

National Color Non-Contract Rates

	National	WSJ 10% Combo	30% Category Rate
Full Page	62,311	56,080	43,617
Full Page Spread Bleed	124,622	112,160	87,235
Junior Page	52,965	47,669	37,076
Junior Page Spread	105,930	95,337	74,151
1/2 Page	32,787	29,508	22,951
1/2 Page Spread Bleed	65,573	59,015	45,901
1/4 Page Square	16,400	14,760	11,480
1/8 Page	8,204	7,384	5,743
1/4 Page Horizontal	18,222	16,400	12,756
1/8 Page Horizontal	18,222	16,400	12,756
1/16 Page	4,100	3,690	2,871

**15% premium charge for quarter strips over quarter page square rate.
Eighth page strips charged at the quarter page strip rate

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%

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.

Color

The rate for color advertising is 35% added to the national advertising rate. Color advertising is only available nationally.

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.



Ad Size	Eastern	WSJ 10% Combo	Midwestern	WSJ 10% Combo	Southwestern	WSJ 10% Combo	Western	WSJ 10% Combo
Full Page	\$48,851	\$43,965	\$15,391	\$13,852	\$4,860	\$4,374	\$16,574	\$14,916
1/4 Page Square	12,857	11,572	4,051	3,646	1,280	1,152	4,362	3,926
1/4 Page Horizontal Strip*	14,286	12,858	4,502	4,052	1,422	1,280	4,847	4,362
1/8 Page Vertical or Horizontal	6,431	5,789	2,330	2,097	640	577	2,182	1,963
1/8 Page Horizontal Strip*	14,286	12,858	4,502	4,052	1,422	1,280	4,847	4,362

* Available only on select pages

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

Eastern Region

Only new issue announcement, area development, retail banking, travel, retail store, school, college and seminar advertising accepted in *Barron's* Eastern Region.

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.

The *Barron's* sales team is ready and eager to work with clients in crafting creative media plans and packages that effectively apply the power of the *Barron's* brand to their advertising campaigns. And they will do so with a customer-centered, results-driven focus.

[Call your *Barron's* sales representative to find out how *Barron's* can be a vital and effective platform for your marketing campaign.](#)