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

### 2018 Media Kit

<table>
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<th>E-NEWSLETTERS</th>
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<td>National Journal Daily</td>
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<td>National Journal’s Charlie Cook</td>
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<tr>
<td>Hotline’s Wake-Up Call</td>
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<tr>
<td>Hotline’s Latest Edition</td>
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<tr>
<td>Washington Briefing</td>
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<td>Presentation Center</td>
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</tbody>
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**Presentation Center Premium**
- Defense and Cybersecurity
- Energy
- Finance
- Health Care
- Tax, Labor, Economics
- Technology

### PRINT

| National Journal Daily |

### PODCAST

| National Journal Quorum Call |

### CONTACT

**Victoria Lion Monroe**  
202-297-0394  
vlionmonroe@nationaljournal.com
National Journal Daily
Nonpartisan journalism read daily by influentials who use it most

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

15,000 copies of National Journal Daily are hand-delivered to the desks of official Washington – including all 535 congressional offices.

9 OUT OF 10 SUBSCRIBERS IMPACT PUBLIC POLICY

90% CAPITOL HILL

10% PRIVATE SECTOR

+ Private companies
+ Leading think tanks & associations
+ Media organizations
+ Other influentials
National Journal Daily
2018 Advertising Options

PRINT ONLY ADJACENCIES

Issue Driven
Your full-page ad appears next to key stories on tax, finance, technology, defense and cybersecurity, health care, and energy.

Charlie Cook
Your full-page ad appears next to the weekly column read by elected officials and political junkies.

Ron Brownstein
Your ad appears next to our weekly column that examines political, cultural, and economic issues.

Jerry Hagstrom
Your ad appears next to a twice monthly column providing in-depth coverage of agriculture and related issues.

Josh Kraushaar
Your ad appears next to our weekly column written by National Journal's political editor.

E-NEWSLETTERS

National Journal Daily
A digital version of the classic Washington insider publication; sent to the inboxes of more than 11,500 professionals on and off Capitol Hill.

Hotline’s Wake-Up Call and Latest Edition
A summary of the most pressing and recent political updates sent daily to more than 9,000 users.

Washington Briefing
A summary of the most insightful political and policy analysis, sent weekly to more than 6,000 professionals on and off Capitol Hill.

National Journal’s Charlie Cook
Charlie Cook shares his take on the week’s political environment with 5,000 users weekly.

Presentation Center
Daily emails sent to more than 9,000 users, with coverage on key issues including:
+ Defense and Cybersecurity
+ Energy
+ Finance
+ Health Care
+ Tax, Labor, Economics
+ Technology

DIGITAL AND PRINT PACKAGES

Combined Packages
Please contact Victoria Lion Monroe at 202-297-0394 or vlionmonroe@nationaljournal.com.
High-Impact Print Opportunities

A unique opportunity to highlight your brand on the front and premium pages of National Journal Daily

1. COVER WRAP

2. OPENING SPREAD

3. COVER BUYOUT

Own all three cover positions in one issue of National Journal Daily.

Capitol Hill Still Reads in Print

READS PRINT AT LEAST ONCE DURING THE WORKDAY

Percentage of Respondents, by Workplace
E-Newsletters
Insights that count in the inboxes that matter

**NATIONAL JOURNAL DAILY**
A policy insider’s preview of the day ahead in the inboxes of Washington’s leadership class.

**HOTLINE’S WAKE-UP CALL & LATEST EDITION**
The political junkie’s twice-daily digest that previews the day’s top stories and provides 360º coverage of elections across the country.

**WASHINGTON BRIEFING**
A weekly summary of the most insightful political and policy analysis.

**NATIONAL JOURNAL’S CHARLIE COOK**
Charlie Cook gives his take on the week’s political environment.

**PRESENTATION CENTER**
Visual issue analysis and policy insights delivered as editable slides.

Read by 23,000 Washington influentials:
+ The federal government
+ Academic institutions
+ Think tanks
+ Private sector
+ Capitol Hill

1 Subject Line Recognition
2 300 Character Text*
   and/or
3 300 x 250 Banner Ad Unit

*The advertiser may choose to do two banner ads, one at the top and one at the bottom, instead of the 300 character text.
Podcast
Your message heard by thousands of Washington insiders every week

QUORUM CALL PODCAST

15 second pre- and mid-roll on-air reads by the host of that week’s podcast.

Co-branded promotion for the week’s podcast is sponsored in National Journal Daily and our e-newsletters.

LISTENS TO PODCASTS AT LEAST ONCE DURING THE WORKDAY
Percentage of Respondents, by Workplace

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol Hill</td>
<td>33%</td>
<td>43%</td>
</tr>
<tr>
<td>Federal Executives</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Private Sector</td>
<td>21%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: Washington in the Information Age 2017; National Journal research and analysis

For further information please contact Victoria Lion Monroe at 202-297-0394 or vlionmonroe@nationaljournal.com

Photo Credit: José Moreno | Unsplash
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

Digital Components
+ One-week sponsorship of a National Journal e-newsletter
  + Benefits include:
    − Subject line recognition
    − 300 character text ad
    − 300 x 250 banner ad unit
+ One-day sponsorship of a National Journal e-newsletter
  + Benefits include:
    − Subject line recognition
    − 300 character text ad
    − 300 x 250 banner ad unit

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

TRUSTED SOURCES FOR WASHINGTON NEWS AND INFORMATION
Percentage of Capitol Hill Respondents, 2016 vs. 2017

Source: Washington in the Information Age 2017 National Journal research and analysis
National Journal Daily publishes a print edition Tuesday, Wednesday, and Thursday when the House of Representatives is in session.
# National Journal Daily Print Ad Specs

## AVAILABLE AD SIZES

<table>
<thead>
<tr>
<th>Mechanical Requirements</th>
<th>Full Page</th>
<th>Spread</th>
<th>Half Page</th>
<th>Junior Spread</th>
<th>Cover 4</th>
<th>Cover Wrap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Matter</td>
<td>7½&quot; x 10&quot;</td>
<td>16&quot; x 10&quot;</td>
<td>7½&quot; x 4½&quot;</td>
<td>10¼&quot; x 6⅝&quot;</td>
<td>7½&quot; x 10&quot;</td>
<td>2⅜&quot; x 10&quot;</td>
</tr>
<tr>
<td>Bleed</td>
<td>8¼&quot; x 11½&quot;</td>
<td>17¼&quot; x 11⅝&quot;</td>
<td>8⅜&quot; x 5⅝&quot;</td>
<td>—</td>
<td>8¼&quot; x 11¼&quot;</td>
<td>3⅜&quot; x 11¼&quot;</td>
</tr>
<tr>
<td>Final Trim</td>
<td>8½&quot; x 11&quot;</td>
<td>17&quot; x 11&quot;</td>
<td>8½&quot; x 5&quot;</td>
<td>10¾&quot; x 7&quot;</td>
<td>8½&quot; x 11&quot;</td>
<td>3½&quot; x 11&quot;</td>
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<tr>
<td>Gutter</td>
<td>—</td>
<td>⅜&quot;</td>
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<td>⅜&quot;</td>
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</tbody>
</table>

## DEADLINES

<table>
<thead>
<tr>
<th>Issue Day</th>
<th>Space Reservation Due</th>
<th>Print Materials Due</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Thursday 12 pm</td>
<td>Thursday COB</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Friday 12 pm</td>
<td>Friday COB</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Monday 12 pm</td>
<td>Monday COB</td>
</tr>
<tr>
<td>Thursday</td>
<td>Tuesday 12 pm</td>
<td>Tuesday COB</td>
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</table>
National Journal
E-newsletter Ad Specs

PHYSICAL SPECIFICATIONS

Subject Line Recognition
Max 40 characters

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

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.

Victoria Lion Monroe
Consultant
202.297.0394
vlionmonroe@nationaljournal.com

Isobell Ellis
Publishing Services Director
202.739.8476
iellis@nationaljournal.com