

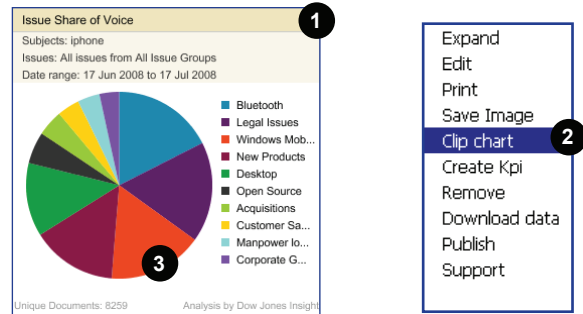


Dow Jones **Insight** - Newsletter Builder

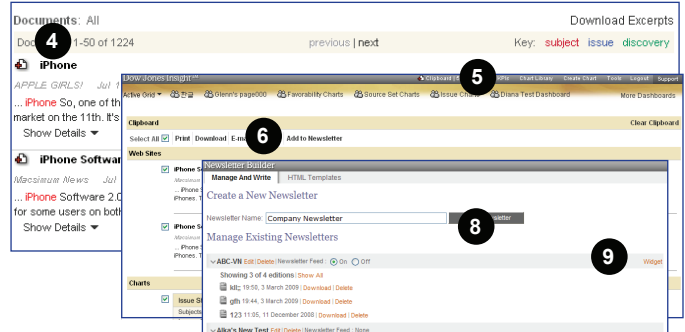
Select Your Content

1. Click the directional arrow  within a chart after accessing a dashboard.
2. Select **Clip Chart** to add the item to your clipboard.
OR
3. Click a data point within chart to view headlines.
4. Click the  icon to add to clipboard
5. Click the Clipboard tab to view all content stored.
6. Click **Add to Newsletter**.



Create a New Newsletter

7. Follow the directions above to select content for your newsletter.
8. At the Newsletter Builder Page, enter a Newsletter Name (no more than 35 characters) for your newsletter.
9. Click **Create Newsletter** which will launch you into the format area of the Newsletter Builder.



Publishing Options

Once you have formatted your newsletter to include a masthead, table of contents or subheading, there are several publishing options available for your newsletter. Click Save to save your most recent changes and click Publish to choose whether you would like to publish your newsletter traditionally or as a feed to be disseminated in a Widget, RSS or as a Podcast (Beta).

1. Set Newsletter Audience by using the radio buttons. Decide if your newsletter will be sent to users within or outside of your Factiva account, or using a Factiva Reader profile.
2. Publish traditionally so that you can send your newsletter to your audience whenever you have an update.
 - A. Create a New Edition by typing in an Edition name (no more than 40 characters) allowing you access to the archived content.
 - B. Over-write an existing Edition to save new content.
 - C. Choose from many download formats.
 - D. Select a template (Factiva or custom) when choosing RTF, PDF, Embedded HTML or HTML.

Mobile (Headlines Only) This light HTML design does not retain any column layouts or design theme and is appropriate format for viewing on a mobile device displaying the headline only.

Mobile: This light HTML design does not retain any column layouts or design theme and is appropriate format for viewing on a mobile device displaying the headline and lead sentence.

RTF: Additional customization can be added using an RTF editor (i.e., Microsoft Word). This option is meant to be sent as an attachment.

PDF: This format will enable you to limit changes to the content after you send it. This option is meant to be sent as an attachment.

Save the PDF to my Insight Reports: This will allow you to save a copy of the PDF to your Insight Reports which will be commingled with any other online reports.

Embedded HTML emailed by Factiva: Send an HTML newsletter embedded in an email sent by Factiva.

HTML: Additional customization can be added using an HTML editor (i.e., Dreamweaver, Front Page). This output format also allows you to apply a publicly accessible CSS (Cascading Style Sheet) file so that your newsletter can reflect your organization's persona in terms of the colors, font and layout. An HTML newsletter can also be posted as a Web page.

3. Publish as a feed to be communicated to your audience automatically when you choose to disseminate using a Newsletter Widget, RSS or a Podcast (Beta). You can learn more about the Newsletter feed types by visiting the FAQ area of the Dow Jones Customer Support Center

Format Content

Once you click Create Newsletter or Edit for an existing newsletter, you have many formatting and design options. Select from some or all of the following options.

1 Add Masthead:

1. Enter Header Text Large and/or Header Text Small to give your newsletter a primary and/or secondary tagline that can be no more than 35 characters.
2. Click **Save** to save your changes and view them.

2 Add Dateline:

1. The date is automatically formatted as year/month/day. To change the date, delete the auto-text and enter a new date.
2. Click **Save** to save your changes and view them.

3 Add Title:

1. Add a secondary name for this newsletter by entering text in the open field.
2. Click **Save** to save your changes and view them.

4 Write Summary:

1. Type in free text to summarize or describe the contents of the newsletter edition.
2. Click **Save** to save your changes and view them.

5 Add Footer:

1. To add a footer to the bottom of all pages in your newsletter, click **Add Footer**.
2. Enter your free text along with any copyright or trademark information.
3. Click **Save** to save your changes and view them.

6 TOC (Table of Contents):

1. A Table of Contents is automatically generated when you add subheadings.
2. Click **TOC** to hide or unhide the Table of Contents in your newsletter.

7 Add Horizontal Line:

1. Click **Horizontal Line** to add visual dividers to any section of your newsletter.

8 Add Subheading:

1. Enter a subheading name to divide your newsletter content into subsections for better organization and viewing.
2. Subheading titles also dynamically appear in the Table of Contents.
3. Click **Save** to save your changes and view them.

9 Add Link:

1. Click **Add Link** to include links to other internal or external content.
2. Enter a URL and title then add up to 700 characters of commentary to describe the content.
3. Click **Save** to save your changes and view them.

Reorder Items:

1. To move an item to a new location in the newsletter, mouse over the item until a gray bar appears and the item is highlighted yellow.
2. Drag the item to its new location.

10 Collapse View:

1. To collapse the articles so that only the headlines are showing click the **Collapse View** link.
2. To expand the view to show a snippet of the headline in addition to the headline click the **Expand View** link.

Add Comment and Add Flag:

1. To add a comment (up to 1,500 characters) or flag to any article, mouse over the citation until the gray bar appears.
2. Click **Comment** to open the comment text box or click **Flag** and select the desired flag from the menu.
3. To remove a comment or flag, mouse over the article headline until the gray bar appears. To remove a comment, click **Comment** and then **delete** from the menu. To remove a flag, click **Flag** and then **Remove Flag**.

11 Select Content:

1. Using dropdown, select an Alert or Workspace from your inventory.
2. View up to 30 headlines sorted by arrival date.
3. Mouse over a citation until a gray bar appears and the item is highlighted yellow.
4. Drag and drop the citation to its new location within your newsletter.

12 Preview Select Content:

Select an option to view your newsletter in a preview window as HTML, Widget, RSS or Podcast (Beta).

