

2010 Classifieds Rates & Unit Sizes

Units and Rates

Full Page

10" h x 10" w (6 col.)
 or 25.40 cm x 25.40 cm
 \$ 17,443.35 color *
 \$ 12,921.00 b/w

Half Page Horizontal

4.5" h x 10" w (6 col.)
 4.5 over 6 col. = 27"
 or 11.43 cm x 25.40 cm
 \$10,746.00 (Barron's only)
 \$6,984.90 (w/WSJ combo)*

Half Page Vertical

10" h x 4.95" w (3 col.)
 4.5 over 3 col. = 13.5"
 or 25.40 cm x 12.57 cm
 \$11,940.00 (Barron's only)
 \$7,761.00 (w/WSJ combo)*

Quarter Page

4.5" h x 4.95" w (3 col.)
 or 11.43 cm x 12.57 cm
 \$5,373.00 (Barron's only)
 \$3,492.45 (w/WSJ combo)*

- Rates available nationally only.

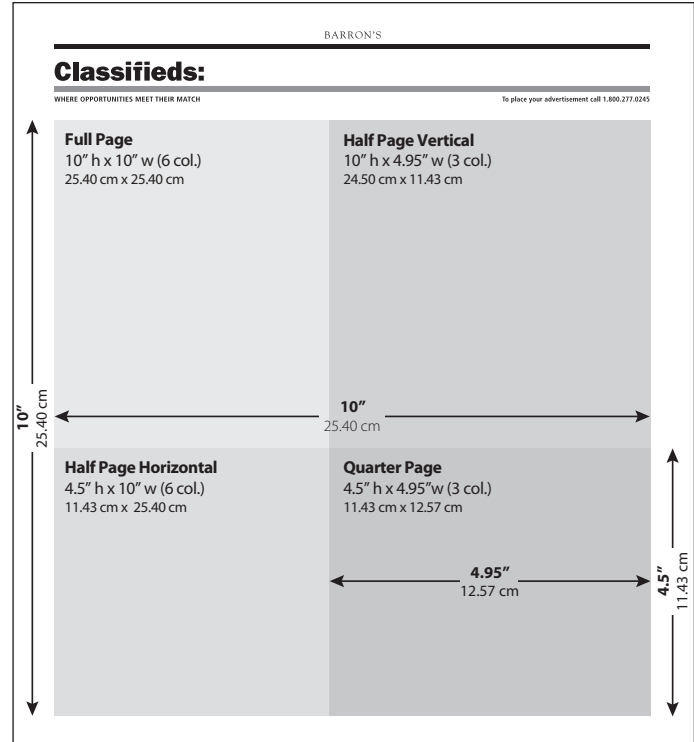
- Frequency rates are available.

8 issues	10%
13 issues	14%
26 issues	18%
52 issues	22%

- Column Widths.

1 column	1.56"
2 columns	3.26"
3 columns	4.95"
4 columns	6.65"
5 columns	8.34"
6 columns	10"

- * Color is only accepted for full-page advertisements. No contract, volume or Wall Street Journal combination discounts are available for full-page advertisements. Barron's/Wall Street Journal combination rates reflect Barron's rate if advertiser is running in both publications. WSJ rates are in addition to this rate.



Deadline and Mailing Instructions

All material and orders must be received by Monday, 12 noon (EST), prior to publication. Color material must be received by Monday, 12 noon (EST), 10 business days prior to publication. Payment must be received with order. American Express, Discover, MasterCard and Visa are accepted.

Advertisers that submit material via a recognized advertising agency are entitled to a 15% agency consideration. Recognized agencies are defined as those who have been approved by Dow Jones's Credit Department.

Clearly specify: To ensure accuracy, all advertising material should be marked "Barron's" and delivered via e-mail to:

classads@dowjones.com and
 ellen.flanagan@barrons.com

For further information regarding advertising in Barron's Classifieds, please contact:

Ellen Flanagan at 212-597-5913 or
 Teresa Lam at 212-597-5940