

**General Rate Policy - Contract and Copy Regulations**

Dow Jones and Company, Inc. ("Publisher") will not be bound by any conditions, printed or otherwise, appearing on any order blank or insertion order when they conflict with the terms and conditions of this rate card, or any amendment hereof. Any modification of these terms and conditions is effective only if set forth in a separate written agreement signed by a duly authorized representative of Publisher.

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. 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 therefore received by the Publisher shall be refunded.

Advertising agencies recognized by the Publisher receive a commission of 15% of the gross rate. No other commissions or discounts apply. 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.

Contract advertisers are those who (i) place an order by The Wall Street Journal Classroom Edition Order Form or by a recognized advertising-agency contract, accepted by the Publisher, and (ii) insert and pay for space in accordance with the frequency rates specified in the current rate card. All other advertisers are non-contract advertisers.

Nonpayment of invoices may result in the termination of advertising contract, and/or a corresponding adjustment in the rate(s) charged, and/or a change for any package elements received by the advertiser but to which, as a result of such nonpayment and termination, the advertiser is not entitled.

Publisher reserves the right to revise without notice any rates, terms and conditions of this rate card, provided, however, that 30 days notice of such shall be given to contract advertisers.

Publisher's total liability hereunder any legal theory shall be limited to the issuance of a credit or refund of the fee paid for the placement in issue. IN NO EVENT SHALL THE PUBLISHER BE LIABLE FOR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOSS OF PROFITS, LOSS OF OPPORTUNITIES, LOSS OF DATA, OR LOSS OF USE DAMAGES ARISING OUT OF THIS AGREEMENT, EVEN IF THE PUBLISHER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

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.

**For more information, or to advertise:**

WSJclassroom.com | 877-219-1007 | classroom.advertising@dowjones.com

### TEACHER GUIDE

	Width		Height
• Full Page:	7.5"	x	10"
• Half Page (Horizontal):	7.5"	x	5"
• Quarter Page:	3.75"	x	5"
• Logo			

### SPECIFICATIONS

- 150 line screen.
- Digital material only.
- PDF file preferred.

### WSJCLASSROOM.COM

	Width		Height
• Home Page Featured Ad:	250 px	x	250 px
• Teacher or Student Leaderboard:	728 px	x	90 px
• Teacher or Student Hub:	150 px	x	150 px
• Logo:	up to 150 px	x	150 px

### SPECIFICATIONS

- Accept Static or Rich Media
- Max file size: 100K
- Allow for 3-5 business days for upload
- File types: JPEG, GIF, SWF

#### TEACHER GUIDE & WSJCLASSROOM.COM DELIVERY INSTRUCTIONS:

Send files electronically to:

classroom.edition@dowjones.com

Subject: Advertising Placement

Or send all disks directly to:

The Wall Street Journal

Attn: Teacher Guide Editor

2000 Town Center, Suite 750

Southfield, MI 48075

Phone: 248-204-5506