

Greatly expanded news and features are part of the new video experience on WSJ.com, MarketWatch.com and Barrons.com. Along with the new player - links to video are being integrated contextually throughout our content. The user experience is clean and easy to navigate.

Creating a captivating and engaging advertising experience for the video center was included at the core of the redesign. As a result, we've been able to provide a solution that consists of three synchronized items:

- 1) A :15 second pre-roll to the video.
- 2) A coordinating 300x250 ad unit launches and is visible above the content space during the pre-roll video.
- 3) A re-expandable reminder unit remains to the right of the video "You Are Watching" headline. When a user clicks "Expand", the 300x250 unit displayed during the initial video pre-roll ad will reappear enabling further user interaction.

Pricing

- ▶ Price: \$90.00 gross CPM, which includes :15 second video, companion 300x250 and reminder unit
- ▶ 800,000 monthly streams, 100,000 per advertiser
- ▶ Inventory runs across all Wall Street Journal Digital video players
- ▶ Customized, tabbed channels available as part of a custom sponsorship

Technical Specs

- ▶ Submit the Master Digital Video File or Beta tape
- ▶ Video length - :15 or :07 second units
- ▶ Uncompressed 720x486 or 720x480 (4:3) or 16:9 QuickTime (.mov) or AVI master file
- ▶ Wall Street Journal Digital will encode final file
- ▶ Video Ad is clickable, please supply a click-thru URL
- ▶ Due to Flash 7 architecture, GIF images are not supported

Contact

For more information, contact your Wall Street Journal Digital Sales Representative.

- ▶ Pre-roll and 300x250 ad units pictured in WSJ.com video player.

