

NATIONAL NON-CONTRACT RATES

AD SIZE	National		WSJ 10% Combo		30% Category Rate	
	4-COLOR	B&W	4-COLOR	B&W	4-COLOR	B&W
Full Page	\$60,496	\$44,812	\$54,447	\$40,331	\$42,347	\$31,368
Full Page Spread Bleed	\$120,992	\$89,624	\$108,894	\$80,662	\$84,695	\$62,737
Junior Page	\$51,422	\$38,090	\$46,279	\$34,281	\$35,995	\$26,663
Junior Page Spread Bleed	\$102,843	\$76,180	\$92,559	\$68,562	\$71,990	\$53,326
1/2 Page	\$31,832	\$23,579	\$28,648	\$21,221	\$22,282	\$16,505
1/2 Page Spread Bleed	\$63,663	\$47,158	\$57,297	\$42,442	\$44,564	\$33,011
1/4 Page Square	\$15,922	\$11,794	\$14,330	\$10,615	\$11,145	\$8,256
1/4 Page Horizontal Strip	\$17,691	\$13,563	\$15,922	\$12,207	\$12,384	\$9,494
1/8 Page Vertical or Horizontal (4.9"x2.5")	\$7,965	\$5,900	\$7,169	\$5,310	\$5,576	\$4,130
1/8 Horizontal Strip (10"x1.25")	\$17,691	\$13,563	\$15,922	\$12,207	\$12,384	\$9,494

* 1/8 Horizontal Strip (10"x1.25") ads are charged at the same rate as 1/4 Page Horizontal Strip ads.

CONTRACT VOLUME RATES

PAGES	DISCOUNT
4	4%
7	8%
10	10%
13	12%
17	14%
22	16%
26	18%
39	20%
52	22%
78	24%
104	26%
130	28%
156	30%

TWO-YEAR CONTRACT VOLUME RATES

PAGES	DISCOUNT
208	29%
260	31%
312	33%

CONTRACT FREQUENCY RATES

ISSUES	DISCOUNT
6 consecutive weeks	2.5%
13 per year	2.5%
26 per year	5.0%
52 per year	8.0%

CATEGORY RATE

Automotive, Education, National Retail Products, New Issue and Financial Announcement, and Travel advertisers are eligible for a special 30% discount. National Retail includes price-point advertisements from retailers and manufacturers.

The Category Rate is only available nationally. Also, Category Rates do not qualify for an additional 10% Wall Street Journal combination discount.

GUARANTEED POSITIONS

Selected guaranteed pages or positions in Barron's, when available, are 15% additional and are only available nationally. Top of advertising column and next to or under reading matter are 15% extra, when available.

4-COLOR

AD SIZE	EASTERN	WSJ 10% COMBO	MIDWESTERN	WSJ 10% COMBO	SOUTHWEST	WSJ 10% COMBO	WESTERN	WSJ 10% COMBO
Full Page	\$47,430	\$42,687	\$14,943	\$13,449	\$4,718	\$4,247	\$16,092	\$14,483
1/4 Page Square	\$12,482	\$11,233	\$3,933	\$3,540	\$1,242	\$1,118	\$4,235	\$3,811
1/4 Page Horizontal Strip	\$13,869	\$12,482	\$4,370	\$3,933	\$1,380	\$1,242	\$4,706	\$4,235

B&W

AD SIZE	EASTERN	WSJ 10% COMBO	MIDWESTERN	WSJ 10% COMBO	SOUTHWEST	WSJ 10% COMBO	WESTERN	WSJ 10% COMBO
Full Page	\$35,133	\$31,620	\$11,069	\$9,962	\$3,495	\$3,146	\$11,920	\$10,728
1/4 Page Square	\$9,246	\$8,321	\$2,913	\$2,622	\$920	\$828	\$3,137	\$2,823
1/4 Page Horizontal Strip	\$10,633	\$9,569	\$3,350	\$3,015	\$1,058	\$952	\$3,608	\$3,246

Regional advertising is subject to availability. Quarter-page horizontal advertising is available only on selected pages.

DISCOUNTS FOR REGIONAL ADVERTISING

Advertisers holding a national contract are eligible for the same volume and frequency discount levels when they advertise regionally. (However, regional advertising does not count toward fulfillment of a national contract.)

DISCOUNTS FOR MULTIPLE-PAGE ADVERTISING

Units of 4 or more pages appearing in one issue of Barron's qualify for an additional 10% discount. Combination Rates: A 10% discount from Barron's advertising rates is given for advertising that appears in a Regional or National Edition of The Wall Street Journal or The Wall Street Journal Europe or The Wall Street Journal Asia and that also runs in Barron's within 30 days. Barron's insertion order must specify The Wall Street Journal insertion dates to be billed with the discount. The discount applies to Barron's space only.

The 10% combination discount may only be applied once for advertising that appears in multiple Dow Jones products and that also runs in Barron's within 30 days.

Ad units must be comparable in size to qualify for all combination discounts.

DEADLINES

The closing date for black-and-white national or regional advertising is Tuesday, 4:00 p.m. (ET), preceding the date of issue. The closing date for color advertising is the Wednesday two weeks prior to the date of

issue. Materials must be at Barron's printing site by Friday, two weeks prior to the date of issue, if proofs are required, and one week prior to the date of issue if proofs are not required.

CROSS-MEDIA OPPORTUNITIES

The Barron's franchise offers a unique and rich array of marketing options that clients can use—either individually or in combination—to engage our influential and affluent audience.

- **Barron's magazine**, with its weekly market perspective and analyses of companies and investing trends, offers advertisers the opportunity to deliver their branded messages in a medium in which this powerful audience is focused and intensely involved.
- **Barrons.com** provides immediacy and one-on-one contact with its market-focused subscribers.
- **Barron's conferences** are unique and intimate environments in which sponsors can convey their messages with personal impact through face-to-face contact with attendees.
- **Barron's Next**: A website offering a new take on investing and personal finance for the next generation of investors.
- **Barron's Asia**: A premier investment news website about Asia for sophisticated global investors.
- **Barron's Advisor Center**: Online intelligence for financial advisors including industry news, best practices, investing ideas and advisor ratings.

Call your Barron's sales representative to find out how Barron's can be a vital and effective platform for your marketing campaign.

Boston	Chicago	New York	San Francisco	Asia Pacific	EMEA	Latin America
617-654-6710	312-750-4185	212-597-5975	312-750-4185	852-9356.8500	44(0)20 7572 2112	55.11.8812.6689