2020 Advertising Opportunities

At the intersection of policy and politics, National Journal provides unparalleled insight and analysis on Washington.

E-NEWSLETTERS

National Journal Daily
National Journal’s Charlie Cook
Hotline’s Wake-Up Call
Hotline’s Latest Edition
Presentation Center

PRINT

National Journal Daily

CONTACT

Heather McKeon, Executive Director
202-266-7900
HMcKeon@nationaljournal.com
www.nationaljournal.com/advertise
E-Newsletters
Insights that count in the inboxes that matter

**NATIONAL JOURNAL DAILY**
A digital version of the classic Washington insider publication; sent to more than 17,000 professionals on and off Capitol Hill.

**HOTLINE’S WAKE-UP CALL & LATEST EDITION**
A summary of the most pressing and recent political updates sent daily to more than 21,000 political junkies and followers.

**PRESENTATION CENTER**
Visual issue analysis and policy insights delivered to more than 10,000 users daily as editable slides.

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**A Day in the Life of a Washington Insider in 2019**
Channels used for Washington News and Information Throughout the Weekday

<table>
<thead>
<tr>
<th>PERCENTAGE OF RESPONDENTS BY CHANNEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING</td>
</tr>
<tr>
<td>LUNCHTIME</td>
</tr>
<tr>
<td>EVENING</td>
</tr>
<tr>
<td>75%</td>
</tr>
<tr>
<td>50%</td>
</tr>
<tr>
<td>25%</td>
</tr>
<tr>
<td>0%</td>
</tr>
</tbody>
</table>


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**E-Newsletters reach 23,000 Washington influentials:**
- The federal government
- White House & executive branch
- Academic institutions
- Think tanks
- Private sector
- Capitol Hill

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**1 Client text**

**2 Link to Landing Page / Web Site**

**3 300 x 250 Banner Static Ad Unit**
National Journal Daily
A direct line to every office and committee on Capitol Hill

The *only* D.C. policy publication Congress pays to read in print and digital

4,000 copies of National Journal Daily are hand-delivered to the desks of official Washington influentials – including all 535 congressional offices and committees on Capitol Hill.

77%
**CAPITOL HILL**
+ House
+ Senate
+ Executive branch
+ White House

23%
**PRIVATE SECTOR**
+ Private companies
+ Leading think tanks & associations
+ Media organizations
+ Other influentials

**TOTAL CIRCULATION**
4,000

Capitol Hill Still Reads in Print
READS PRINT AT LEAST ONCE DURING THE WORKDAY
Percentage of Respondents, by Workplace


2020 ADVERTISING OPPORTUNITIES
Highlight your message and brand on the front and premium pages of National Journal Daily.

1. COVER WRAP

2. OPENING SPREAD

3. COVER BUYOUT

Combined Packages Available
Please contact Heather McKeon at 202-266-7900 or HMcKeon@nationaljournal.com.
Bringing your members to Washington? We can help with Impactful Fly-In Packages

Partner with National Journal to inform Capitol Hill about your issues.

360-DEGREE SUPPORT

Print Components
- Three full page ads in National Journal Daily:
  - one to promote your upcoming presence in D.C.
  - one the day of the event
  - one providing a post-event recap
- Up to 500 additional copies at your conference at no additional cost

Digital Components
- One-week sponsorship of a National Journal e-newsletter
  - Benefits include:
    - Logo placement
    - 300 character text ad
    - 300 x 250 banner ad unit

Day One—Highlight

Print Components
- Cover wrap unit and Cover 4 of National Journal Daily
- Up to 500 additional copies at your conference at no additional cost

Digital Components
- Sponsorship of a National Journal e-newsletter
  - Benefits include:
    - 300 character text ad
    - 300 x 250 banner ad unit
    - Hyperlink to landing page

Capitol Hill reports continued trust in national news brands, think tanks, local news sources

TRUSTED SOURCES FOR WASHINGTON NEWS AND INFORMATION

Percentage of Capitol Hill Respondents, 2017-2019

National Journal Daily
2020 Print Publishing Schedule

NJ Daily publishing dates

National Journal Daily publishes a print edition Tuesday, Wednesday, and Thursday when the House of Representatives and Senate are in session.


Please contact Heather McKeon, Executive Director at HMckeon@nationaljournal.com or 202-266-7900 for more information.

Publishing dates subject to change.

Last updated December 2, 2019.
E-NEWSLETTER SPECIFICATIONS

Text Ad Unit
Max 300 characters including any URL

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

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.

Heather McKeon, Executive Director
202-266-7900 / HMcKeon@nationaljournal.com

Isobell Ellis, Publishing Services Director
202-739-8476 / iellis@nationaljournal.com
# NJ Advertising

## 2020 Rate Card

### PRINT

<table>
<thead>
<tr>
<th></th>
<th>Per Day</th>
<th>Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Cover Page</td>
<td>$2,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Wrap</td>
<td>$6,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,500</td>
<td>$4,500</td>
</tr>
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</table>

### DIGITAL NEWSLETTERS

<table>
<thead>
<tr>
<th></th>
<th>Per Day</th>
<th>Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>NJ Daily</td>
<td>$800</td>
<td>$4,000</td>
</tr>
<tr>
<td>Hotline Wake-Up Call</td>
<td>$800</td>
<td>$4,000</td>
</tr>
<tr>
<td>Hotline Late Edition</td>
<td>$500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Presentation Center</td>
<td>$500</td>
<td>$2,500</td>
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