



Print & Digital Ad Specifications

Print Ad Sizes

	LIVE MATTER	BLEED	FINAL TRIM	GUTTER
Full Page	7 1/2 x 10	8 3/4 x 11 1/4	8 1/2 x 11	—
Half Page	7 1/2 x 4 1/2	8 3/4 x 5 1/8	8 1/2 x 5	—
Cover 4	7 1/2 x 10	8 3/4 x 11 1/4	8 1/2 x 11	—
Cover Wrap	2 5/8 x 10	3 3/4 x 11 1/4	3 1/2 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

FILE DIMENSIONS		FILE SIZE	
Banner Ad Unit	300 x 250 px	GIF/JPG — 300K	
		Optional Text Ad Unit	Max 300 characters including any URL

Tags

- The image file
- The clickthrough link URL
- Optional ad text for text ads only, unformatted but with inline hyperlinks permitted

As a result of the California Consumer Privacy Act, National Journal will host ad banner images and provide ad performance reports including basic impression and click counts. Third-party or advertiser-hosted ad tags are not accepted, though National Journal can assist in downloading ad creative from standard ad tags. Please be aware that IFrames, JavaScript, and video cannot be placed in email newsletters.

Contact

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

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