## Document 1551

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   Dow Jones & Co. announced ev-w106f1

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     The rates , which take effect Jan. 2 , include a 4 % increase for national edition advertising .
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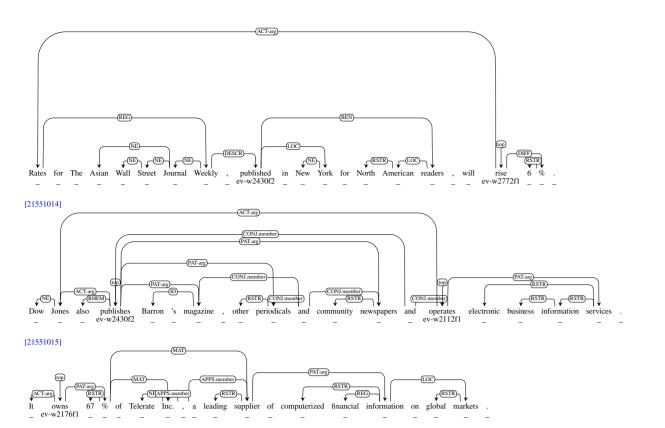
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                                                                                         re invested ev-w1752f1 ev-w1668f2 ev-w1238f3 ev-w1238f3 ev-w1238f3 ev-w1658f1 ev-w1668f2 ev-w1668f2
                                                         —(ACT-arg)—
[21551007]
                                                                                                                                                                                                                                                                                                                                                                    y lead us to share operating efficiencies with our customers . "

ev-w1835f4 _ _ ev-w2913f2
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           ____DIFF
        Advertising rates for the Eastern , Midwest , Western and Southwest editions will increase ev-w1678f2 ev-w1678f2 ev-w1888f1 ev-w1888f1 ev-w1678f2
        Rates for the Wall Street Journal Reports will remain unchanged ev-w2638f2
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   A one-time noncontract full-page advertisement in The Wall Street Journal national edition will
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   Advertising rates for The Wall Street Journal/Europe , published in Brussels and printed in the Netherlands and Switzerland , will increase 9 % .
   [21551013]
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