PDF Preparation.

PDF GUIDELINES & DOWNLOADABLE ACROBAT PREFERENCES FILE
This guide offers what's needed to qualify your advertising material for printing in The Wall Street Journal. Simply download the preferences file below and install The "Dow Jones 2009 CS4.joboptions" file into your Settings folder.

Software Requirements:
Adobe CS3 and above
(For older software support contact your local WSJ representative.)

INSTALLATION INSTRUCTIONS FOR ACROBAT PREFERENCES FILE: "DOW JONES 2009 CS4.JOBOPTIONS"
These settings apply to both Color and Black & White advertising. (Macintosh preferred)

Step One:
Download the "Dow Jones Acrobat Preferences file" file (linked below) and the "Snap ICC color file" or configure your preferences manually, see View the Settings.
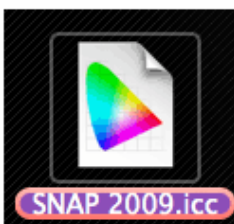
Dow Jones Acrobat Preferences file

Snap ICC color file

Step Two

The unstuffed file "Dow Jones 2009 CS4.joboptions" will appear on your desktop.

Step Three:

Install ICC profile. To install the SNAP 2009 ICC profile copy the file to /libary/colorsync/profiles

Step Four:
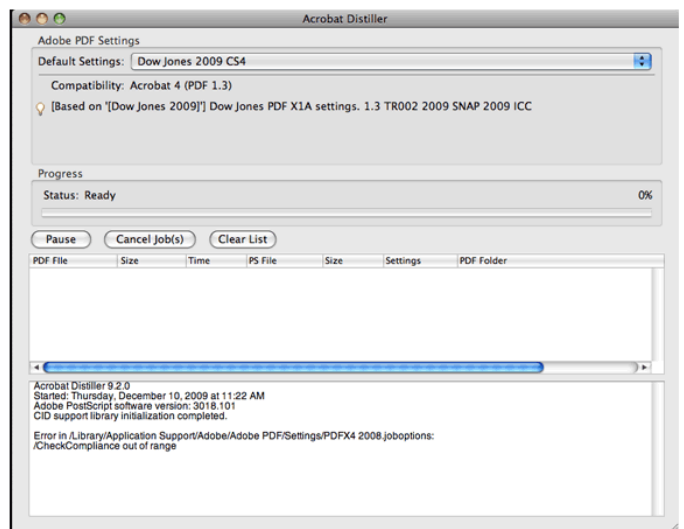Install the Adobe job options
Open any Adobe CS application
File/Adobe PDF Presets/Define/Load/
Choose DJ joboptions file from your desktop
Open/Done
The Dow Jones PDF settings are now available for use with all installed Adobe Applications

"Dow Jones Color"
This file contains The Journal's preferences and will remain in your Settings folder for future reference.

Step Five:
To be sure that all settings are correct, launch Acrobat Distiller, select the Job Options file and review all the settings (get the correct settings in the View the Settings section). Now, whenever you need to qualify advertising materials for The Wall Street Journal, simply launch Acrobat Distiller and select "Dow Jones 2009 CS4" from the Settings menu. **View The Settings (over).**
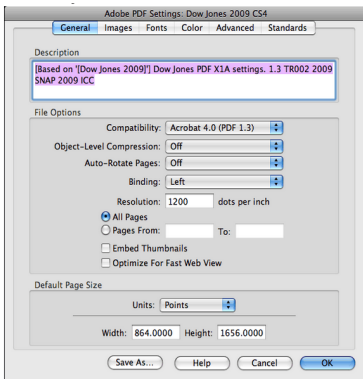
PDF Preparation.

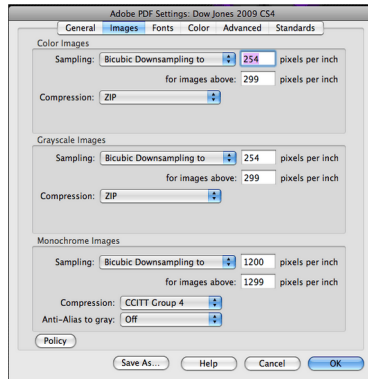**THESE SETTINGS APPLY TO BOTH COLOR AND BLACK & WHITE ADVERTISING**
To get a picture of what The "Dow Jones 2009 CS4.joboptions" file settings are, please refer to the visuals below.

These settings will be automatically configured into your hard drive if you have already installed the acrobat preferences file.
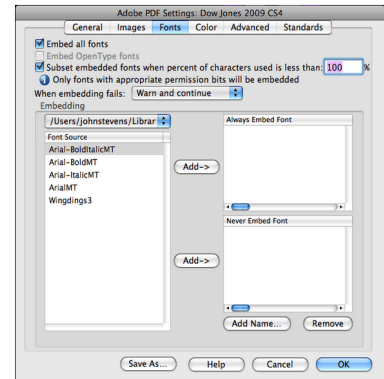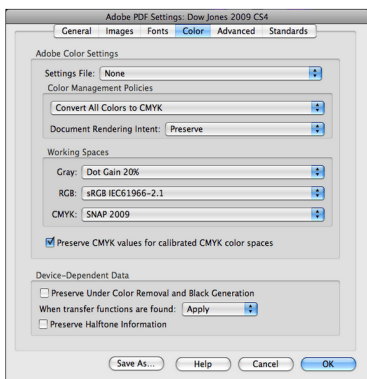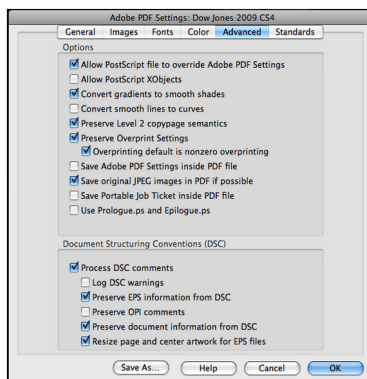
General Settings:

Compression Settings:

Fonts Settings:

Color Settings:

Advanced Settings:

Standards Settings: