2022 Advertising Opportunities

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

**E-Newsletters**
- National Journal Daily
- Hotline’s Wake-Up Call!
- Hotline’s Latest Edition
- Presentation Center

**Print**
- National Journal Daily

**Contact**
Emily Akhtarzandi
Chief Revenue Officer
202-266-7900
eakhtarzandi@nationaljournal.com

Or visit www.nationaljournal.com/advertise
E-Newsletters
Insights that count in the inboxes that matter

E-Newsletters reach **20,000** Washington influentials:

- The federal government
- White House & executive branch
- Academic Institutions
- Think Tanks
- Private Sector
- Capitol Hill

**NATIONAL JOURNAL DAILY**

**National Journal Daily**
A digital version of the classic Washington insider publication; sent to **nearly 7,000** professionals on and off Capitol Hill.

**SUNDAY THROUGH THURSDAY**

**HOTLINE’S WAKE-UP CALL & LATEST EDITION**

**National Journal’s Hotline**
A summary of the most pressing and recent political updates sent daily to **more than 11,000** political junkies and followers.

**MONDAY THROUGH FRIDAY**

**PRESENTATION CENTER**

Visual issue analysis and policy insights delivered to **more than 7,000** users daily as editable slides.

**MONDAY THROUGH FRIDAY**

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**Banner Ad Unit**

300 x 250 Banner static ad units, top and bottom

**Optional Text Ad Unit**

Client text replaces one or both banners

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2022 ADVERTISING OPPORTUNITIES
National Journal Daily

A direct line to every office and committee on Capitol Hill

The only D.C. policy publication Congress reads in print and digital

3,500 copies of National Journal Daily are hand-delivered to the desks of officials and influentials in Washington – including all 535 congressional offices and committees on Capitol Hill.

- 77% Capitol Hill
  - House
  - Senate
  - Executive branch
  - White House

- 33% Private Sector
  - Private companies
  - Leading think tanks & associations
  - Media Organizations
  - Other influentials

9 out of 10 subscribers impact public policy

2022 ADVERTISING OPPORTUNITIES
National Journal Daily
High-Impact Print Opportunities

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

Cover Wrap

Opening Spread

Cover Buyout
Combined Packages Available

Please Contact

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Chief Revenue Officer
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Impactful Fly-In Packages
Bringing your members to Washington? 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, 2019-2021

Podcasts

Reach the next generation of policy and political decision-makers

QUORUM CALL

A weekly podcast on Congress, policy, and politics, hosted by National Journal’s veteran reporting team. No one knows Capitol Hill and the corridors of Washington power like National Journal.

AGAINST THE GRAIN

NJ Politics Editor Josh Kraushaar hosts the sharpest minds in Washington for candid conversations about what’s really happening inside the Beltway and on the campaign trail.

Email Emily Akhtarzandi at eakhtarzandi@nationaljournal.com to learn more.

National Journal offers an opportunity to underwrite a single episode or an exclusive buyout of our podcasts.
Events
Align your brand with smart political insights

In an ongoing virtual event series held every other Friday, Charlie Cook recaps the week and shares his latest outlook on the political landscape, with a roster of insightful guests.

National Journal offers an opportunity to underwrite a single Cook Catch Up or an exclusive buyout of the series.

Email Emily Akhtarzandi at eakhtarzandi@nationaljournal.com to learn more.
Virtual Roundtable Discussion

A unique opportunity to engage and build relationships

National Journal offers custom virtual roundtable discussions on an editorially relevant topic of interest.

Capitalize on the convening power of National Journal, leverage the collective insights of an editorially curated group, soft-sound new messaging in Washington, and build new partnerships and coalitions.

Email Emily Akhtarzandi at eakhtarzandi@nationaljournal.com to learn more.
National Journal Daily publishes a print edition Tuesday, Wednesday, and Thursday when the House of Representatives and Senate are in session.

Contact for More Information

Emily Akhtarzandi
Chief Revenue Officer

202-266-7900
eakhtarzandi@nationaljournal.com
Print & Digital Ad Specifications

Print Ad Sizes

<table>
<thead>
<tr>
<th>LIVE MATTER</th>
<th>BLEED</th>
<th>FINAL TRIM</th>
<th>GUTTER</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>7 ½ x 10</td>
<td>8 ¾ x 11 ¼</td>
<td>8 ½ x 11</td>
</tr>
<tr>
<td>Half Page</td>
<td>7 ½ x 4 ½</td>
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<td>Cover 4</td>
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<tr>
<td>Cover Wrap</td>
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Print Deadlines

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<th>SPACE RESERVATION DUE</th>
<th>PRINT MATERIALS DUE</th>
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<tr>
<td>Tuesday</td>
<td>Friday 12 pm</td>
<td>Friday COB</td>
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<td>Wednesday</td>
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<tr>
<td>Thursday</td>
<td>Tuesday 12 pm</td>
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E-Newsletter Specifications

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<tr>
<th>FILE DIMENSIONS</th>
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<th>Optional Text Ad Unit</th>
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<tbody>
<tr>
<td>Banner Ad Unit</td>
<td>300 x 250 px</td>
<td>GIF/JPG — 300K</td>
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Optional Text Ad Unit

Max 300 characters including URL. All advertiser messages will be preceded by “A Message from [ADVERTISER NAME]:” which will not count against the 300 character limit.

Tags

1. The image file
2. The clickthrough link URL
3. 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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Isobel Ellis
Publishing Services Director
202-739-8476
ileen@nationaljournal.com
### Print

<table>
<thead>
<tr>
<th></th>
<th>PER DAY</th>
<th>PER WEEK</th>
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<tbody>
<tr>
<td>Full Page</td>
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<td>Cover Page</td>
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<td>Wrap</td>
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### Digital Newsletters

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<td>NJ Daily</td>
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<td>Hotline’s Wake-Up Call</td>
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<td>Hotline’s Latest Edition</td>
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<tr>
<td>Presentation Center</td>
<td>$500</td>
<td>$2,500</td>
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