

# General Advertising Rate Card

Effective January 1, 2026  
Issue#92



# Table of Contents

Non-Publishing Dates 3

---

Circulation 4

---

## US PRINT EDITION:

U.S. National Edition Rates 5

---

Eastern Edition Rates 6

---

Central Edition Rates 7

---

Western Edition Rates 8

---

Regional Advertising 9

---

Material Specifications 10

---

Terms & Conditions 19

# Non-Publishing Dates

The Wall Street Journal is published Monday to Saturday, except on the days listed below.

## THE WALL STREET JOURNAL | NON-PUBLISHING DAYS

### WSJ PRINT EDITION

Thurs, January 1	<b>New Year's Day</b>
Mon, January 19	<b>MLKDay</b>
Mon, February 16	<b>Presidents' Day</b>
Mon, May 25	<b>Memorial Day</b>
Frid, June 19	<b>Juneteenth</b>
Sat, July 4	<b>Independence Day</b>
Mon, September 7	<b>Labor Day</b>
Thurs, November 26	<b>Thanksgiving Day</b>
Frid, December 25	<b>Christmas Day</b>

# Print Circulation

**THE WALL STREET JOURNAL U.S.: 412,428**

# U.S. National Edition

**CIRCULATION: 412,428**

Published Monday through Saturday, the National Edition is a combination of the Eastern, Central and Western Editions. Insertion orders must specify National Edition and advertisement must appear in all editions within 30 days to be billed at the National Edition rate. National Edition advertising with option dates may appear on different dates in different editions.

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	COLOR FULLPAGE COST (GROSS)	COLOR HALF PAGE COST (GROSS)	COLOR QUARTER PAGE COST (GROSS)
Non-Contract Rates	0%	\$1,437.98	\$181,185	\$90,593	\$45,296
\$50k-249k	5%	\$1,366.08	\$172,126	\$86,063	\$43,032
\$250k-\$449k	10%	\$1,294.18	\$163,067	\$81,533	\$40,767
\$450k-699k	20%	\$1,150.38	\$144,948	\$72,474	\$36,237
\$700k-\$1,249k	25%	\$1,078.49	\$135,890	\$67,945	\$33,972
\$1,250k-\$2,099k	30%	\$1,006.59	\$126,830	\$63,415	\$31,708
\$2,100k +	35%	\$934.69	\$117,771	\$58,885	\$29,443

- All rates are quoted in gross; only net spending accrues to contract fulfillment
- All rates listed are for color advertising. BW advertising is available for a 20% discount.
- Boundaries and circulation for all editions and regions are subject to change.

# Eastern Edition

**CIRCULATION: 189,306**

Published Monday through Saturday, the Eastern Edition circulates in Alabama, Connecticut, Delaware, Florida, Georgia, eastern Kentucky, Maine, Maryland, Massachusetts, Mississippi (except the northwest corner), New Hampshire, New Jersey, New York (except western corner), North Carolina, eastern Pennsylvania, Rhode Island, South Carolina, eastern Tennessee, Vermont, Virginia, Washington, D.C., and portions of West Virginia and southeastern Canada.

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	COLOR FULL PAGE COST (GROSS)	COLOR HALFPAGE COST (GROSS)	COLOR QUARTER PAGE COST (GROSS)
Non-Contract Rates	0%	\$655.37	\$82,576.62	\$41,288.31	\$20,644.16
\$50k-249k	5%	\$622.60	\$78,447.60	\$39,223.80	\$19,611.90
\$250k-\$449k	10%	\$589.83	\$74,318.58	\$37,159.29	\$18,579.65
\$450k-699k	20%	\$524.30	\$66,061.80	\$33,030.90	\$16,515.45
\$700k-\$1,249k	25%	\$491.53	\$61,932.78	\$30,966.39	\$15,483.20
\$1,250k-\$2,099k	30%	\$458.76	\$57,803.76	\$28,901.88	\$14,450.94
\$2,100k +	35%	\$425.99	\$53,674.74	\$26,837.37	\$13,418.69

- All rates are quoted in gross; only net spending accrues to contract fulfillment
- All rates listed are for color advertising. BW advertising is available for a 20% discount.
- Boundaries and circulation for all editions and regions are subject to change.

# Central Edition

**CIRCULATION: 131,690**

Published Monday through Saturday, the Central Edition circulates in northeast Arizona, Arkansas, Illinois, Indiana, Iowa, Kansas, western Kentucky, Louisiana, Michigan, Minnesota, northwest Mississippi, Missouri, eastern Nebraska, New Mexico, western New York, North Dakota, Ohio, Oklahoma, western Pennsylvania, eastern South Dakota, western Tennessee, Texas, northern West Virginia, Wisconsin and south central Canada.

WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	COLOR FULLPAGE COST (GROSS)	COLOR HALFPAGE COST (GROSS)	COLOR QUARTER PAGE COST (GROSS)
Non-Contract Rates	0%	\$545.11	\$68,683.86	\$34,341.93	\$17,170.97
\$50k-249k	5%	\$517.85	\$65,249.10	\$32,624.55	\$16,312.28
\$250k-\$449k	10%	\$490.60	\$61,815.60	\$30,907.80	\$15,453.90
\$450k-699k	20%	\$436.09	\$54,947.34	\$27,473.67	\$13,736.84
\$700k-\$1,249k	25%	\$408.83	\$51,512.58	\$25,756.29	\$12,878.15
\$1,250k-\$2,099k	30%	\$381.58	\$48,079.08	\$24,039.54	\$12,019.77
\$2,100k +	35%	\$354.32	\$44,644.32	\$22,322.16	\$11,161.08

- All rates are quoted in gross; only net spending accrues to contract fulfillment
- All rates listed are for color advertising. BW advertising is available for a 20% discount.
- Boundaries and circulation for all editions and regions are subject to change.

# Western Edition

**CIRCULATION: 91,432**

Published Monday through Saturday, the Western Edition circulates in Alaska, Arizona (except northeast corner), California, Colorado, Hawaii, Idaho, Montana, western Nebraska, Nevada, Oregon, western South Dakota, Utah, Washington, Wyoming and southwestern Canada.

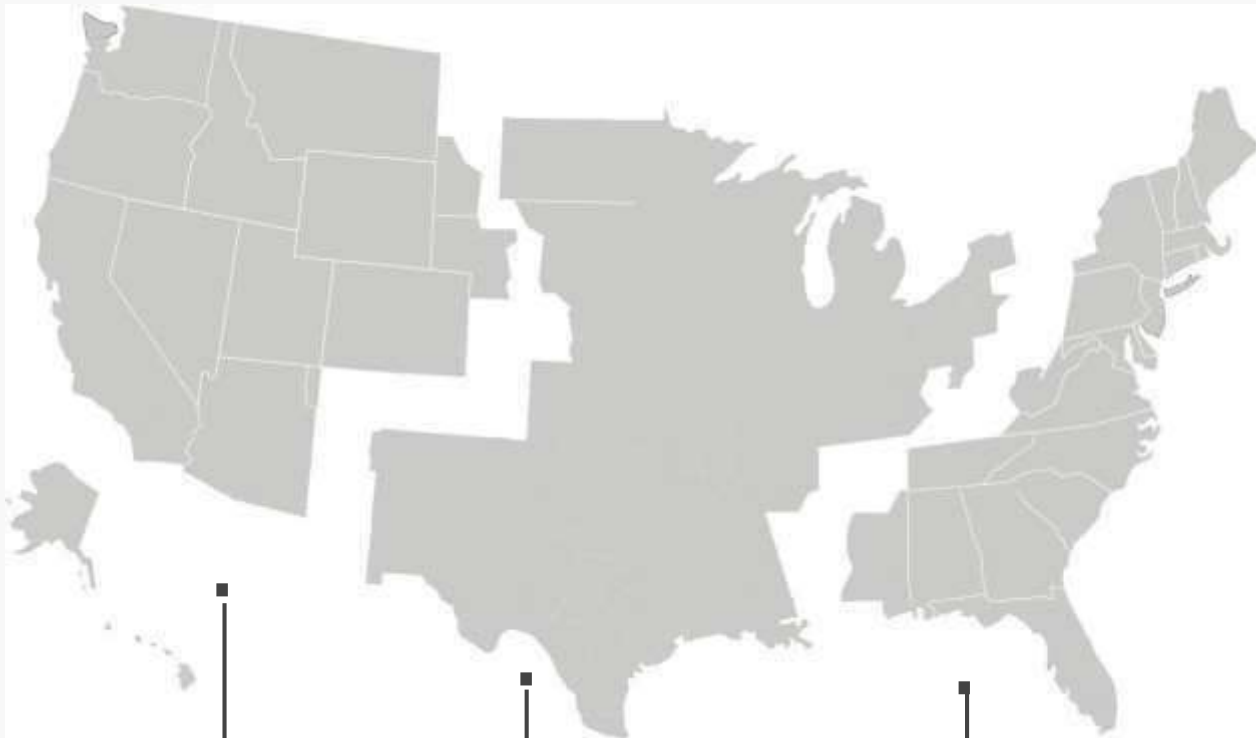
WSJ FRANCHISE NET REVENUE CONTRACT	DISCOUNT	PER COLUMN INCH RATE (GROSS)	COLOR FULL PAGE COST (GROSS)	COLOR HALFPAGE COST (GROSS)	COLOR QUARTER PAGE COST (GROSS)
Non-Contract Rates	0%	\$352,53	\$44,418.78	\$22,209.39	\$11,104.70
\$50k-249k	5%	\$334,90	\$42,197.40	\$21,098.70	\$10,549.35
\$250k-\$449k	10%	\$317,28	\$39,977.28	\$19,988.64	\$9,994.32
\$450k-699k	20%	\$282,02	\$35,534.52	\$17,767.26	\$8,883.63
\$700k-\$1,249k	25%	\$264,40	\$33,314.40	\$16,657.20	\$8,328.60
\$1,250k-\$2,099k	30%	\$246,77	\$31,093.02	\$15,546.51	\$7,773.26
\$2,100k +	35%	\$229.14	\$28,871.64	\$14,435.82	\$7,217.91

- All rates are quoted in gross; only net spending accrues to contract fulfillment.
- All rates listed are for color advertising. BW advertising is available for a 20% discount.
- Boundaries and circulation for all editions and regions are subject to change.

# Regional Advertising

Regional advertising buys are available in 9 regions. Please contact your sales representative or visit [wsjmediakit.com](http://wsjmediakit.com) for details.

## AVAILABLE REGIONS



### WESTERN EDITION

Pacific Northwest Region  
Northern California Region  
Southern California Region

### CENTRAL EDITION

Chicago Region  
Texas Region

### EASTERN EDITION

New England Region  
New York Region  
Washington/Baltimore Region  
Florida Region

# Material Specifications

## STANDARD ADVERTISING UNITS

WSJ offers Standard Advertising Units, making campaign planning and production efficient.

For sizes and additional information on Standard Advertising Units, please visit [mediakit.wsjbarrons.com](http://mediakit.wsjbarrons.com) or ask your sales representative for the latest Advertising Planning Guide.

## SPECIAL ADVERTISING UNITS

WSJ also offers more than 20 innovative Special Advertising Units to allow advertisers to create a deeper affinity with our page makeup. Available national only.

For more information on Special Advertising Units, please visit [mediakit.wsjbarrons.com](http://mediakit.wsjbarrons.com) or ask your sales representative for the latest Advertising Units Guide.

## MEASUREMENTS

Advertisements are measured in column inches.

See page 11 for standard page makeup information for The Wall Street Journal.

Visit The Wall Street Journal advertising sales website at

**[mediakit.wsjbarrons.com](http://mediakit.wsjbarrons.com)**

# Material Specifications

## PAGE MAKE UP

### The Wall Street Journal

- DEPTH OF COLUMN | 21 inches(53.24 cm); 6 columns to a page
- FULLPAGE | 126 column inches(6 columnsx21inches)
- 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	5.25	26.670

# Material Specifications

## BLEED UNITS

WIDTH			MINIMUM DEPTH	
COLUMNS	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

## NOTES

- Advertisements exceeding 18 inches in depth must occupy and be charged as full columns (21inches).
- 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. All cover units are listed in the Advertising Units Guide on [mediakit.wsjbarrons.com](http://mediakit.wsjbarrons.com).

# Material Specifications

## FOUR-COLOR ADS – DIGITAL MATERIAL REQUIREMENTS

Digital material required: PDF/X-1a:2001. 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** | Images should be 200 dpi.
- **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. Round dots with conventional screen angles with black at 45 degrees.
- **DOT GAIN** | For best print results, compensate for 35% dot gain (tone value increase) in the midtone dot at 100-line screen.

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	QUARTERTONE	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

# Material Specifications

## 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 [mediakit.wsjbarrons.com](http://mediakit.wsjbarrons.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 14point 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.

## BLACK & WHITE ADS – DIGITAL MATERIAL REQUIREMENTS

Digital material required: PDF/X-1a:2001. Embed all fonts.

### Screen Ruling

- Dow Jones outputs at 100 lines per inch. Round dots with conventional screen angles with black at 45 degrees.
- 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 photo editing 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.

### Halftones | Recommended Aim Points:

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

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

# Material Specifications

## MATERIAL SUBMISSION

### Black & White Materials

- Via Internet: [epic.dowjones.com](http://epic.dowjones.com)
- Adsend (1.800.823.7363); code for WSJ is TXDWA

### Color Materials

- Preferred Method: via Internet at [epic.dowjones.com](http://epic.dowjones.com)
- Color match proof to: Dow Jones & Company Advertising Services 4300 North Rt 1, Building 5, 1st Floor Monmouth Junction, NJ 08852
- 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 [mediakit.wsjbarrons.com](http://mediakit.wsjbarrons.com) or by calling the local Wall Street Journal service bureau.

Creating PDF files directly from programs such as Adobe PDF Writer, 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 file transmission.

### Platforms

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

### 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: 212.597.5858 or [adservices@wsj.com](mailto:adservices@wsj.com)  
Hong Kong: 852.2831.2564

# Material Specifications

## ORDER/MATERIAL DEADLINES:

### Black & White Daily

**INSERTION ORDERS, MATERIALS:** IO and material for Black & White ads are due at noon Eastern Time, 2 business days prior

### Four-Color | Monday-Friday

**INSERTION ORDERS:** May be required 2 weeks prior to deadline to secure reservations but do not become non-cancelable until 1 week prior to insertion. Ads cancelled within 1 week of publication date will be billed for space and run at a later date.

**MATERIALS:** 5 business days prior to insertion for proof; 4 business days prior without proof. Proofs are available upon advertiser request.

## WSJ Weekend

### Black & White

SECTION	INSERTION ORDER	MATERIAL DEADLINE
Section A	Thursday prior to issue	Thursday prior to issue - 12 noon
Exchange	Thursday prior to issue	Thursday prior to issue - 12 noon
Review	Thursday of week prior to issue	Monday prior to issue
Off Duty	Thursday* 2 weeks prior to issue	Monday prior to issue

\*OFF DUTY 50 ISSUE CLOSES 3 WEEKS PRIOR TO ISSUE

## Color

SECTION	INSERTION ORDER	MATERIAL DEADLINE
Section A	Monday prior to issue	Monday prior to issue
Exchange	Monday prior to issue	Monday prior to issue
Review	Thursday of week prior to issue	Monday prior to issue
Off Duty	Thursday* 2 weeks prior to issue	Monday prior to issue

\*OFF DUTY 50 ISSUE CLOSES 3 WEEKS PRIOR TO ISSUE

# Material Specifications

## Securing Reservations for Guaranteed Prime Positions

Orders may be required 2 weeks prior to deadline to secure reservations for color and other prime positions, but become non-cancelable 1 week prior to issue date. Ads cancelled after this time can be billed for space and run at a later date. Material closing for prime positions is the same as the closing for black & white or color advertisements.

## Special Reports/Financial Reviews

**INSERTION ORDERS:** 3 weeks prior to insertion date

**MATERIALS:** 9 days prior to insertion date. Space is non-cancelable after order closing date. Material extensions may be granted at the discretion of the Advertising Services department.

# Contract Printing

## CONTRACT AND COPY REGULATIONS

Dow Jones & Company engages the services of contract printers in most areas of distribution to print The Wall Street Journal and other products. Outsourced printing provides readers with more timely news content and more efficient delivery service.

Caused by format variations in printing equipment, the image size of the product will be altered to fit when necessary, which can result in reduction and/or distortion to the product images.

Some contract printers might not be able to produce all required pages in process color. Although we make every effort to ensure that quality reproduction processes are preserved, we cannot guarantee ad sizes or colors will be exact. Color pricing can be set to reflect up to a 36% missed color variance on a sporadic basis. Advertisers will not be entitled to compensation due to size and color constraints beyond Dow Jones control. Please be assured that the content and message of all ads would not be affected.

# Terms and Conditions

## GENERAL RATE POLICY

### Contract and Copy Regulations

All rates are subject to change. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card, or any amendment hereof.

Contract advertisers are those who (i) have placed a yearly order by The Wall Street Journal Advertising Order Form or recognized advertising agency contract, accepted by the publisher and (ii) insert and pay for space in accordance with one of the revenue or frequency rates specified in the current rate card. All other advertisers are non-contract advertisers.

To earn revenue or frequency rates, a signed contract or order must be received and accepted by the publisher within six months of first insertion and advertising must be inserted within one year from the effective date of such contract or order.

If an advertising contract or order is exceeded or not fulfilled in any edition, the rate charged will be adjusted within 90 days after the termination of the contract period to the rate earned in that edition/region. Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising.

Only publication of an advertisement shall constitute acceptance of the advertiser's order. The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefor received by the publisher shall be refunded.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice. All advertisements are accepted for publication entirely upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.

It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

The advertiser/agency acknowledges and agrees that any advertisement submitted may be included in an electronic database of published pages.

Advertisers and agencies accept responsibility for communicating any restrictions on advertising content that prohibit the use of material beyond the ordered area of coverage or on future unordered dates for layout purposes. Advertisers and agencies further agree to indemnify Dow Jones against any claims, including without limitation copyright claims, arising from such prohibited use should the advertiser fail to disclose such restriction.

Advertiser authorizes its advertisements to be included in the U.S. edition when it is reprinted for regional distribution outside of the U.S.

# Terms and Conditions

**Statement of Liability:** Except as set forth in this paragraph, The Wall Street Journal will not have any liability to Advertiser or any third party for its failure, for any reason, to deliver free-standing inserts. The Wall Street Journal sole and exclusive liability for any such failure shall be limited to the actual cost incurred by Advertiser in printing and delivering to The Wall Street Journal the specified number of FSI's that were not delivered. In addition, The Wall Street Journal will have no liability for the loss, for any reason, of free standing inserts provided to it, other than being liable for the cost of reprinting any such FSI's that have been so lost. Anything to the contrary herein notwithstanding, in no event shall The Wall Street Journal's liability to Advertiser or any other party hereunder exceed the amount previously paid to The Wall Street Journal by Advertiser pursuant hereto. The Wall Street Journal shall not, under any circumstances, be responsible for any indirect or consequential damages, including, without limitation, loss of profits, business interruption, loss of goodwill or punitive damages, regardless of cause.

## Commission and Payment Terms

Advertising agencies recognized by the publisher receive a commission of 15% of gross. If advertiser/agency is credit-approved, advertiser/agency agrees to remit payment for advertising in accordance with the terms and conditions stated on the invoice. Agency discount applies to color charges. No other commissions or discounts apply.

## Credit Terms

Payments for all advertising run on credit will be invoiced weekly or monthly (as mutually agreed) for ads run during that period, and invoices shall be payable within 30 days after the date thereof, unless otherwise mutually agreed in writing by the parties. Credit may be suspended without advance notice for accounts with delinquent balances.