





Print & Digital Ad Specifications



PRINT AD SIZES

Mechanical Requirements (in.)

	Live Matter	Bleed	Final Trim	Gutter
 Full Page	7½ x 10	8¾ x 11¼	8½ x 11	—
 Half Page	7½ x 4½	8¾ x 5⅝	8½ x 5	—
 Cover 4	7½ x 10	8¾ x 11¼	8½ x 11	—
 Cover Wrap	2⅝ x 10	3¾ x 11¼	3½ x 11	—

PRINT DEADLINES

Issue Day	Space Reservation Due	Print Materials Due
Tuesday	Friday 12 pm	Friday COB
Wednesday	Monday 12 pm	Monday COB
Thursday	Tuesday 12 pm	Tuesday COB

E-NEWSLETTER SPECIFICATIONS

Logo

100 X 100 px or similar
PNG format preferred

1

Text Ad Unit

Max 300 characters including any URL
(Unfortunately, no rich media / third party tags accepted)

2

Banner Ad Unit

File dimensions: 300 X 250 px
File size: Standard GIF/JPG – 30K
Third-party ad tags accepted

3

Tags

The following assets should be provided for each ad:

1. The ad creative, either as an image URL or image file
2. The clickthrough link URL
3. An optional impression tracking pixel URL
4. Optional ad text for text ads only, unformatted but with inline hyperlinks permitted

National Journal can identify these URLs from standard ad tags in most cases. Please be aware that IFrames, JavaScript, and video cannot be placed in email newsletters. Third-party ad creative and reporting with impression and click tracking is recommended. If an image file is provided without third-party impression or click tracking, National Journal may be unable to provide detailed ad performance metrics.

CONTACT

Always call us for last-minute opportunities. We are here to help with deadline extensions.

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