

# NJ

NATIONAL JOURNAL

# 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



[ekhtarzandi@nationaljournal.com](mailto:ekhtarzandi@nationaljournal.com)

Or visit [www.nationaljournal.com/advertise](http://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

**NJ**

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

MONDAY THROUGH FRIDAY

## Banner Ad Unit



300 x 250 Banner static ad units, top and bottom

## Optional Text Ad Unit



Client text replaces one or both banners



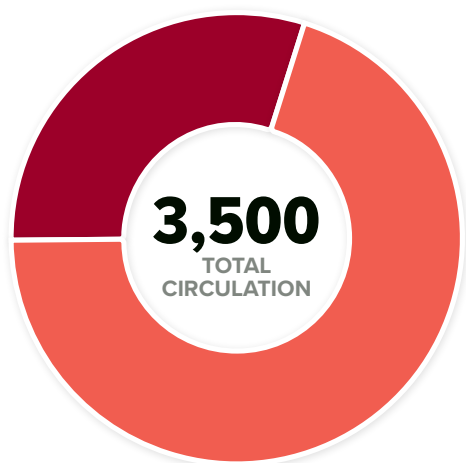
# National Journal Daily

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





# 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

## 3 Cover Buyout Combined Packages Available

Please Contact 

**Emily Akhtarzandi**  
Chief Revenue Officer



202-266-7900



eakhtarzandi@nationaljournal.com





# 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

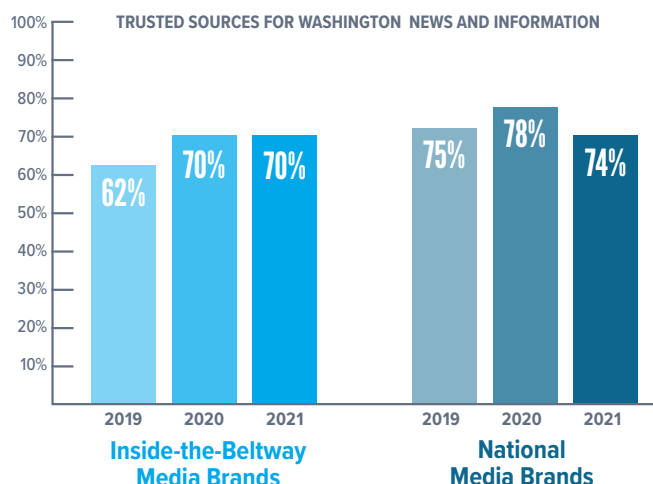
### Digital Components

- 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.

**NEW EPISODES AVAILABLE EVERY MONDAY.**

## 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.

**NEW EPISODES AVAILABLE WEEKLY.**



**National Journal offers an opportunity to underwrite a single episode or an exclusive buyout of our podcasts.**

Email Emily Akhtarzandi at [epakhtarzandi@nationaljournal.com](mailto:epakhtarzandi@nationaljournal.com) to learn more.



# Events

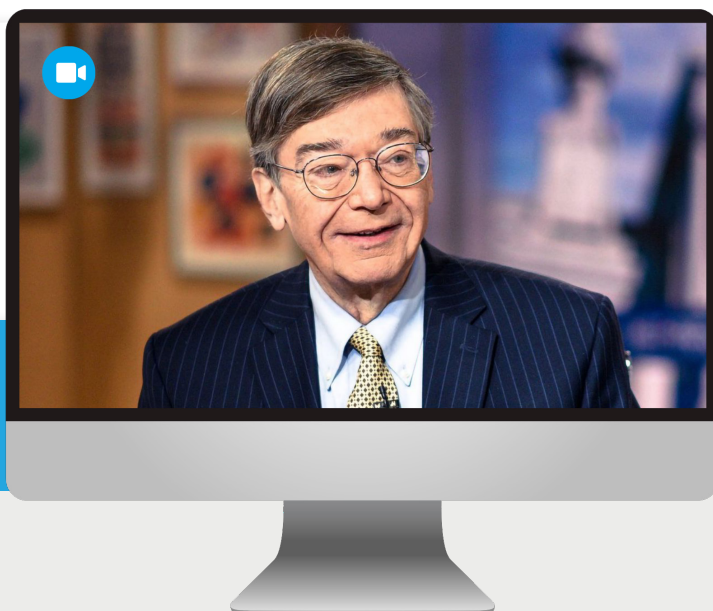
Align your brand with smart political insights



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](mailto:eakhtarzandi@nationaljournal.com) to learn more.





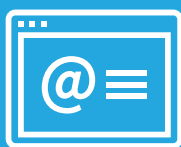
# Virtual Roundtable Discussion

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](mailto:eakhtarzandi@nationaljournal.com)**  
to learn more.





# National Journal Daily

## 2022 Print Publishing Schedule

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

January

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Publishing dates subject to change

Last updated January 2021

NJ Daily publishing dates

Contact for More Information



**Emily Akhtarzandi**  
Chief Revenue Officer



202-266-7900







eakhtarzandi@nationaljournal.com



# Print & Digital Ad Specifications




## Print Ad Sizes



	LIVE MATTER	BLEED	FINAL TRIM	GUTTER
 <b>Full Page</b>	7 ½ x 10	8 ¾ x 11 ¼	8 ½ x 11	—
 <b>Half Page</b>	7 ½ x 4 ½	8 ¾ x 5 ½	8 ½ x 5	—
 <b>Cover 4</b>	7 ½ x 10	8 ¾ x 11 ¼	8 ½ x 11	—
 <b>Cover Wrap</b>	2 ⅝ x 10	3 ¾ x 11 ¼	3 ½ x 11	—

## Print Deadlines



ISSUE DAY	SPACE RESERVATION DUE	PRINT MATERIALS DUE
<b>Tuesday</b> 	Friday 12 pm	Friday COB
<b>Wednesday</b> 	Monday 12 pm	Monday COB
<b>Thursday</b> 	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 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		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.	
2	The clickthrough link URL			
3	Optional ad text for text ads only, unformatted but with inline hyperlinks permitted			

## Contact



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

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Chief Revenue Officer

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Publishing Services Director

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# NJ Advertising 2022 Rate Card

## Print



	PER DAY	PER WEEK
Full Page	\$2,000	\$6,000
Cover Page	\$2,000	\$6,000
Wrap	\$6,000	\$12,000
Half Page	\$1,500	\$4,500

## Digital Newsletters



	PER DAY	PER WEEK
NJ Daily	\$2,000	\$6,000
Hotline's Wake-Up Call	\$800	\$4,000
Hotline's Latest Edition	\$500	\$2,500
Presentation Center	\$500	\$2,500

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