

General Specifications

Page Size: 9.625 in x 10.17 in

Spread Size: 20.125 in x 10.17 in

Binding: Folded

Stock: Hi-Brite

Color: 4-color process

Line Screen: 100

Graphics: All images should be 200 dpi

Please note, your page will appear with a margin around all sides. There is no full bleed on these pages.

ADVERTORIALS

Any of the story content you have created must include "Paid Advertisement" label prominently at the top of the page.

Other Color Quality Reminders:

MAXIMUM COLOR DENSITY | 220%

For optimum results, use Gray Component

Replacement (GCR) when preparing files. [SNAP ICC](#) newspaper profile is available at wsjmediakit.com, or contact the local ad services bureau.

MAXIMUM FOUR-COLOR BLACK | 90% Black, 40% Cyan, 32% Magenta, 30% Yellow

TEXT & GRAPHICS | Type should only be surprinted in areas having tint values of 30% or less. Multi-Colored type, and type reversed out of two or more colors should not be smaller than 14 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 | Higher levels of unsharp masking should be applied to newspaper advertising where the subject matter permits.

TRANSPARENCIES | Use of transparencies in original files should be avoided due to unpredictable results that create image artifacts when flattened prior to publication. All transparencies must be flattened prior to original file submission.

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.

All files must be sent using the profile provided and as a single page PDF.

For more details, please see the [WSJ Manual Specifications guide](#).

Link to Property Listing templates [here](#)