



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
Tags	<p>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.</p>		

Contact

<p>Always call us for last-minute opportunities. We are here to help with deadline extensions.</p>	<p>Emily Akhtarzandi Chief Revenue Officer 202-266-7900 eakhtarzandi@nationaljournal.com</p>	<p>Isobel Ellis Publishing Services Director 202-739-8476 iellis@nationaljournal.com</p>
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