\$25,739.20

Page coverage: 33%

Sections: Business & Finance

col	Width		Height	
	cm	in	cm	in
2	9.94	3.91	11.43	4.50
1	4.76	1.87	12.70	5.00
2	9.94	3.91	11.43	4.50



Stair Step Page

Position	B/W	Spot color	Full color
Run of Paper	\$21,158.87	\$24,858.87	\$28,358.87
Print Guaranteed	\$25,390.64	\$29,090.64	\$32,590.64

Page coverage: 45%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	10.37	4.08	8.89	3.50
2	10.37	4.08	17.78	7.00
1	4.76	1.87	26.67	10.50



Expanded Stair Step Page

Position	B/W	Spot color	Full color
Run of Paper	\$29,891.10	\$33,591.10	\$37,091.10
Print Guaranteed	\$35,869.31	\$39,569.31	\$43,069.31

Page coverage: 64%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	10.37	4.08	15.24	6.00
2	10.37	4.08	23.50	9.25
1	4.76	1.87	35.56	14.00



Upside Down-T Page

Position	B/W	Spot color	Full color
Run of Paper	\$20,823.01	\$24,523.01	\$28,023.01
Print Guaranteed	\$24,987.61	\$28,687.61	\$32,187.61

Page coverage: 44%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	10.37	4.08	12.70	5.00
1	4.76	1.87	27.94	11.00
2	10.37	4.08	12.70	5.00



L-Shape Page

Position	B/W	Spot color	Full color
Run of Paper	\$27,875.97	\$31,575.97	\$35,075.97
Print Guaranteed	\$33,451.16	\$37,151.16	\$40,651.16

Page coverage: 59%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
2	9.94	3.91	35.56	14.00
3	15.55	6.12	11.43	4.50



Pyramid Page

Position	B/W	Spot color	Full color
Run of Paper	\$21,494.72	\$25,194.72	\$28,694.72
Print Guaranteed	\$25,793.66	\$29,493.66	\$32,993.66

Page coverage: 46%

Sections: All sections

col	Width		Height	
	cm	in	cm	in
1	5.18	2.04	10.16	4.00
1	5.18	2.04	17.78	7.00
1	4.76	1.87	25.40	10.00
1	5.18	2.04	17.78	7.00
1	5.18	2.04	10.16	4.00

Special Ad Units: Full Asia



True Half Page

Position	B/W	Spot color	Full color
Run of Paper	\$23,509.85	\$27,209.85	\$30,709.85
Print Guaranteed	\$28,211.82	\$31,911.82	\$35,411.82

Page coverage: 50%

Sections: All sections

Width			Height	
col	cm	in	cm	in
5	25.50	10.04	17.78	7.00



Lightning Bolt Page

Position	B/W	Spot color	Full color
Run of Paper	\$23,509.85	\$27,209.85	\$30,709.85
Print Guaranteed	\$28,211.82	\$31,911.82	\$35,411.82

Page coverage: 50%

Sections: All sections

Width			Height	
col	cm	in	cm	in
2	9.91	3.90	17.78	7.00
1	5.66	2.23	17.78	7.00
2	9.91	3.90	17.78	7.00



2-Column Page

Position	B/W	Spot color	Full color
Run of Paper	\$18,807.88	\$22,507.88	\$26,007.88
Print Guaranteed	\$22,569.46	\$26,269.46	\$29,769.46

Page coverage: 40%

Sections: All sections

Width			Height	
col	cm	in	cm	in
2	9.94	3.91	35.56	14.00



Watermark

Position	B/W	Spot color	Full color
Print Guaranteed - Blue Chips and Bonds	\$23,509.85	N/A	N/A

Sections: *Business & Finance*

Did you know...

Subscribers spend an average of 47 minutes reading each issue of The Wall Street Journal Asia.

Source: *Subscriber Survey 2010*

Special Advertising Opportunities

Unique Media Opportunities For Maximum Impact



Special Operations



Post-it® Note

The iconic Post-it® Note is a high-impact, creative solution to convey a short message direct to every reader. The placement on the front cover ensures maximum recall and can draw attention to an advertisement within the newspaper. Post-it® Notes are available as part of existing distribution and / or supplemental copies.

Post-it® Notes are printed on one sided in one or two color ink and available in white or yellow. All production is done by The Wall Street Journal Asia.

Rates (US\$)	White	Yellow
Advertising (per thousand)	\$415	\$415
Handling (per thousand)	\$180	\$180
Production (per thousand)	\$25 ⁽¹⁾	\$25 ⁽²⁾

⁽¹⁾ Minimum production spend is US\$250 ⁽²⁾ Minimum production spend is US\$400

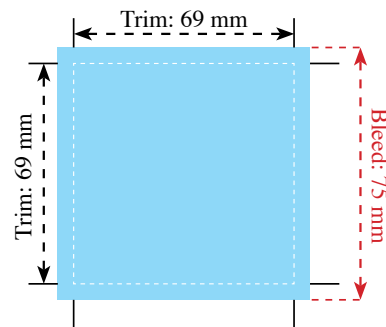
Supplemental Copies

For extra copies not included within standard circulation (e.g., trade show copies):

- Same rates apply plus US\$1 per newspaper
- Minimum quantity = 1,000 per country

Printing Specifications

Material:	Post-it® Custom Printed Notes or similar
Paper:	75gsm woodfree paper, white OR yellow
Color:	1C or 2C
Size:	75mm(w) x 75mm(h) square OR 100mm(w) x 75mm(h)
Print Area:	69mm(w) x 69mm(h) OR 94mm(w) x 69mm(h)



Deadlines

Booking Deadline: 5 weeks prior to distribution

Material Deadline: 3 weeks prior to distribution

Restrictions

- (1) The Post-it® Note must accompany an advertisement within the same day's issue of The Wall Street Journal Asia.
- (2) For circulation over 4,000 copies, Post-it® Note advertiser must be of a different business category than the front page advertiser on the insertion date.
- (3) For circulation under 4,000 copies, there are no category restrictions on the Post-it® Note advertiser.

Other Information

Post-it® Note is a trademark of 3M.



Sticky Flyer

Sticky Flyers are printed 4-color flyers that are adhered to the front cover of each newspaper, offering premium, highly sought-after front cover exposure. Sticky Flyers are available as part of existing distribution and/or as supplemental copies.

Rates (US\$)	Printed one side	Printed both sides
Advertising (per thousand)	\$685	\$855
Production & Insertion (per thousand)	\$300	\$390

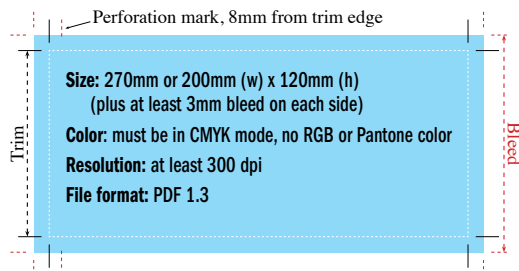
Production to be done by The Wall Street Journal Asia

Supplemental Copies

For extra copies not included within standard circulation (e.g., trade show copies):

- Same rates apply plus US\$1 per newspaper
- Minimum quantity = 1,000 per country

Printing Specifications



Trim size	270mm (w) x 120mm (h), or 200mm (w) available at same rates (plus at least 3mm bleed on each side)
Paper	157 gsm art paper
Color	4-color, printed on one or both sides
Finishing	One perforation line on the left with self adhesive panel back

Deadlines

Booking Deadline: 5 weeks prior to distribution

Material Deadline: 3 weeks prior to distribution

Restrictions

- (1) For circulation over 4,000 copies, sticky flyer advertiser must be of a different business category than the front page advertiser on the insertion date.
- (2) For circulation under 4,000 copies, there are no category restrictions on the sticky flyer advertiser.
- (3) On supplemental / sponsored copies, there are no category restrictions on the sticky flyer advertiser, regardless of quantity.

Other Information

For partial distribution or for distribution in countries where WSJA is not printed (e.g., Vietnam), please contact your Dow Jones sales representative.



Bellyband

Bellybands are printed banners that wrap horizontally around each newspaper such that readers must break them in order to turn the pages of the copy, enabling the advertiser's message to receive exceptional visibility. Bellybands are available within existing circulation and/or as supplemental copies.

Rates (US\$)

Advertising (per thousand)	\$870
Production & Insertion (per thousand)	\$410

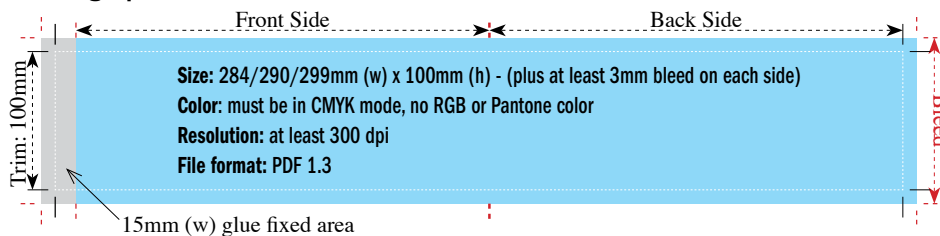
Production to be done by The Wall Street Journal Asia

Supplemental Copies

For extra copies not included within standard circulation (e.g., trade show copies):

- Same rates apply plus US\$1 per newspaper
- Minimum quantity = 1,000 per country

Printing Specifications



	Folded size	Trim size	Bleed size
Hong Kong/Singapore/Malaysia/Taiwan/Indonesia	299 x 100	613 x 100	619 x 106
Philippines	290 x 100	595 x 100	601 x 106
Thailand / Japan / South Korea	284 x 100	583 x 100	589 x 106
Paper: 157 gsm art paper	Color: 4-color, printed on one side	<i>Size: (w) x (h) in mm</i>	

Deadlines

Booking Deadline: 5 weeks prior to distribution, Material Deadline: 3 weeks prior to distribution

Restrictions

- (1) For circulation over 4,000 copies, bellyband advertiser must be of a different business category than the front page advertiser on the insertion date.
- (2) For circulation under 4,000 copies, there are no category restrictions on the bellyband advertiser.
- (3) On supplemental / sponsored copies, there are no category restrictions on the bellyband advertiser, regardless of quantity.

Other Information

For partial distribution or for distribution in countries where WSJA is not printed (e.g., Vietnam), please contact your Dow Jones sales representative.



Glossy Cover Wrap

Glossy cover wraps are printed, two-side covers that wrap around each newspaper such that the entire WSJA is enclosed within the advertiser's message. Glossy cover wraps are available within existing circulation and/or as supplemental copies.

Rates (US\$)

Advertising (per thousand)	\$2,950
Production & Insertion (per thousand)	\$360

Production to be done by The Wall Street Journal Asia

Supplemental Copies

For extra copies not included within standard circulation (e.g., trade show copies):

- Same rates apply plus US\$1 per newspaper
- Minimum quantity = 1,000 per country

Printing Specifications

Glossy Cover Wrap:		
Advertising Dimensions		
	Height	Width (mm)
Back Cover: Non-bleed =	358.00	251.00
Bleed =	387.00	295.00
Trim =	381.00	289.00
Inside Spread: Non-bleed =	358.00	535.00
Bleed =	387.00	584.00
Trim =	381.00	578.00

Glossy Cover Wrap:		
Advertising Dimensions (Front)		
	Height	Width (mm)
Non-bleed =	317.00	251.00
WSJA Banner =	52.50	289.00

Dimensions: Front: 251 (w) x 317mm (h)
 Back: 289mm (w) x 381mm (h)
 Inside Spread: 578mm (w) x 381mm (h)
 Wrap: See illustration

Note: Creative on front page must include WSJA masthead

Paper: 157 gsm art paper

Color: 4-color, printed on front, back & inside spread

Ink Density: Should be kept below 300%

Format: Ad must be non-bleed format on cover, to be bleed on back and inside pages. Ads to be slightly resized and trimmed to fit paper size of applicable region

Deadlines

Booking Deadline: 5 weeks prior to distribution
 Material Deadline: 3 weeks prior to distribution

Other Information

For partial distribution or for distribution in countries where WSJA is not printed (e.g., Vietnam), please contact your Dow Jones sales representative.

Restrictions

- (1) For circulation over 4,000 copies, cover wrap advertiser must also secure the front page ad unit.
- (2) For circulation under 4,000 copies, cover wrap advertiser is not required to secure the front page ad unit, regardless of business category.



Translucent Cover Wrap

Translucent cover wraps are printed, see-through covers that wrap around each newspaper such that the entire paper is enclosed within the advertiser's message. Translucent cover wraps are available within existing circulation and/or as supplemental copies.

Rates (US\$)

Advertising (per thousand)	\$1,900
Production & Insertion (per thousand)	\$535

Production to be done by The Wall Street Journal Asia

Supplemental Copies

For extra copies not included within standard circulation (e.g., trade show copies):

- Same rates apply plus US\$1 per newspaper
- Minimum quantity = 1,000 per country

Printing Specifications

Translucent Cover Wrap: Advertising Dimensions (Back)		
	Height	Width (mm)
Non-bleed =	358.00	251.00
Bleed =	387.00	295.00
Trim =	381.00	289.00

Translucent Cover Wrap: Advertising Dimensions (Front)		
	Height	Width (mm)
Non-bleed =	286.00	251.00
Top space for WSJA Banner =	83.50	289.00

Dimensions: Front: 251mm (w) x 286mm (h)
Back: 289mm (w) x 381mm (h)
Wrap: See illustration

Note: Creative on front page can not cover WSJA masthead

Paper: 70 gsm special translucent paper

Color: 4-color, printed on one side

Ink Density: Should be kept below 170%

Format: Ad must be non-bleed format on cover, bleed on back page.

Ads to be slightly resized and trimmed to fit paper size of applicable region

Deadlines

Booking Deadline: 5 weeks prior to distribution

Material Deadline: 3 weeks prior to distribution

Other Information

For partial distribution or for distribution in countries where WSJA is not printed (e.g., Vietnam), please contact your Dow Jones sales representative.

Restrictions

- (1) For circulation over 4,000 copies, cover wrap advertiser must also secure the front page ad unit.
- (2) For circulation under 4,000 copies, cover wrap advertiser is not required to secure the front page ad unit, regardless of business category.



Envelope Wrap

Envelope wraps are glued at the top and bottom with the newspaper fitting snugly inside. The advertiser's message is printed on the front and the back of the envelope, as shown.

Rates (US\$)

Advertising (per thousand)	\$1,970
Production & Insertion (per thousand)	\$892

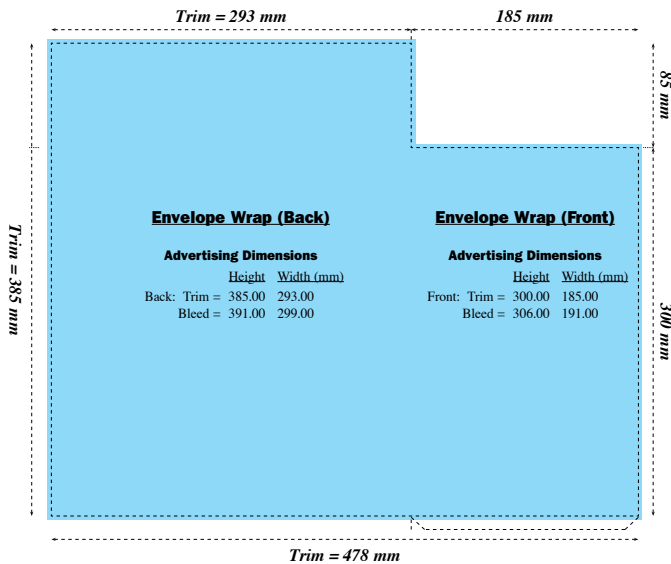
Production to be done by The Wall Street Journal Asia

Supplemental Copies

For extra copies not included within standard circulation (e.g., trade show copies):

- Same rates apply plus US\$1 per newspaper
- Minimum quantity = 1,000 per country

Printing Specifications



Dimensions: Front: 185mm (w) x 300mm (h)
Back: 293mm (w) x 385mm (h)
(See illustration)

Note: Creative on front page can not cover WSJA masthead

Paper: 210 gsm art paper, UV coat finishing (one side only)

Color: 4-color, printed on front and back only (not inside)

Ink Density: Should be kept below 300%

Format: Creative to be bleed format.
Ads to be slightly resized and trimmed to fit paper size of applicable region

Deadlines

Booking Deadline: 5 weeks prior to distribution
Material Deadline: 3 weeks prior to distribution

Other Information

For partial distribution or for distribution in countries where WSJA is not printed (e.g., Vietnam), please contact your Dow Jones sales representative.

Restrictions

- (1) For circulation over 4,000 copies, envelope wrap advertiser must be of a different business category than the front page advertiser on the insertion date.
- (2) For circulation under 4,000 copies, there are no category restrictions on the envelope wrap advertiser.
- (3) On supplemental / sponsored copies, there are no category restrictions on the envelope wrap advertiser, regardless of quantity.



Supplement Insert

The Wall Street Journal Asia is pleased to offer its advertisers the option of “carrying” a supplement insert (magazine, poster, etc.) within its pages. Inserts must be printed by The Wall Street Journal Asia and the standard size is double-sided A5. Customized quotes are available please contact your local Dow Jones sales representatives.

Rates (US\$)	Double-sided A5 Insert
Advertising (per thousand)	\$475
Production & Insertion (per thousand)	\$250

Supplemental Copies

For extra copies not included within standard circulation (e.g., trade show copies):

- Same rates apply plus US\$1 per newspaper
- Minimum quantity = 5,000 per country

Printing Specifications

Insert dimensions	A5 · 148mm x 210mm
Paper stock	128 gsm glossy art paper
Approvals	All materials are subject to Publisher's approval

Deadlines

Booking Deadline: 5 weeks recommended, but subject to availability

Material Deadline: 3 weeks prior to distribution

Other Information

For partial distribution or for distribution in countries where WSJA is not printed (e.g., Vietnam), please contact your Dow Jones sales representative.

Technical Specifications

Page Makeup

- **Page Depth** 14 inches (35.56 cm).
- **Page Width** 10.03 inches (25.47 cm); 5 columns to a page.
- **Gutter Bleed Width** 21.40 inches (54.35 cm); 10 columns.

Single-page Units

Columns	Width		Minimum Depth	
	Inches	Centimeters	Inches	Centimeters
1	1.86	4.724	2.75	6.985
2	3.90	9.906	2.50	6.350
3	5.94	15.087	7.00	17.780
4	7.98	20.269	9.50	24.130
5	10.03	25.476	2.50	6.350

Bleed Units

Columns	Width		Minimum Depth	
	Inches	Centimeters	Inches	Centimeters
8	17.32	43.992	9.50	24.130
10	21.40	54.356	8.50	21.590

Note: Advertisements exceeding 12.07 inches (30.66 cm) in depth must occupy and be charged as full columns (14 inches; 35.56 cm).

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 be billed for the actual space. Material is scaled to fit the image formats that vary among print sites in Asia and Europe.

Four-color Ads – Digital Material Requirements

Digital material required: PDF (preferred), PostScript or EPS. Film is not accepted.

- **Type Fonts**
Include all screen and printer fonts with digital files. Try to avoid using style attributes offered in application toolbars. Use actual typefaces for best results. No Multiple Master (MM) fonts of any kind.
- **Graphics**
Provide all high-resolution scans in place.
- **Proofs**
Provide proofs for digital ads. Digital hardcopy newspaper proofs are acceptable. If there is no proof exchanged, the agency accepts the responsibility for the final print outcome.
- **Screen Ruling**
Dow Jones outputs at 100 lines per inch.
- **Dot Gain**
For best print results, compensate for 35% dot gain (tone value increase) in the midtone dot at 100-line screen.
- All areas containing 100% ink coverage of Cyan, Magenta and Yellow in two- and three-color combinations over 1” in size must be screened back to a maximum of 90%.

The Wall Street Journal does not run spot-color inks. All files containing spot color or Pantone elements must be converted to a CMYK ink mix. Not all Pantone colors are able to be matched with CMYK inks.

Dot Size Requirements for 100-line Screen

The following dot-size requirements compensate for newsprint dot gain (TVI):

Color	Non-detail Whites	Highlights	Quarternone	Midtone	Shadow
Cyan	0%	5%	20%	36%	60%
Magenta	0	2	14	28	50
Yellow	0	2	14	28	50
Black	0	0	0	10	80

Other Color Quality Reminders:

- **Maximum Color Density**

220%-240%. Two secondary colors should not exceed 90% each. Single colors not intended to print solid should not exceed 80%. For optimum results use Under Color Removal (UCR) or Gray Component Replacement (GCR) when preparing files.

- **Maximum Four-color Black**

80% Black, 40% Cyan, 20% Magenta, 20% Yellow.

- **Text & Graphics**

Type should only be surprinted in areas having tint values of 30% or less. Four-color reverses should not be smaller than 18 point and should be reversed out of areas having at least 70% tone value in Black, Magenta or Cyan. Remove all colors under reverse to avoid registration problems.

- **Unsharp Masking**

Printing may soften dots. When the subject matter permits, unsharp masking should be considered.

Black & White Ads – Digital Material Requirements

Digital material required: Acrobat PDF (preferred), PostScript or EPS. Embed all fonts.

- **Screen Ruling**

Dow Jones outputs at 100 lines per inch. Round dots preferred.

- Expected dot gain is 35% at the midtone dot. The preferences file should reflect this amount of gain at the scan or adjusted from within photoediting software such as Photoshop.
- Required format for black & white graphics is grayscale (@200 dpi) or black & white bitmap (@1016 dpi).
- Fine lines and serifs should not be less than .006 inch in thickness.
- We recommend that all solid reverses be a maximum of 85% black.

Note: No color formats accepted for black & white; no Multiple Master (MM) fonts of any kind.

Halftones Recommended Aim Points:

Specular/non-detail whites	0%
Minimum highlight dot	3%
Quarternone dot	16%
Midtone dot	32%
Shadow dot	80%

Material Submission

Black & White Materials

- Via Internet: <https://epic.dowjones.com>.
- AP Adsend (1-800-223-7363); code for WSJ is MACHI.

Color Materials

- Preferred Method: via Internet at <https://epic.dowjones.com>.
- Color match proof to:
Dow Jones & Company
Advertising Services Center
8251 Presidents Drive, Orlando, FL 32809
- AP Adsend color transmission permitted only for files prepared with WSJ preferences and specifications.

Split-copy Material

All split copy must be supplied as a separate graphics file. The Wall Street Journal will not separate galleys of ads that have been submitted as one file. Each separate ad must be a separate layout document file.

Pubset Revisions to Material

The Wall Street Journal is only responsible for the accuracy of pubset type that has been proofed and approved for release by the advertiser or agency.

PDF Preparation

Print-ready PDF files should be prepared by saving native files to Postscript, then distilling the file using recommended Dow Jones settings available at advertising.wsj.com/specsCreativeFormats/printPDFPrep.html or by calling your local Wall Street Journal service bureau.

Creating PDF files directly from programs such as Adobe PDFWriter, Adobe InDesign, Adobe Illustrator, Adobe Photoshop or from Mac OSX is not recommended for print-ready files.

File Compression

Large digital files may be compressed to accelerate transmission via modem or to reduce the file size to fit the limited capacity of a disk or other media. All compressed files must be self-extracting or capable of being decompressed by Stuffit.

Platforms

Material may be submitted on either Mac OS or Microsoft Windows platforms. Mac OS is preferred.

Tearsheets

Advertisers requesting tearsheets can access them at <https://etearsheet.dowjones.com>.

Please contact your Advertising Services bureau for a password and for any additional information.

New York: 212-597-5816

Chicago: 312-750-4033

San Francisco: 415-765-6194

Brussels: 32-2-741-1261

Hong Kong: 852-2831-2556

Important Links

The Wall Street Journal Asia website:	asia.WSJ.com
Chinese-language website:	cn.WSJ.com
India-specific homepage (English):	india.WSJ.com
Japanese-language website:	jp.WSJ.com
SceneAsia	WSJ.com/scene
WSJ Mobile Readers for Asia:	asia.WSJ.com/reader
WSJ iPad™ for Asia:	asia.WSJ.com/iPad
2012 WSJA Editorial Calendar:	wsj-asia.com/calendar
2012 WSJA Events Calendar:	wsj-asia.com/events
The Wall Street Journal Asia online ad rate calculator:	wsj-asia.com/advertising
To subscribe to The Wall Street Journal Asia:	asia.WSJ.com/subscribe



Special Ad Units



Stair Step Spread



Pyramid Spread



Upside Down-T Spread



Center Page Spread



Hanging Fireplace Spread



Staircase Spread



U-Shape Spread



Bookends on Spread, Half Page



Bookends on Spread, Third Page



Full-Facing Vertical Half Spread



Full-Facing Vertical Third Spread



Stair Step Page



Expanded Stair Step Page



Upside Down-T Page



Checkerboard Spread, Halves



Checkerboard Spread, Quarters



Checkerboard Page



Diagonal Thirds Page



Island Page



L-Shape Page



Pyramid Page



True Half Page



Lightning Bolt Page



Two Column Page



Watermark

THE WALL STREET JOURNAL.

A S I A

asia.WSJ.com

Worldwide Advertising Sales Offices

Beijing

Dow Jones & Company
Room 302,
Raffles City Beijing Office Tower,
No. 1 Dongzhimen South Street, Beijing,
P.R. China 100007
Tel: +86 10 8400 7788
Fax: +86 10 8400 7397

Hong Kong

Dow Jones Publishing Company (Asia) Inc.
25/F, Central Plaza
18 Harbour Road
Wanchai, Hong Kong
Tel: +852 2573 7121
Fax: +852 2834 5291

India

International Media Representation
The Times of India Group - Response Department
The Times of India Building
Dr. D.N. Road
Mumbai 400 001, India
Tel : +91 22 6635 3624
Fax : +91 22 2273 1145

Shanghai

Dow Jones & Company
Suite FGH, 27/F Times Square,
No. 500 Zhangyang Road
Pudong New Area
Shanghai 200122, PRC China
Tel: +86 21 5836 8228 ext 304
Fax: +86 21 5836 7677

Singapore

Dow Jones AER Company Inc.
10 Anson Road
#32-08 International Plaza
Singapore 079903
Tel: +65 6415 4300
Fax: +65 6225 5039

Tokyo

Dow Jones Japan K.K.
International Media Services / DJIMS
19F, Otemachi First Square East Tower
1-5-1 Otemachi, Chiyoda-ku,
Tokyo 100-0004, Japan
Tel: +81 3 6269 2701
Fax: +81 3 6269 2711

For advertising opportunities outside of Asia,
please contact your local Dow Jones sales
representative at:

email: wsja.advertising@dowjones.com or call:

London: 44-203 426 1100
Paris: 33-1 40 17 17 01
Frankfurt: 49-69 2972 5390
New York 1-212 659 2176

Alternatively visit our online calculator at
wsj-asia.com/advertising