

# Dow Jones Interactive Intranet Toolkit

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## Technical Guide

Server Software 2.0



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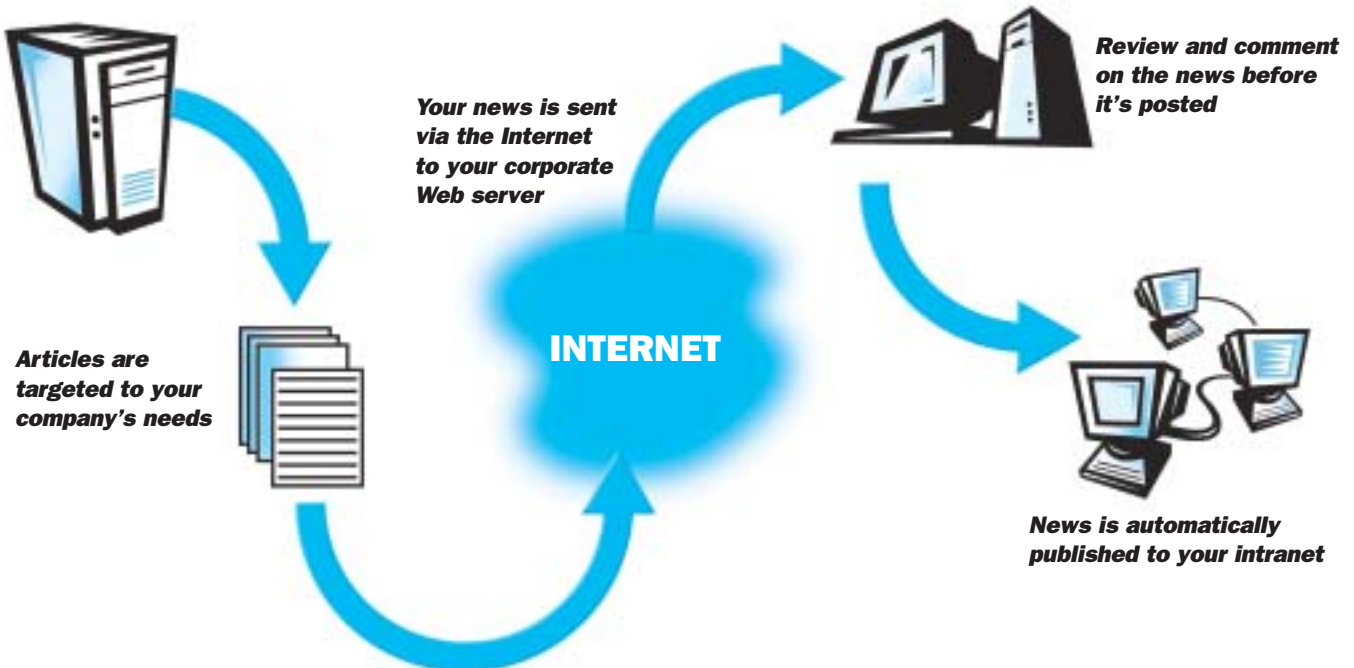
# Intranet Toolkit



The Dow Jones Interactive Intranet Toolkit is a growing suite of tools to help you integrate Dow Jones Interactive content into your corporate intranet. The Toolkit today includes Server Software 2.0, Direct Links and Intelligent Searches.

- Server Software 2.0 builds a Web site on your intranet for continuously updated news
- Entry Points gives your users single-click access to specific areas of Dow Jones Interactive
- Intelligent Searches allows you to embed pre-defined searches of Dow Jones Interactive into your corporate intranet

**Set up news topics with Dow Jones and install the Intranet Toolkit**



## Getting Started with Server Software 2.0

Server Software 2.0 allows you to integrate Dow Jones Interactive content into your intranet, so that co-workers have password-free access to relevant news. It builds an intranet site and organizes, sorts and hyperlinks articles. It also purges old news to keep your server running optimally.

The Intranet Toolkit Server Software is a Java application that runs on your intranet server. It receives news from Dow Jones throughout the day and automatically formats the articles into HTML and posts them to a page on your intranet.

News may be posted automatically or you may use the Intranet Toolkit Server Software's editorial interface to preview and attach commentary to appear with articles.

You may also include your company's internal documents within CustomClips folders on the Intranet Toolkit so that co-workers read related information on a single page.

### To begin using the Intranet Toolkit Server Software:

1. Install the free software from <http://ip.dowjones.com/toolkitdownload>, and read the User Documentation included at that site.
2. Work with our customer service representatives or your Dow Jones account executive to create profiles that will provide relevant news to your organization.
3. Work with our technical support group to initiate delivery of news to your Server Software.

Before we deliver news to your server running the Server Software, our technical support group will e-mail to you a script that tests whether our delivery methods will work at your organization. The test script will also inform us of any proxy/firewall issues.

## Minimum System Requirements

	Windows NT 4.0	Solaris 2.5.1
<b>Web Server Operating System</b>	Windows NT 4.0 with Service Pack 3 or later	Solaris 2.5.1 with latest patch cluster or Solaris 2.6
<b>Processor</b>	Dual Pentium Pro 200	Sun Ultra 1
<b>Memory</b>	128 MB	128 MB
<b>Disk Space</b>	200 MB or less (varies based on number of articles to be maintained)	200 MB or less (varies based on number of articles to be maintained)
<b>Network</b>	TCP/IP with access to the Internet	TCP/IP with access to the Internet
<b>Browser</b>	For Administration: MS IE 4.01 or Netscape 4.0+ For End User: any Dow Jones Interactive recommended browser	For Administration: Netscape 4.0+ For End User: any Dow Jones Interactive recommended browser
<b>Other</b>	Must have Server Administrator privileges to run the software	Must have Server Root privileges to run the software

## Delivery Methods

	Description	Restrictions
<b>E-mail Pull</b>	Articles retrieved from Dow Jones e-mail server	Pop mail must be enabled (outbound destination port 110)
<b>FTP Pull</b>	Articles retrieved from Dow Jones neutral site	Passive mode FTP must be enabled (outbound destination ports 21 and over 1023)

**NOTE:** To minimize server administration on your part, e-mail Push and FTP Push delivery methods should only be considered when neither “Pull” method works.

## Server Software 2.0 – Recommended Settings for Optimal Performance

The system can manage approximately 8,000-10,000 articles. Purge articles from the Intranet Toolkit or move your archive to a database to maintain optimal performance.

## Changing the User Interface for Server Software 2.0

You can change the user interface provided by the Intranet Toolkit so that it looks more like your corporate intranet. We’ve provided some sample intranet pages at <http://customclips.com/samples> so that you may see how others change the user interface. To change your user interface, we recommend having a Web developer write code.

The Intranet Toolkit uses the following files:

index.htm (or whatever default you choose in the administrative set-up)

nps\_left.htm (left menu and navigation)

X-TOP-frame.htm (news area)

To change the user interface, have the Server Software installed and working. Then, make a copy of index.htm and modify it as you wish. Point your users to the copy and keep index.htm intact. This way you will be able to verify proper operation of the Server Software and we will be able to trouble-shoot.

You may replace the Dow Jones Interactive logo at the top of the left menu frame with your own logo. It is a file called images/djmain1.gif. Keep a copy of djmain1.gif and install your own gif file in the images directory, calling it djmain1.gif.

## Adding Your Internal Documents to Server Software 2.0

Articles sent to the Server Software are formatted in a pre-defined template. Use the template on the right to format your internal documents so that they may be sent to the Server Software and include with articles from Dow Jones Interactive.

To add internal documents to folders on the Server Software, follow these steps:

1. Copy the template above at <http://djiintranettoolkit.com/samples/template.htm> and save it under the name internal zzz1234567890.djip. (The “internal” name may be something else of your choosing.)
2. Open that newly named file and add your copy in place of “ARTICLE BODY GOES HERE”
3. Replace the “test” between the fld tags with the name of the folder where you want your document to be displayed. To be sure you use the correct folder name, look at the source code of an article already in the folder.

4. Replace other information as needed. (Source Name might be Marketing Department, for instance)
5. Replace the company, industry, and region information if you'd like to index your document as articles are indexed. The Server Software uses information in these fields to build its views. If you're not using these fields, delete the line with the data tags.
6. Save the changes to the file.
7. Send the document to the Server Software .  
You can e-mail it in the body of a message, drop it into a designated directory on your LAN ("Local Directory" delivery method), or FTP the article. Add the delivery method in the Administration Interface to receive the document if the way you sent it is different than the way the Server Software normally receives articles.

If you are using the Manual Posting method, the article will be waiting in the Editorial Interface for review and posting. You may add a comment to the article there.

Your document is stamped with an arrival date, and purged with other articles according to the Server Software's "Delete Articles After" setting.

## Direct Links

Dow Jones Interactive Direct Links provide your co-workers with direct access to a specific area of Dow Jones Interactive. That means they can go directly to the Business Newsstand, Publications Library, CustomClips, Company and Industry Center, or Historical Market Data Center from a direct link on your intranet.

We can provide you with graphics for the area(s) of Dow Jones Interactive for which you'd like to provide direct links, or you may use your own image/description.

```
<html>
<head>
<!--
<article>
<fld>test</fld>
<an>1234567890</an>
<hd>ARTICLE HEADLINE HERE</hd>
<lp>ARTICLE LEAD PARAGRAPH HERE</lp>
<pd>ARTICLE PUBLICATION DATE HERE mm/dd/yyyy</pd>
<et>ARTICLE TIME OF DAY HERE hh:mm</et>
<sn>ARTICLE SOURCE NAME GOES HERE</sn>
<by>ARTICLE AUTHORS NAME HERE</by>
<cy>ARTICLE COPYRIGHT LINE HERE</cy>
<attrib name=CO>
<data>COMPANY NAME 1 HERE</data>
<data>COMPANY NAME 2 HERE</data>
</attrib>
<attrib name=IC>
<data>INDUSTRY 1 HERE</data>
<data>INDUSTRY 2 HERE</data>
</attrib>
<attrib name=RE>
<data>REGION 1 HERE</data>
<data>REGION 2 HERE</data>
</attrib>
</article>
-->
</HEAD>
<BODY BGCOLOR=#FFFFFF>
<center>
<table border=0 width=95% cellpadding=20 cellspacing=5>
<comments>
INPUT ARTICLE COMMENTS HERE
</comments>
<tr><td align=right></td></tr>
</table></center>
<!--This part and below belongs to the customer.-->
<center>
<table border=0 width=95%>
<tr><td>
<H2> ARTICLE HEADLINE GOES HERE </H2>
<H3> ARTICLE SOURCE NAME GOES HERE -
ARTICLE PUBLICATION DATE GOES HERE </H3>
<H4>ARTICLE AUTHOR GOES HERE </H4>
<P><I>ARTICLE COPYRIGHT GOES HERE</I></P>
<P> ARTICLE LEAD PARAGRAPH GOES HERE <P>
ARTICLE BODY GOES HERE
</td></tr></table></center>
</body>
</html>
```

## Recommended Software Settings for a Dual Pentium Pro 200:

	Auto Feed	Archival with Index Server	Manual Method
<b>Fetch Interval</b>	15 minutes	1 day	3+ hours
<b>Purge Interval</b>	less than 7 days	between 30 and 90 days	less than 14 days
<b>Composite Views</b>	less than 30	0 <i>(articles are accessed via customer's Index server)</i>	less than 30
<b>Pages per View</b>	up to 20	up to 20	up to 20
<b>Headlines per Page</b>	up to 20	up to 20	up to 20
<b>Performance Variables</b>	<ul style="list-style-type: none"> <li>• Optimal performance is a function of balancing article volume, views and headlines/page.</li> <li>• The system cannot support high settings for all variables.</li> </ul>		
<b>Other</b>	<ul style="list-style-type: none"> <li>• The system cannot support multiple simultaneous editors</li> <li>• The most influential setting on system performance is Purge Interval. "90 days" applies to: (a) systems with 4 processors and at least 256MB of RAM; or (b) Index Server application</li> </ul>		

Work with your Dow Jones representative and a Dow Jones technical sales consultant to implement these entry point scripts:

```
<a href="http://nrstg1p.djnr.com/cgi-bin/DJInteractive?cgi=WEB_FLAT_PAGE&page=wrapper/access&front_page=wrapper">Front Page</a>
<p>
<a href="http://nrstg1p.djnr.com/cgi-bin/DJInteractive?cgi=WEB_FLAT_PAGE&page=wrapper/access&front_page=newsstand">Newsstand</a>
<p>
<a href="http://nrstg1p.djnr.com/cgi-bin/Dow Jones Interactive?cgi=WEB_FLAT_PAGE&page=wrapper/access&front_page=st_channels">Pub Library</a>
<p>
<a href="http://nrstg1p.djnr.com/cgi-
```

```
bin/DJInteractive?cgi=WEB_FLAT_PAGE&page=wrapper/access&front_page=webclip">CustomClips</a>
<p>
<a href="http://nrstg1p.djnr.com/cgi-bin/DJInteractive?cgi=WEB_FLAT_PAGE&page=wrapper/access&front_page=cid">Company and Industry</a>
<p>
<a href="http://nrstg1p.djnr.com/cgi-bin/DJInteractive?cgi=WEB_FLAT_PAGE&page=wrapper/access&front_page=qmd">Market Data</a>
<p>
```

## **Intelligent Searches**

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Intelligent Searches are pre-defined searches that provide your co-workers with single-click access to results from a search in the Publications Library. Work with your Dow Jones representative and technical consultant to embed Intelligent Searches into a page on your intranet.

## Dow Jones Interactive Intranet Toolkit

The following standards and guidelines show how to properly display Dow Jones branding on screen and article displays using the Dow Jones Interactive Intranet Toolkit (the “Toolkit”). At a minimum, required branding includes displaying the ‘Featuring Dow Jones Interactive’ logo on entry screens and displaying the ‘From Dow Jones Interactive’, the Dow Jones corporate logo and the publication logo (for publications that require it) on article screens. The Dow Jones Interactive brand logos and required screen displays are illustrated in detail following the navigational flow diagrams.

## Standard Policies:

### Logo Usage

The Dow Jones Interactive brand logos must not be resized, recreated, repositioned or visually altered in any manner. They must be used consistently on screen and article displays. Dow Jones Interactive brand logos will be available as part of the Toolkit.

### Copyright Statement

The following copyright statement must be displayed at the bottom left of every article retrieved from Dow Jones Interactive: *Copyright©1999 Dow Jones & Company, Inc. All Rights Reserved.*



**Branding for entry, search, menu listing and headline screens.**



**Branding to be used for ALL article screens.**

## User Interface Experience

The Dow Jones Interactive Intranet Toolkit poses several possible user interface scenarios. The most common are:

- A. Displaying the Toolkit content using your intranet’s own interface.
- B. Displaying the standard Toolkit interface, as supplied by Dow Jones, on your intranet.

## A. Displaying the Toolkit content only on your intranet (using your own interface.)



**1. Customer Intranet Home Page**



**2. Dow Jones Interactive Proprietary Article**



**3. Headlines**



**4. Non-Dow Jones Interactive Article**

**B. Displaying the standard Toolkit Server Software interface, as supplied by Dow Jones, on your intranet.**



**1. Customer Intranet Home Page**



**2. Dow Jones Interactive Proprietary Article**



**3. Dow Jones Interactive Intranet Toolkit Headlines**



**4. Non-Dow Jones Interactive Article**

**Screen and Article Display Branding**

In the previous two scenarios there are several types of screen displays where Dow Jones requires content branding. They are: entry screens; search screens; menu list or headline screens; screens for articles from Dow Jones-owned publications; or screens for articles other than Dow Jones-owned publications. Each is illustrated in more detail on the following pages.

**1. Any time Dow Jones Interactive content is integrated into a site.**

When Dow Jones Interactive content has been licensed to integrate into a site, whether using the Toolkit Server Software interface or not, Dow Jones recommends using the 'Featuring Dow Jones' logo on the home page or other appropriate entry page.



**Sample home page implementation. Brand logo hyperlinks to Toolkit content.**

**2. On a search screen when Dow Jones Interactive content is being searched.**

When Dow Jones Interactive content is being searched, sometimes along with a variety of other content, Dow Jones requires the ‘Featuring Dow Jones Interactive’ logo at the top right of the search screen.



**Sample search page implementation.**

**3. When Dow Jones Interactive content is featured in a menu or headline list.**

In such lists, the ‘Featuring Dow Jones Interactive’ logo must be displayed in the upper right corner above the list.



**Sample headline page implementation.**

**4. When an article from a Dow Jones-owned publication is displayed or printed.**

When an article from a Dow Jones-owned publication is displayed on screen, the following types of branding must appear. This branding must be preserved on the printed output.

- The publication’s own logo must appear in the upper left corner above the article. (See list below)
- The “From Dow Jones Interactive” logo must appear in the upper right corner above the article.
- The Dow Jones corporate logo (“Dow Jones” all as a single word with a curved line under it) must appear at the bottom right of the article.



- A. Sample Dow Jones-owned publication article. Brand logo on ALL articles must read ‘From Dow Jones Interactive’. Logo must appear above the article on the right.**
- B. Dow Jones publication logo must appear above the article on the left.**
- C. Dow Jones copyright statement must appear at the bottom left or every article.**
- D. Dow Jones corporate logo must appear at the bottom right of the article.**

## **Dow Jones-owned publications and other selected top newspapers and magazines must carry logos:**

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- *The Asian Wall Street Journal*
- *Barron's*
- *Far Eastern Economic Review*
- *Forbes*
- *Fortune*
- *Los Angeles Times*
- *The New York Times*
- *SmartMoney*
- *The Wall Street Journal*
- *The Wall Street Journal Europe*
- *The Washington Post*

## **Dow Jones Newswires that will all use a single logo, the 'Dow Jones Newswires' logo:**

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- Capital Markets Report
- Dow Jones Asian Equities Report
- Dow Jones Australia and New Zealand Report
- Dow Jones Commodities Service
- Dow Jones Energy Service
- Dow Jones International News
- Dow Jones Money Management Alert
- Dow Jones News Service
- Dow Jones News Service-*Wall Street Journal* Combined Stories
- Emerging Markets Report
- Professional Investor Report
- Select Federal Filings Newswires

**5. When an article from a publication from Dow Jones Interactive, other than a publication that requires its own logo, is displayed.**

When an article from any of the 6,000+ publications, other than publications identified on the previous page, from the Dow Jones Publications Library is displayed, the following types of branding must appear. This branding must be preserved on the printed output.

- The “From Dow Jones Interactive” logo must appear in the upper right corner above the article.
- The Dow Jones corporate logo (“Dow Jones” all as a single word with a curved line under it) must appear at the bottom right of the article.



**A. Sample article from other than a Dow Jones-owned publication. Brand logo on ALL articles must read ‘From Dow Jones Interactive’. Logo must appear above the article on the right.**

**B. Dow Jones copyright statement must appear at the bottom left of every article.**

**C. Dow Jones corporate logo must appear at the bottom right of the article.**

**6. When using the standard Toolkit interface, as supplied by Dow Jones, to display information on your intranet.**

You may choose to display the standard Toolkit Server Software interface, in its entirety, as supplied by Dow Jones. In this instance no additional Dow Jones Interactive branding is required. You also have the option to display your company logo on the interface. The size of the company logo must be no larger than 114 (w) x 100 (h) pixels.



**A. Option to post Company Logo (114x100 pixels)**

**Hyperlinks from Dow Jones Logos**

When the ‘Featuring Dow Jones Interactive’ logo is used as an entry mechanism from your site the URL must hyperlink to the next appropriate sequential page, e.g., the Toolkit headline page.

The ‘From Dow Jones Interactive’ and the ‘Dow Jones’ corporate logo must hyperlink to the Dow Jones Interactive Subscription Agreement and Additional Legal Terms and Notices.

Actual hyperlinks will be determined later by customers and by Dow Jones, accordingly.

For more information or questions regarding Dow Jones Interactive Branding Guidelines please contact Rick Angeloni at 609-520-7338 or Greg Merkle at 609-520-4682.





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