

A stack of several rolled-up newspapers, likely The Wall Street Journal, is shown in a close-up, slightly blurred perspective. The papers are stacked horizontally, with the edges of the pages visible. The lighting is soft and even, highlighting the texture of the paper.

**THE WALL STREET JOURNAL.**

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# ADVERTISING UNITS 2026

**2**  
STANDARD AD  
UNITS

**6**  
COVER AD  
UNITS

**8**  
HIGH IMPACT  
UNITS

**15**  
ADDITIONAL  
INFORMATION

THE WALL STREET JOURNAL.

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# STANDARD UNITS

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Available In All Sections

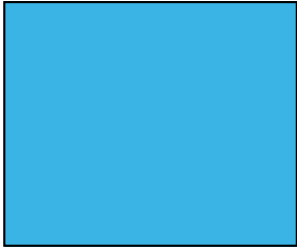
# STANDARD AD UNITS.

## AVAILABLE SECTION A AND BUSINESS & FINANCE.

Regional guidelines vary, please contact Ad Services for more information.

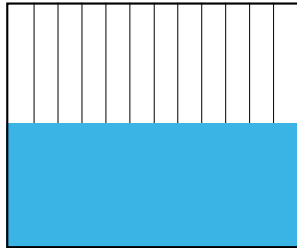
\*Units that utilize the gutter, cannot run in Personal Journal

SPREAD



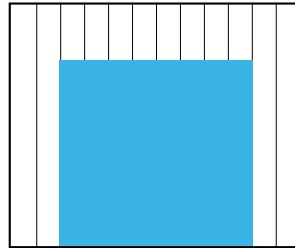
**\*12c x 21"**  
unit size: 22.86" x 21"  
580.6 x 533.4mm  
cols x inches: 12 x 21"  
total col ins: 252"  
page coverage: 200%

HALF-PAGE SPREAD



**\*12c x 10.5"**  
unit size: 22.86" x 10.5"  
580.6mm x 266.7mm  
cols x inches: 12 x 10.5"  
total col ins: 126"  
page coverage: 100%

FIREPLACE



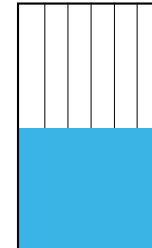
**\*8c x 15.75"**  
unit size: 15.52" x 15.75"  
394.2mm x 400mm  
cols x inches: 8 x 15.75"  
total col ins: 126"  
page coverage: 100%

FULL PAGE



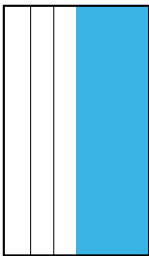
**6c x 21"**  
unit size: 10.87" x 21"  
276mm x 533.4mm  
cols x inches: 6 x 21"  
total col ins: 126"  
page coverage: 100%

HALF PAGE HORIZONTAL



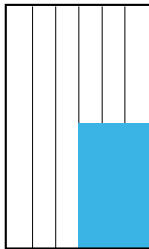
**6c x 10.5"**  
unit size: 10.87" x 10.5"  
276mm x 266.7mm  
cols x inches: 6 x 10.5"  
total col ins: 63"  
page coverage: 50%

HALF PAGE VERTICAL



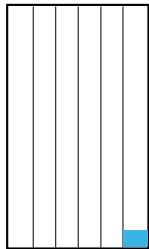
**3c x 21"**  
unit size: 5.35" x 21"  
135.8mm x 533.4mm  
cols x inches: 3 x 21"  
total col ins: 63"  
page coverage: 50%

QUARTER PAGE

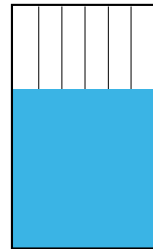


**3c x 10.5"**  
unit size: 5.35" x 10.5"  
135.8mm x 266.7mm  
cols x inches: 3 x 10.5"  
total col ins: 31.5"  
page coverage: 25%

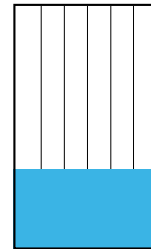
ICON



**1c x 1"**  
unit size: 1.68" x 1"  
42.6mm x 25.4mm  
cols x inches: 1 x 1"  
total col ins: 1"  
page coverage: 0.8%



**6c x 14"**  
unit size: 10.87" x 14"  
276mm x 355.6mm  
cols x inches: 6 x 14"  
total col ins: 84"  
page coverage: 66.7%



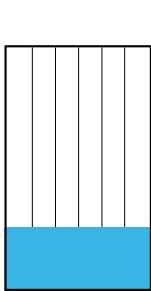
**6c x 7"**  
unit size: 10.87" x 7"  
276mm x 177mm  
cols x inches: 6 x 7"  
total col ins: 42"  
page coverage: 33%

# STANDARD AD UNITS.

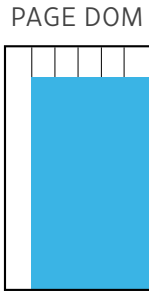
## AVAILABLE SECTION A AND BUSINESS & FINANCE.

Regional guidelines vary, please contact Ad Services for more information.

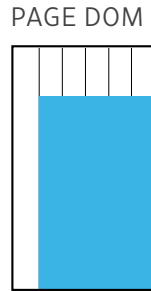
\*Units that utilize the gutter, cannot run in Personal Journal



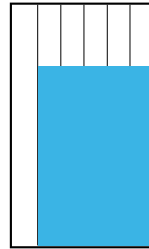
**6c x 5.25"**  
unit size: 10.87" x 5.25"  
276mm x 133.3mm  
cols x inches: 6 x 5.25"  
total col ins: 31.5"  
page coverage: 25%



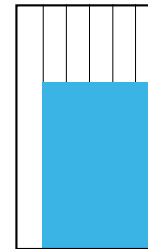
**5c x 18"**  
unit size: 9.02" x 18"  
229.1mm x 457.2mm  
cols x inches: 5 x 18"  
total col ins: 90"  
page coverage: 71.4%



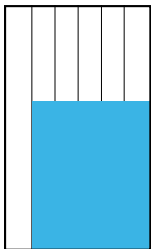
**5c x 16.75"**  
unit size: 9.02" x 16.75"  
229.1mm x 425.4mm  
cols x inches: 5 x 16.75"  
total col ins: 83.75"  
page coverage: 66.5%



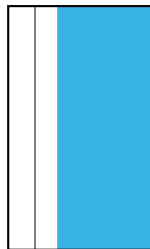
**5c x 15.75"**  
unit size: 9.02" x 15.75"  
229.1mm x 400mm  
cols x inches: 5 x 15.75"  
total col ins: 78.75"  
page coverage: 62.5%



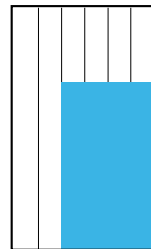
**5c x 14"**  
unit size: 9.02" x 14"  
229.1mm x 355.6mm  
cols x inches: 5 x 14"  
total col ins: 70"  
page coverage: 55.6%



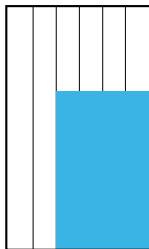
**5c x 13"**  
unit size: 9.02" x 13"  
229.1mm x 330.2mm  
cols x inches: 5 x 13"  
total col ins: 65"  
page coverage: 51.6%



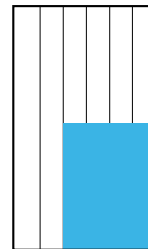
**4c x 21"**  
unit size: 7.19" x 21"  
182.6mm x 533.4mm  
cols x inches: 4 x 21"  
total col ins: 84"  
page coverage: 66.7%



**4c x 15.75"**  
unit size: 7.19" x 15.75"  
182.6mm x 400mm  
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"  
182.6mm x 361.9mm  
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"  
182.6mm x 266.7mm  
cols x inches: 4 x 10.5"  
total col ins: 42"  
page coverage: 33.3%

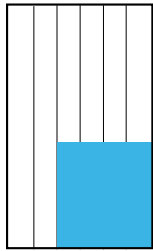
### JUNIOR PAGE

# STANDARD AD UNITS.

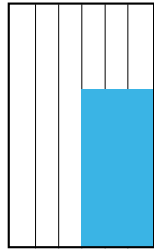
## AVAILABLE SECTION A AND BUSINESS & FINANCE.

Regional guidelines vary, please contact Ad Services for more information.

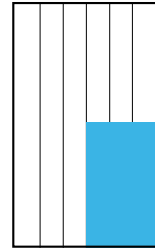
\*Units that utilize the gutter, cannot run in Personal Journal



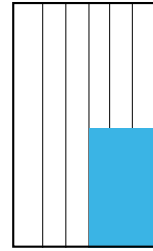
**4c x 8"**  
unit size: 7.19" x 8"  
182.6mm x 203.2mm  
cols x inches: 4 x 8"  
total col ins: 32"  
page coverage: 25.4%



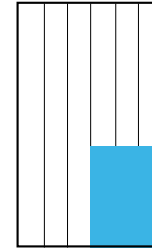
**3c x 14"**  
unit size: 5.35" x 14"  
135.8mm x 355.6mm  
cols x inches: 3 x 14"  
total col ins: 42"  
page coverage: 33.3%



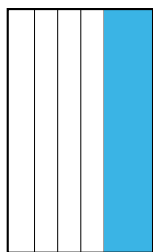
**3c x 10"**  
unit size: 5.35" x 10"  
135.8mm x 254mm  
cols x inches: 3 x 10"  
total col ins: 30"  
page coverage: 23.8%



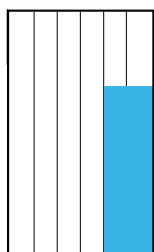
**3c x 9.5"**  
unit size: 5.35" x 9.5"  
135.8mm x 241.3mm  
cols x inches: 3 x 9.5"  
total col ins: 28.5"  
page coverage: 22.6%



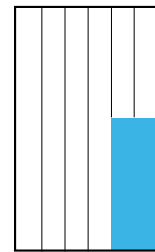
**3c x 7"**  
unit size: 5.35" x 7"  
135.8mm x 177.8mm  
cols x inches: 3 x 7"  
total col ins: 21"  
page coverage: 16.7%



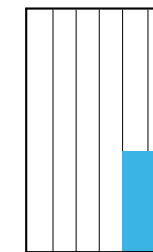
**2c x 21"**  
unit size: 3.52" x 21"  
89.4mm x 533.4mm  
cols x inches: 2 x 21"  
total col ins: 42"  
page coverage: 33.3%



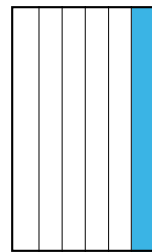
**2c x 15.75"**  
unit size: 3.52" x 15.75"  
89.4mm x 400mm  
cols x inches: 2 x 15.75"  
total col ins: 31.5"  
page coverage: 25%



**2c x 10.5"**  
unit size: 3.52" x 10.5"  
89.4mm x 266.7mm  
cols x inches: 2 x 10.5"  
total col ins: 21"  
page coverage: 16.7%



**2c x 7"**  
unit size: 3.52" x 7"  
89.4mm x 177.8mm  
cols x inches: 2 x 7"  
total col ins: 14"  
page coverage: 11.1%



**1c x 21"**  
unit size: 1.68" x 21"  
42.6mm x 533.4mm  
cols x inches: 1 x 21"  
total col ins: 21"  
page coverage: 16.7%

THE WALL STREET JOURNAL.

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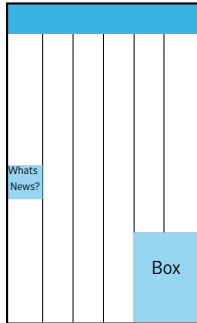
# COVER / FRONT PAGES

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# COVER/FRONT PAGE UNITS.

1 WEEK'S NOTICE REQUIRED FOR SCHEDULING AND CHANGES

## SECTION A\*



### Section A -

#### JEWEL BOX AD

unit size: 3.52" x 5.25"  
89.4mm x 133.3mm  
cols x inches: 2 x 5.25"  
total col ins: 10.5"  
page coverage: 8.3%

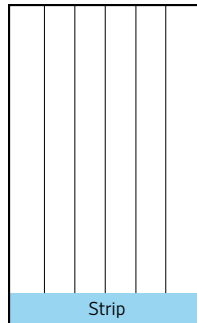
#### SKYBOX

unit size: 10.87" x 2" \*\*  
276mm x 50.8mm  
cols x inches: 6 x 2"  
total col ins: 12"  
page coverage: 9.5%

#### WHAT'S NEWS?

unit size: 1.69" x 1.5"  
42.926 mm x 38.1 mm  
cols x inches: 1 x 1.5  
total col ins: 1.5"  
page coverage: 1.2%

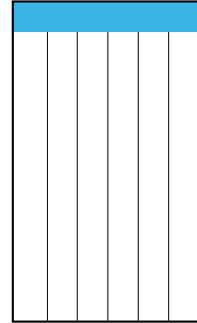
### Section A -



#### BOTTOM STRIP AD

unit size: 10.87" x 1.75"  
276mm x 44.4mm  
cols x inches: 6 x 1.75"  
total col ins: 10.5"  
page coverage: 8.3%

## SKY BOX



### 6c x 2"

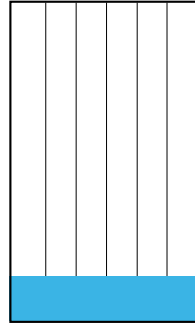
unit size: 10.87" x 2"  
163.5mm x 266.7mm  
cols x inches: 6 x 2"  
total col ins: 16.5"  
page coverage: 7.9%

#### Availability:

- Section A \*\*
- Personal Journal
- Business & Finance
- The Journal Report
- Mansion
- Exchange
- Review
- Off Duty

Must be labeled as Advertisement. Ad Slug must be within ad space.

## BOTTOM STRIP AD



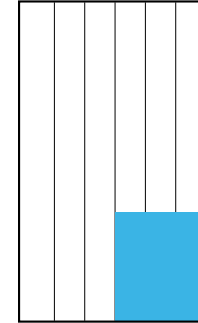
### 6c x 2.75"

unit size: 10.87" x 2.75"  
276mm x 69.85mm  
cols x inches: 6 x 2.75"  
total col ins: 16.5"  
page coverage: 13.75%

#### Availability:

- Personal Journal
- Business & Finance
- The Journal Report
- Mansion
- Exchange
- Review
- Off Duty

## JEWEL BOX AD

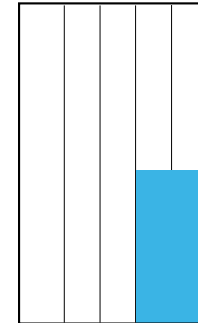


### 3c x 6"

unit size: 5.35" x 6"  
135.8mm x 152.4mm  
cols x inches: 3 x 6"  
total col ins: 18"  
page coverage: 14.3%

#### Availability:

- Business and Finance
- Quarterly or Monthly Investing in Funds Report
- Mansion

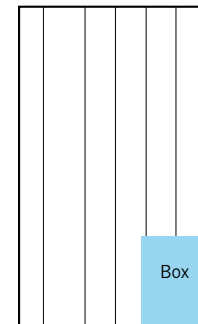


### 2c x 7.5"

unit size: 4.25" x 7.5"  
107.9mm x 190.5mm  
cols x inches: 2 x 7.5"  
total col ins: 18"  
page coverage: 15%

#### Availability:

- Personal Journal



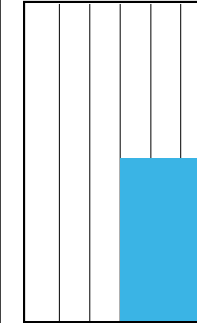
### 2c x 5.25"

unit size: 3.52" x 5.25"  
89.4mm x 133.3mm  
cols x inches: 2 x 5.25"  
total col ins: 10.5"  
page coverage: 8.3%

#### Availability:

- The Journal Report

## QUARTER PAGE BOX



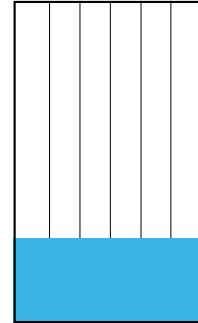
### 3c x 10.5"

unit size: 5.35" x 10.5"  
135.8 mm x 266.7mm  
cols x inches: 3 x 10.5"  
total col ins: 31.5"  
page coverage: 25%

#### Availability:

- Quarterly or Monthly Investing in Funds Report

## QUARTER PAGE STRIP



### 6c x 5.25"

unit size: 10.87" x 5.25"  
276mm x 133.3mm  
cols x inches: 6 x 5.25"  
total col ins: 31.5"  
page coverage: 25%

#### Availability:

- Personal Journal
- Front of Books in Review

\* Same advertiser can buy 1, 2 or 3 of these Section A units. Skybox and Strip ad cannot run on same day.

\*\* A1 Skybox Unit Size on Saturday is 6c (10.87") w x 1.25"

THE WALL STREET JOURNAL.

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# HIGH IMPACT UNITS

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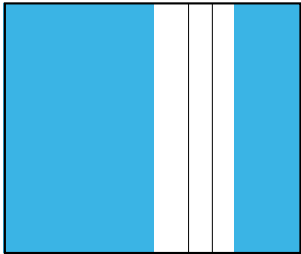
# HIGH IMPACT UNITS.

## AVAILABLE SECTION A AND BUSINESS & FINANCE.

High impact creative is subject to content review. 2 weeks notice required.

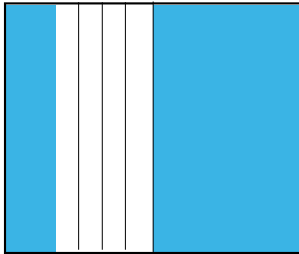
**\*Units that utilize the gutter, cannot run in Personal Journal \*\* Can run on Saturdays in the back half of Exchange. Exchange closes 1 week early.**

FULL-FACING VERTICAL HALF



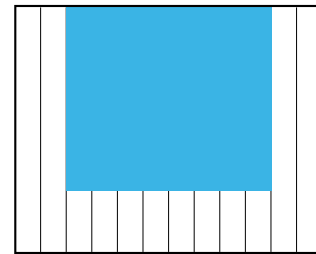
total col ins: 189"

FULL-FACING VERTICAL THIRD



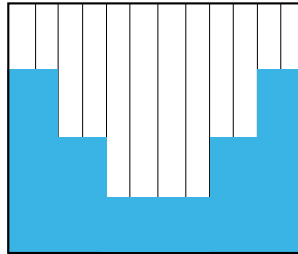
total col ins: 168"

HANGING FIREPLACE



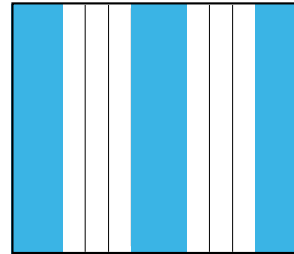
\*total col ins: 126"

STAIR-STEP SPREAD



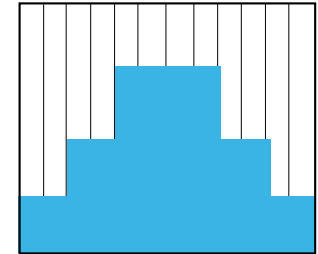
\*total col ins: 126"

PILLARS



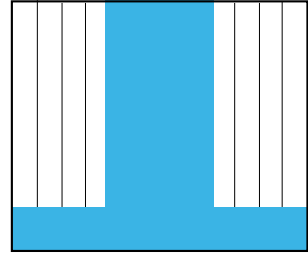
\*total col ins: 126"

PYRAMID SPREAD



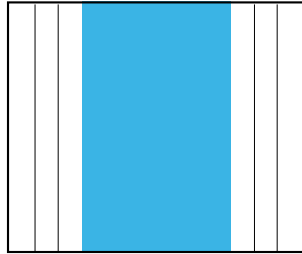
\*total col ins: 126"

UPSIDE-DOWN T SPREAD



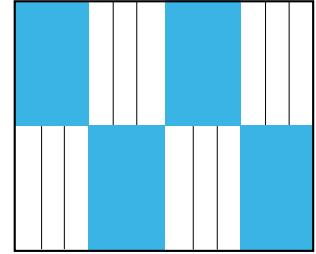
\*total col ins: 126"

CENTER SPREAD PAGE



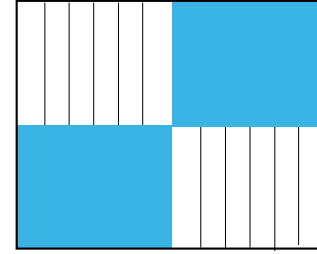
\*total col ins: 126"

CHECKERBOARD SPREAD, 1/4 PAGE\*\*



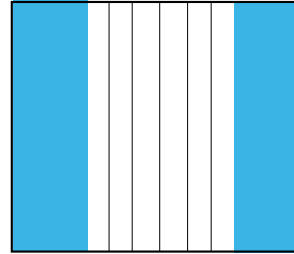
total col ins: 126"

CHECKERBOARD HALF SPREAD\*\*



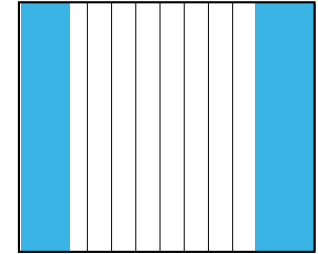
total col ins: 126"

BOOKENDS ON SPREAD, 1/2 PAGE



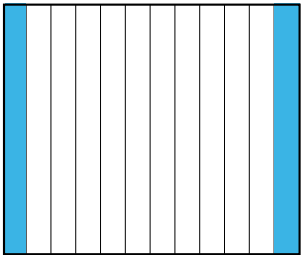
total col ins: 126"

BOOKENDS ON SPREAD, 1/3 PAGE



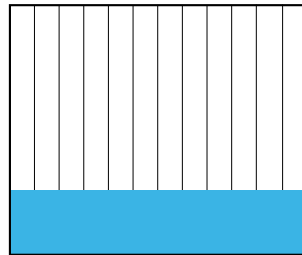
total col ins: 84"

BOOKENDS ON SPREAD, 1 COLUMN



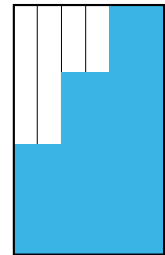
total col ins: 42"

STRIP SPREAD



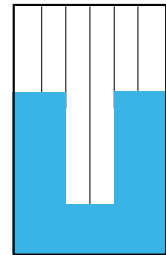
\*total col ins: 63"

EXPANDED STAIR-STEP



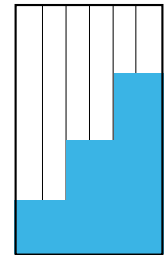
total col ins: 91.5"

U-SHAPE



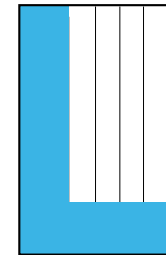
total col ins: 72.5"

STAIR-STEP PAGE



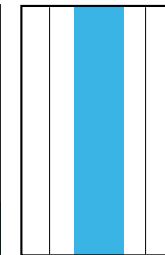
total col ins: 63"

L-SHAPE



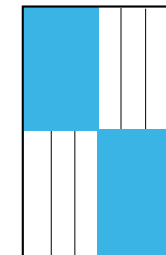
total col ins: 63"

CENTER 2C X 21"



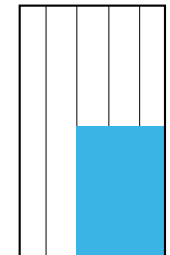
total col ins: 42"  
Not available in Personal Journal

CHECKERBOARD



total col ins: 63"

OP-ED QUARTER PAGE



total col ins: 37.8"  
Section A, OPED only

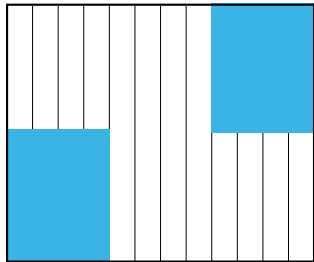
5c page unit size: 6.44" x 10.5" 163.5mm x 266.7mm

# HIGH IMPACT UNITS.

## APPROVED FOR BUSINESS & FINANCE.

High impact creative is subject to content review. 2 weeks notice required.

DIAGONAL THIRDS



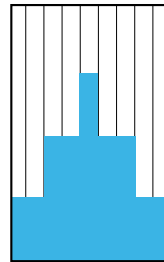
total col ins: 84"

STACKED  
DIAGONAL  
THIRDS



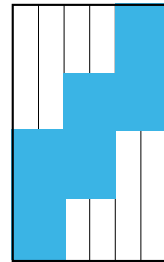
total col ins: 84"

SKYSCRAPER



total col ins: 70.5"  
Available on  
Stock Pages Only

LIGHTNING  
BOLT



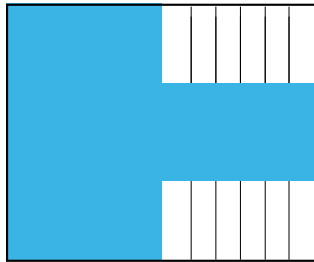
total col ins: 63"

PYRAMID



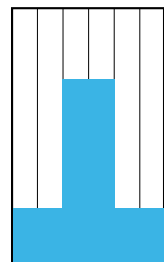
total col ins: 63"

SIDEWAYS T



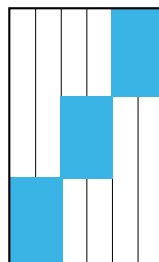
total col ins: 168"  
(Advertisement slug may be required)

UPSIDE-DOWN T



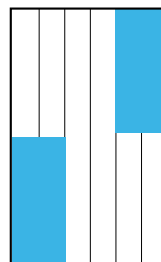
total col ins: 52.5"

DIAGONAL  
NINTHS



total col ins: 42"

DIAGONAL  
SIXTHS



total col ins: 21"

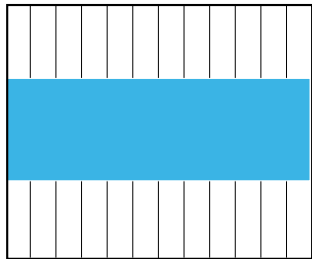
# HIGH IMPACT UNITS.

## APPROVED FOR SPECIFIC SECTIONS ONLY.

High impact creative is subject to content review. 2 weeks notice required.

**\*Can only run 1x a month and will need 4 weeks notice.**

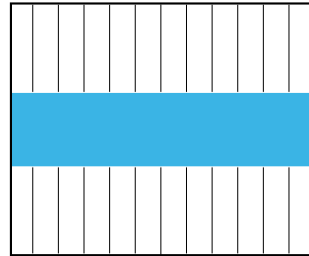
### FLOATING UNITS



12c x 7"  
unit size: 22.86" x 7"  
580.64mm x 177.8mm  
total col ins: 84"

**Availability:**

- Business & Finance
- Mansion



12c x 5.25"  
unit size: 22.86" x 5.25"  
580.64mm x 133.35mm  
total col ins: 63"

**Availability:**

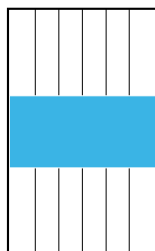
- Business & Finance
- Review
- Mansion



6c x 7"  
unit size: 10.86" x 5.25"  
276mm x 177.8mm  
total col ins: 42"

**Availability:**

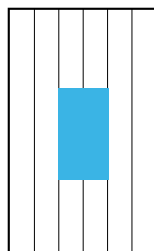
- Business & Finance
- Mansion



6c x 5.25"  
unit size: 10.86" x 5.25"  
276mm x 133.35mm  
total col ins: 31.5"

**Availability:**

- Business & Finance
- Off Duty\*
- Mansion



2c x 7"  
unit size: 3.52" x 7"  
89.4mm x 177.8mm  
total col ins: 14"

**Availability:**

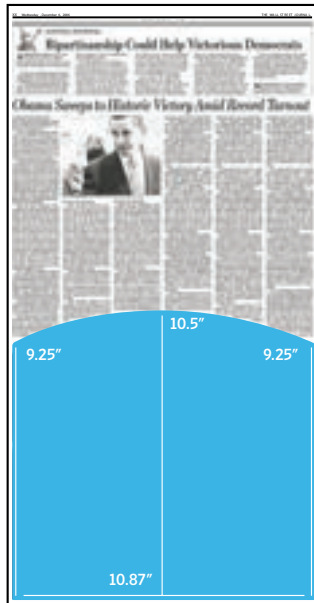
- Business & Finance
  - Exchange
- Available on  
Stock Pages Only**

# HIGH IMPACT UNITS.

APPROVED FOR SPECIFIC SECTIONS ONLY.

High impact creative is subject to content review. 2 weeks notice required.

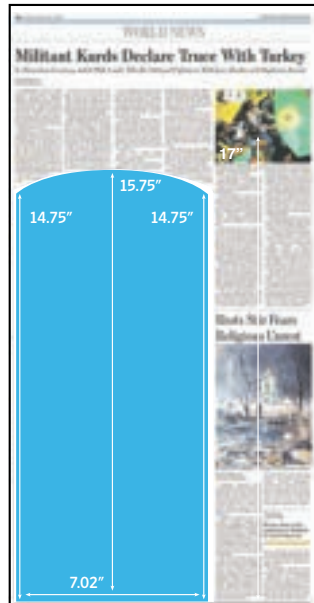
## ROUNDED UNITS



Size: 6c (10.87") w x 10.5" d  
276mm x 266.7 mm

**Availability:**

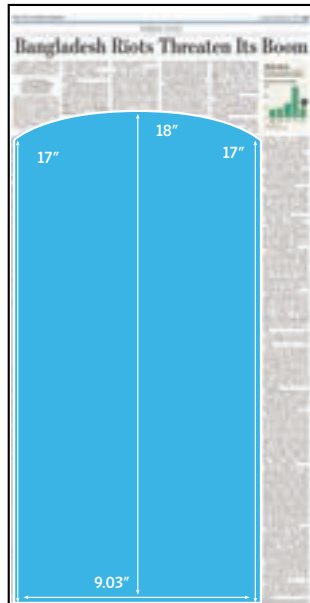
- Section A
- Business & Finance



Size: 4c (7.02") w x 15.75"  
178.3 mm x 400mm

**Availability:**

- Section A
- Business & Finance



Size: 5c (9.03") w x 18  
229.1 mm x 457.2mm

**Availability:**

- Section A
- Business & Finance



Size 11.84" w x 11.84" d  
300.7mm x 300.7mm

**Availability:**

- Business & Finance

Must be labeled as Advertisement

Round Unit can run as a Half Page or Half Page Spread

# HIGH IMPACT UNITS.

## APPROVED FOR SPECIFIC SECTIONS ONLY.

High impact creative is subject to content review. 2 weeks notice required.

### ILLUSTRATIVE EXAMPLES

#### WATERMARK UNIT



Watermark in the Stock Tables with a quarter page strip on the bottom. MUST run both together.

Available for Business & Finance, Exchange, Stocks Tables ONLY.

BW or single color (C, M, Y or K). Cannot run multi-colored. Watermark needs to be 20% or less.

The watermark can only be the logo without the words.

#### TOP STRIP AND HALF PAGE BUYOUT



Top Strip 6c x 1" ;  
276mm x 25.4 mm  
Half Page 6c x10.5"  
276mm x 266.7

**Availability:**

- Heard on the Street
- Sports

1 logo in the top strip

#### CUSTOM-SHAPED UNIT



Approved for Sports page only

Must be labeled as Advertisement

Gradual Curves

Rule around the image

Needs to have text, cannot be just an image

Mock-ups must go to Ad Services

# HIGH IMPACT UNITS.

APPROVED FOR SPECIFIC SECTIONS ONLY.

All flap and leaf units require a 8 week lead time.

## ILLUSTRATIVE EXAMPLES

### INSIDE FLAP



total col ins: 252"  
Includes the following units:  
2 - Half page vertical  
FP4C

\*Diagram shows 1 of 2 orientations.

Must be labeled as Advertisement

### INTERNAL OVERLEAF



total col ins: 378"  
Includes the following units:  
Half page vertical  
9c x 21" spread  
FP4C

\*Diagram shows 1 of 2 orientations.

Must be labeled as Advertisement

## ADDITIONAL INFORMATION

### 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.

**SPAIN - [luciaandrade@luisandrade.com](mailto:luciaandrade@luisandrade.com)**

Visit The Wall Street Journal advertising sales website at  
[mediakit.wsjbarrons.com](http://mediakit.wsjbarrons.com)