

PUBLICATION FINISH SIZE: 12" (H) x 11.375" (W)

AD SIZES

	Width		Height		Width		Height
• Full Page:	10"	x	10"	• Half Center:	4.75"	x	21.25"
• Half Page (Vertical):	4.75"	x	10"	• Quarter Page:	4.75"	x	4.75"
• Half Page (Horizontal):	10"	x	4.75"	• Junior Page:	7.45"	x	8"
• Full Center:	10"	x	21.25"	• College Spotlight:	3.25"	x	5"

BLACK AND WHITE ADS

- Digital material only.
- PDF file preferred.
- Minimum Highlight Dot: 0.006" (15%) or larger.
- Minimum Shadow Dot: 0.007" (80%) or larger.
- Midtone Placement: Place the 50% dot between 0.60-0.70 density units away from highlight dot.
- Fine lines and serifs should not be less than 0.006" in thickness.
- Solid reverse and dark areas exceeding more than 25% of the total area of the ad must be screened to less than 75% of the black.

ADS WITH PROCESS COLOR (4-COLOR)

- Digital material only.
- PDF file preferred.

PROOFS

- One complete set.
- Press proofs should be on newsprint stock, inking from side to side.
- Off-press proofs should be for non-heatset offset with approximately 30% midtone dot gain.

INK LAY DOWN SEQUENCE

- Cyan-Magenta-Yellow-Black

SOLID INK DENSITY FOR PROOFS

- Cyan .90, Magenta .90, Yellow .85, Black 1.00

DOT SIZE REQUIREMENTS

Color	Highlights	Tone	Midtone	Shadow
Cyan	3%	19%	39%	80%
Magenta	2%	15%	32%	75%
Yellow	1%	14%	31%	75%
Black	0%	0%	8%	70%

MAXIMUM COLOR DENSITY

- 240% with only one color solid.
- Two secondary colors should not exceed 70% each.
- Single colors not intended to print solid should not exceed 80%.
- For optimum results, recommend the use of Under Color Removal (UCR) and Gray Component Replacement (GCR) when generating separations. Good results have been reported with GCR as high as 60-70%. Actual dot percentages will increase for black and decrease for cyan, magenta and yellow when UCR/GCR is applied.

TEXT AND GRAPHICS

- Type should be surprinted only in areas having tint values of 30% or less.
- Four-color reverses should not be smaller than 14 points and should be reversed only 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

- Printing on newsprint may soften dots; when the subject matter permits, unsharp masking should be considered to sharpen dots. Refer to SNAP specifications for guidelines.
- Remove colors that contaminate from bright colors.
- Ads are printed on standard 30-lb basis weight newsprint.

CLASSROOM EDITION DELIVERY INSTRUCTIONS:

Send all disks directly to:

The Wall Street Journal
Advertising Services Building 5
4300 North Route 1
South Brunswick, N.J. 08852
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john.stevens@dowjones.com

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