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The Wall Street Journal Radio Network  
212-659-1208***

**THE WALL STREET JOURNAL.**  
**RADIO NETWORK ((••))**



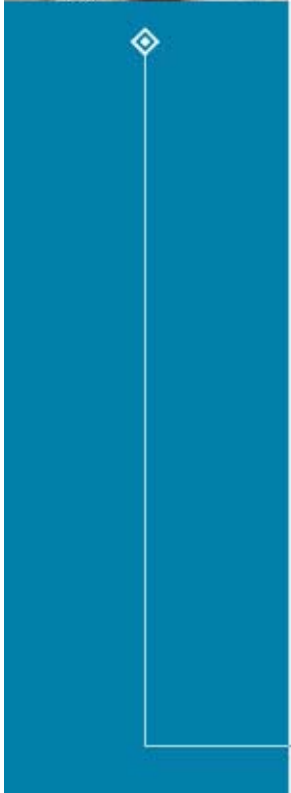
# THE WALL STREET JOURNAL REPORT

- One minute business reports from the most trusted name in business journalism, **THE WALL STREET JOURNAL**.
- Recognized as the most comprehensive, up-to-the-minute business news broadcast in radio.
- Your station and your advertisers will partner with today's preeminent business news brand.
- You will hear top business, economic, financial market and consumer stories from newsmakers, analysts and Wall Street Journal reporters.
- **THE WALL STREET JOURNAL REPORT** is the leader in radio business news reporting.

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# THE WALL STREET JOURNAL.

## THE WALL STREET JOURNAL ON THE RADIO – *SELL THE BRAND*



- Authority
- Intelligence
- Success
- Reliability
- Trust
- Creativity

- Quality
- Leadership
- Integrity
- Depth
- Innovation



**THE WALL STREET JOURNAL.**  
RADIO NETWORK (☎☎)

# THE BENEFITS

- **CREDIBILITY:** *The Wall Street Journal and Dow Jones, the most respected names in the business.*
- **PULITZER PRIZE:** *The Wall Street Journal Radio Network is the broadcast extension of The Wall Street Journal which has been awarded this outstanding journalistic achievement 33 times.*
- **AUDIENCE:** *affluent, educated consumers and professionals.*
- **ENVIRONMENT:** *“in program” clearance.*
- **OPPORTUNITY:** *The most efficient and effective way to target your clients’ audience goals.*
- **IMMEDIACY:** *What Journal Network radio listeners hear today will be in tomorrow’s Wall Street Journal.*
- **AUTHORITATIVE:** *Exclusive breaking news from over 1700 Wall Street Journal and Dow Jones reporters and editors world-wide.*
- **APPOINTMENT LISTENING:** *Your audience tunes in at specific times daily.*
- **VALUE ADDED MARKETING:** *For your key sponsors including WSJ ads*
- **LOCAL EXCLUSIVITY:** *Own the reports with your :60 message*

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## TOP FIVE NATIONAL CATEGORIES

- **BUSINESS TO BUSINESS**

*Barracuda Networks, Royal Bank of Scotland, Michigan Economic Development, American Institute of Architects*

- **FINANCIAL**

*Vanguard, Ameriprise, Fidelity, Principal Financial, Discover, New York Life, Progressive Insurance, Prudential, UBS Paine Webber, Wells Fargo, Geico Insurance, Mastercard International*

- **AUTOMOTIVE**

*Onstar, Goodyear, GM, Lincoln-Mercury, GMAC, American Honda, Ford, Volkswagen of America*

- **CONSUMER**

*Microsoft, General Mills, Home Depot, USPS, Zales, Turbo Tax, NAR, ABC-TV, Hewlett Packard, Bose, Dell, Gateway, Lowe's, Match.com, NAPA, Office Depot, Office Max, Showtime, Tempur-Pedic, The Wine Group, Verizon, ConsumerInfo.com, Emerson Electric*

- **PHARMACEUTICAL**

*Nexium, Merck, Glaxo SmithKline, Blue Cross/Blue Shield, Pfizer, Takeda, National Foundation for Diseases*

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## TOP LOCAL CATEGORIES

- **AUTOMOTIVE**

*Car dealerships selling: Mercedes Benz, BMW, Lincoln Mercury, Jaguar, Infiniti, Lexus, Mazda, Volvo, Audi, Austin Martin, Porsche, Ferrari, Maserati, Toyota*

- **BANKS**

*Chase, Comerica, NCI Corp, First Niagara, East West Bank, Citizen's, Sovereign, First Republic Bank, The Bank of NY, Franklin, North Fork Bank, Wachovia*

- **FINANCIAL SERVICES**

*American Express, Fidelity, Raymond James, NIPS, RBC Dain Rauscher, Coastal Federal Credit Union, Western Bank, Western Federal Credit Union, Wescom Credit Union, Lake Shore Savings, RSM McGladrey*

- **CONSUMER/RETAIL**

*Men's Wearhouse, Harvey Electronics, Simon Malls, UPS, Bay Alarm, McRoskey Mattress Company, Westchester Medical Center, US Postal Service, Foremost Furniture, Wine Spectator, Bonefish Grille, Hotwire.com*

- **BUSINESS TO BUSINESS**

*Constellation New Energy, Administaff, Womble Carlyle Law Firm, Staples Business Delivery, Avery, RSM McGladrey (accounting, tax, and business consulting)*

- **TELECOMMUNICATIONS/TECHNOLOGY**

*Intel Internet Access, Covad, Verizon Wireless, Cisco Systems, AT&T, U.S. Cellular*

- **INSURANCE**

*Nationwide, Country Insurance, One Beacon, Perfect Health, Aetna*

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