

# STICKY FLYER

## SPECIAL ADVERTISING OPPORTUNITY

Sticky Flyers are printed 4-colour flyers that are adhered to the front cover of each newspaper. This allows advertiser to:

- > Maximize exposure with this highly sought-after front page exposure;
- > Reach targeted audience as sticky flyers are available as part of existing distribution and/or supplemental copies (e.g. trade show copies).

2012 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

## CIRCULATION

Actual circulation can only be determined upon confirmation of the insertion date as copies may be reduced due to other programs running on the same date. Please contact Eva Yim at [eva.yim@dowjones.com](mailto:eva.yim@dowjones.com) for more information.

## RESTRICTIONS

- (1) On standard 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) On standard 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.

## PRINTING SPECIFICATIONS

Trim size: 270mm (w) x 120mm (h), or 200mm (w) available at same rates  
 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



## REACH AN AFFLUENT, INFLUENTIAL AUDIENCE

**79%**

asian national

**72%**

top management

**US\$ 334,000**

average household income

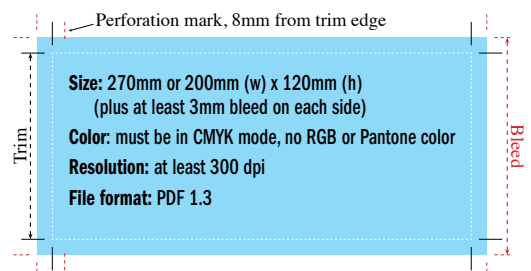
**US\$ 2,447,000**

average value of investment

**74%**

action taken as a result of advertising

Source: WSJA Subscriber Study 2010



For more information please contact your Journal sales representative.