THE WALL STREET JOURNAL.
Read ambitiously

WSJ Student Membership
Introduction

The most ambitious people in the world read The Wall Street Journal. Winner of 37 Pulitzer Prizes for outstanding journalism, the Journal has been an indispensable resource since 1889 for those who are setting new benchmarks for the world to follow. From market-moving scoops and unrivaled financial analysis to in-depth global coverage and award-winning commentary—we give our readers a competitive advantage in a world where information is currency. That why the Journal is read by more business executives globally than any other publication."

*source: 2014 Global Business Elite, Ipsos MediaCT
Benefits of a School-Sponsored Membership

• Offers schools a seamless way to provide all students, faculty, and staff personalized digital memberships to The Wall Street Journal.

• Each membership includes full WSJ.com access, WSJ mobile and tablet apps and WSJ+ (a special offers and events program) through a school’s intranet portal

• Elevates a school’s reputation by providing the finest and most trusted coverage of major news anywhere

• Adds to a school’s career resources, as the Journal provides extensive insight on career planning and tools for company and industry research

• Gives 90-day access to the print paper in digital e-reader format and a 4-year archive for electronic content. WSJ.com is available in the U.S., Asia, Europe and India editions, and is easily convertible into Chinese and Japanese languages.
Features Available Exclusively Through WSJ.com

Breaking News
News alerts, analysis and statistics updated throughout the day, throughout the world.

Personalization
Personalize WSJ.com to track industries and companies, plus articles can be saved for future reference.

Newsletters
With curated WSJ newsletters such as CMO Today, The 10-Point, The Daily Shot and Money Beat, students can get the industry-specific information they need to stay ahead of the field.

Market Data Center
Provides users with constantly-updated market data in a powerful, easy-to-use research tool that allows them to conduct in-depth research on financial markets around the world.

WSJ Video
Access to WSJ media featuring Top News, Technology, Documentaries and more.
How the Journal Can Be Integrated Into Classes

To help students and professors utilize their WSJ memberships to the fullest, WSJ developed two key resources:

Weekly Review
Professors receive discipline-specific articles delivered straight to their inboxes each week, including faculty-developed discussion questions to spur constructive classroom discussions.

Assessment Tool
Allows professors to evaluate student comprehension of course concepts and awareness of current events with multiple-choice tests, which are administered online and scored automatically.
WSJ Helps Students Activate Their WSJ Membership

When a school signs up for a school-sponsored membership, WSJ will provide the following support to encourage student activation:

• Faculty support workshops, presentations to campus groups and working with key staff to drive engagement

• A variety of promotion assets, including email templates, onsite posters and digital ads

• Targeted search and social media marketing efforts with tailored messaging

• Support from dedicated WSJ sales reps for faculty and students
Student Welcome Email Series

THE WALL STREET JOURNAL

Activate Your Complimentary WSJ Membership

The College of the Holy Cross is pleased to inform you that we have partnered with The Wall Street Journal to provide complimentary digital memberships for our students.

Your membership includes unlimited access to the award-winning news and commentary of the Journal on WSJ.com and the WSJ app. You are also entitled to participate in the complimentary WSJ+ member benefit program.

Click the button below to activate your membership today.

ACTIVATE NOW

THE WALL STREET JOURNAL

Welcome to Your WSJ Membership

Dear [NAME],

Welcome to The Wall Street Journal, providing trusted insight and analysis to help you achieve your ambitions.

Your membership helps you stay ahead with access to:

Newsletters

In-depth, curated coverage of the stories that matter to you, sent straight to your inbox every month.

WSJ Mobile and Tablet Apps

Breaking news and alerts, real-time markets data, 360 videos, virtual reality and more anytime, anywhere.

DOWNLOAD NOW

EXPLORE WSJ+

Social

When every second counts, you can't afford to miss news.
Seamless Implementation of a School-Sponsored Membership

1. School chooses an implementation option
   SAML - exchanging authentication and authorization data between parties through the university or library web browser single sign-on (SSO) method.

1. Dow Jones creates the school’s account profile based on implementation choice and delivers account details to the school’s team

2. The school’s team implements and tests the WSJ.com link

3. Upon first visiting the WSJ link, each user creates credentials (or uses existing credentials) that can then be used to access WSJ.com along with mobile and tablet apps
Some of Our Participating Schools
Thank You