

Main Phone: 612.758.8600

Each item must be adhered to for **all** digital newspaper ads. Verify each item prior to sending. Ads printing incorrectly due to these requirements not being met are the sole responsibility of the advertiser.

✓ **File Format**

- Macintosh QuarkXPress, Adobe InDesign or PDF/X-1a files only.**
- PDF/X-1a files must be created using WSJ Distiller options which your Traffic Manager can provide.
- Include all graphics. Embed images in EPS files (no "nested" images).
- Include all fonts - Type 1 Mac fonts preferred. True Type, Open Type and Type 3 fonts accepted. No Multiple Master (MM) fonts accepted.
- For press ready PDF files, fonts must be embedded.
- Do not apply style attributes (bold, italic, etc.) to text - leave style "plain".
- Minimum type size is 6 pt. White type on colored background – minimum 14 pt.
- Unsharp Masking: Printing may soften dots. When the subject matter permits, unsharp masking should be considered.
- Highlight dot: 7 - 10%. Recommended minimum flat tint is 15%.
- Midtone dot gain is approx 35%.

✓ **Ad Size**

- The document size should be equal to live area of ad.
- Provide one file for each ad size.
- PDF files cannot be proportionally resized. Please discuss with your Traffic Manager whether exact sizes or common sized files should be provided.**

✓ **Ink Colors Defined Properly**

- Delete unused colors.
- For black and white ads: All artwork in Grayscale mode. Pantone or RGB cannot be used.
- For four-color process ads: All artwork in CMYK mode. Pantone or RGB cannot be used. No spot or index color.
- Maximum color ink density: 240% with only one color solid.**
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.**
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%.
- 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.

✓ **Acceptable Resolution**

- Screen Ruling: Output at 100 lines per inch.
- Required format for black and white graphics is Grayscale (@200 dpi) or B & W Bitmap (@1016 dpi).
- Fine lines and serifs should not be less than .006 inches in thickness.
- WSJ recommends that all solid reverses be a maximum of 85% black.

✓ **Accurate Proof Provided for QuarkXPress or InDesign files.**

- Proof made from file being sent.
- One proof for each file size required.

✓ **File Integrity (no corruption)**

- Files can be compressed using DropStuff™ set to binhex (.hqx) format. No self-extracting archive files.

✓ **Ad Copy Guidelines**

The following requirements must be met for advertisements that are in news type format.

- The headline and sub-headline type used by The Wall Street Journal cannot be used in these advertisements.
- All lines of headlines and sub-headlines must be centered.
- By-lines are not permitted.
- All fonts must be sans serif.
- A one-point border must run around the ad.
- All advertisements must be slugged with the word "ADVERTISEMENT". This slug can run Right, Left or Center. A slug must be 8 points. Full pages must have two- 10 point slugs. Two facing full page advertisements must have two "ADVERTISEMENT" slugs, one on each page. For international publications, one slug at 10 points is acceptable.
- While there is no restrictions on column size, the advertisement may not resemble The Wall Street Journal news format. A four column format is suggested.

*All advertisements not affiliated with The Wall Street Journal or owned by Dow Jones are prohibited from using WSJ or DJ as part of a keycode or URL.

✓ **Material Due Dates**

- All materials are due to Agenti a minimum of three days prior to the publication's material close date.
- Please check with your Traffic Manager if you will be running in a special section (i.e. travel) as these may have earlier deadlines.

✓ **Transmission Method**

- Web Upload site:** <https://www.agentimediaservices.com>
Contact a Traffic Manager for username and password.
- E-mail:** adops@agentimediaservices.com (4.75 MB limit).
- Ship CD-ROM or DVD to:** Agenti Media Services, **Attn: Ad Operations**, Two Carlson Parkway, Suite 400, Plymouth, MN 55447.

Ad Sizes: Please provide the following ad sizes (depending on your media schedule):



Full Page
10.875" x 21"



Half Horizontal
10.875" x 10.5"



4 col x 14.25"
7.125" x 14.25"



Quarter Page
5.3125" x 10.5"