

Main Phone: 612.302.6800

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.
- 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 6 - 8pt. White type on colored background – minimum 12 pt.

### ✓ Ad Size

- The document size should be equal to the 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.
- Cyan, Magenta & Yellow cannot exceed 90% if it's overprinting another color. Black cannot exceed 80%.**
- Total ink limit cannot exceed 240%. See page 2 for detailed color and ink coverage specifications.**
- Highlight dot: 7 - 10%. Recommended minimum flat tint is 15%.
- Midtone dot gain is approx 30%. A 50% dot will print at approx 80%.

### ✓ Acceptable Resolution

- Digital images at 170 – 300 pixels/inch.

### ✓ 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.

### ✓ 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.agentimediасervices.com>  
**Contact a Traffic Manager for username and password.**
- E-mail:** [adops@agentimediасervices.com](mailto:adops@agentimediасervices.com) (4.75 MB limit).  **Mail:** CD-ROM or DVD.
- Ship 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"



# DOW JONES 4COLOR AND BLACK AND WHITE TOP 10 CHECKING GUIDELINES

**FOLLOW THESE RECOMMENDATIONS TO ENSURE THAT YOUR  
BLACK AND WHITE AND COLOR FILES ARE CORRECTLY REPRODUCED IN:**

THE WALL STREET JOURNAL.  
BARRONS  
THE ASIAN WALL STREET JOURNAL.  
THE WALL STREET JOURNAL EUROPE.

1. Screen ruling is 100.
2. Plan for a 35% dot gain at the midtone, and 15% for highlights and shadows. Restore shadows after adjusting the midtones.
3. Avoid black borders to prevent ink starvation.
4. Use unsharp masking in Photoshop to sharpen images.
5. Use UCR (under color removal) or GCR (gray component replacement) of 60 % or in Photoshop the setting of Heavy. This will help improve contrast and stabilize colors.
6. Total area coverage (TAC) is no greater than 220%-240%.  
Material that exceeds the black and cyan guidelines for shadow % may be rejected even if the total TAC is 240% or less.
7. Follow SNAP Color Specifications Guidelines.  
The above dot % AIM points should be following for Optimum newsprint reproduction

| COLOR       | C  | M  | Y  | K  |
|-------------|----|----|----|----|
| Highlight   | 5  | 2  | 2  | 0  |
| Quarternone | 20 | 14 | 14 | 0  |
| Midtone     | 36 | 28 | 28 | 10 |
| Shadow      | 60 | 50 | 50 | 80 |

8. The need to create Rich Black Text or Rich Black backgrounds, should be made up of 40% cyan 20% magenta 20% yellow and 80% black.
9. Dow Jones limits the use of 100% solid color in 2-3 color overprints. Any 2-3 color overprint can not exceed 90%. The 240% total ink coverage also applies.
10. Supply material 5 days in advance to receive a Black Magic proof.