

National Journal

WHAT LEADERS FOLLOW.

ONLINE | PRINT | MOBILE | LIVE

NATIONALJOURNAL.COM

National Journal

WHAT LEADERS FOLLOW.

The image shows a screenshot of the National Journal website at the top, featuring a navigation bar with categories like 'POLITICS', 'ECONOMY', and 'HEALTH CARE'. Below the navigation is a main article titled 'Obama: Afghan War Does Reveal Nothing New' by Melissa Mattews. To the right, there are smaller articles such as 'Departing Commander Strives to Budget Cut in Wage Study' and 'How The Party Caucus Enrolls 20 Members'. Below the website screenshot is a yellow magazine cover for 'National Journal' dated October 23, 2010. The cover features a portrait of President Obama and the headline 'An Interview With President Obama: "I've got a lot of work left to do."'. Below the cover is a small section titled 'National Journal Daily' with a date of Friday 06.04.10. This section includes a photo of a group of men in suits and a headline 'Remaining Job Bill Items Shift'. To the right of this photo is another headline 'Election Could Bring More' with a sub-headline 'POLITICS'.

Regarded as the most credible, objective, and authoritative voice in the Beltway, National Journal has been Washington's premier source of nonpartisan insight on politics and policy for more than four decades. Our significant re-launch in October 2010 enhanced our unparalleled reputation for intelligence and depth with energy, currency, and speed.

National Journal properties include NationalJournal.com, National Journal, National Journal Daily, and National Journal Hotline. A new combined newsroom of reporters fulfills the demands of over 15,000 consumers across the entire news continuum: breaking news, offering instant analysis and vital context, and delivering big picture perspective on the impact of new developments on the future of legislation, public policy, and political outcomes.

In addition to significantly expanding the content on the paid subscriber sites, the re-launch of National Journal also broadened our reach and access to influentials beyond the Beltway with a new free web site featuring compelling content of national interest.

The full spectrum of National Journal's media properties deliver senior policy makers and influentials with all of the information and insights that they need to know to conduct business successfully in Washington. National Journal enjoys unparalleled readership loyalty from decision makers and policy influencers. Our publications have long been trusted professional resources for Members of Congress and their senior staffs, the Executive branch, federal agency executives, government affairs professionals, corporate and association leaders, and the national news media.

From live event discussions to breaking news, our content is **WHAT LEADERS FOLLOW.**

ATTRACTING A CROWD

Word of National Journal's spread throughout the Beltway with the stated goal of adding speed and breaking news to the brand's unparalleled reputation for solid and substantive reporting. With a series of high-profile hires National Journal now boasts the most seasoned news room covering policy and politics including:



Matthew Cooper
MANAGING EDITOR
*(formerly senior adviser to the
Financial Crisis Inquiry Commission,
Newsweek, US News & World Report,
TIME, and The Atlantic)*



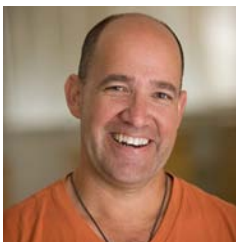
Coral Davenport
CORRESPONDENT
(formerly of Politico)



Susan Davis
CORRESPONDENT
(formerly of The Wall Street Journal)



Matt Dobias
CORRESPONDENT
(formerly of Modern Health Care)



Matthew Dowd
COLUMNIST & STRATEGIC
ADVISOR



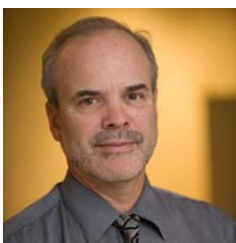
Yochi Dreazen
SR. CORRESPONDENT
*(formerly of The Wall Street
Journal)*



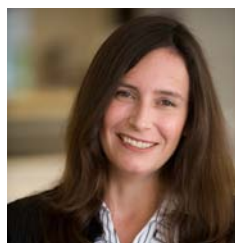
Ron Fournier
EDITOR-IN-CHIEF OF
NATIONAL JOURNAL GROUP
(formerly of Associated Press)



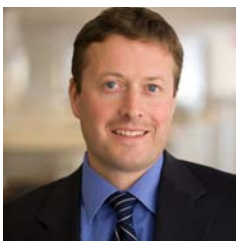
Major Garrett
CONGRESSIONAL
CORRESPONDENT
(formerly of Fox News Channel)



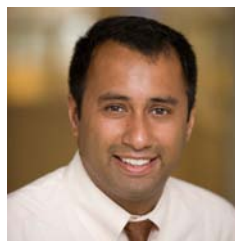
Michael Hirsh
CHIEF CORRESPONDENT
(formerly of Newsweek)



Fawn Johnson
GENERAL ASSIGNMENT
CORRESPONDENT
*(formerly of Dow Jones Newswire/
The Wall Street Journal)*



Jim Tankersley
ECONOMICS CORRESPONDENT
*(formerly of the Tribune
Washington Bureau)*



Aamer Madhani
CORRESPONDENT
(formerly of USA Today)

WHAT LEADERS FOLLOW.

NationalJournal

National Journal

WHAT LEADERS FOLLOW.

UNDERSTANDING DECISION MAKERS

Washington insiders understand their jobs are news-dependent. With an ever-growing selection of news sources and a virtual 24-hour workday, it takes real, round-the-clock commitment to stay on top of information.

Even so, National Journal Group's latest Washington in the Information Age study indicates that more than a third of Insiders say the proliferation of media is a boon to their professional lives. As the ultimate media multitasker, the Washington Insider fills almost every spare minute with news.

The National Journal Group audience is connected, informed and combining a cross-section of digital, print, live and television news sources. It includes members of Congress and their aides, administration officials, and the private sector's unofficial influencers who turn to National Journal's non-partisan expert coverage for Washington's currency of power – knowledge.

OUR GOLD STANDARD AUDIENCE

National Journal Group reaches an elite group of engaged and influential Washington decision makers, with more than 75% of our audience coming from Capitol Hill. Our audience includes:

- Members of Congress
- Chiefs of Staff
- Legislative Directors
- Press Secretaries
- Senior Advisers to the President and Cabinet Secretaries
- The Pentagon and Department of Homeland Security
- Political Journalists and Reporters
- Governors in all 50 states
- The White House
- Op-Ed Writers
- Washington Correspondents + Bureau Chiefs
- Lobbyists
- Vice Presidents of Government Affairs
- Vice Presidents of Public Affairs
- Think Tank Leaders and Experts
- Civic Leaders
- Engaged Public
- All Federal Agencies



National Journal



The premier source of nonpartisan analysis and coverage of politics and policy, National Journal provides in-depth reporting on the current policy and trends and political environment. With unsurpassed journalistic experience and access, our reporters pull back the curtain on Washington’s corridors of influence on a weekly basis. Our unique editorial advantages deliver decision makers the most comprehensive view of what issues lie ahead and how policy and political influences can change outcomes.

National Journal includes a mix of in-depth articles on policy and politics, columns by respected analysts such as Charlie Cook and Ronald Brownstein, and short profiles of movers and shakers and up-and-comers in Washington. National Journal also features regular polls of more than 100 members of Congress and more than 200 political heavyweights to get their take on where important political and policy battles are headed.

OUR READERS

National Journal is hand-delivered each Friday to Washington decision makers.

The chart below shows the breakdown of National Journal’s circulation information:



WHAT LEADERS FOLLOW.

National Journal

National Journal Daily

Inside

- FINANCE - p. 3**
As rush to finish on, 60-vote threshold coming back
- POLITICS - p. 4**
Obama to establish commission game heats up
- TAXES - p. 8**
S's Negimian getting close to deal on estate tax
- HOUSING - p. 10**
Obama packs FBI donor counterterrorism veteran to head TSA screen pt.

DEFENSE

- OFF TO THE RACES - p. 5**
Of all the primary elections today, the one that could foretell the m November the seat of the late Rep. John Murtha, D-Pa.

ON THE WEB

- REPORTING EARLY RETURNS - p. 9**
See what's really happening at [nationaljournal.com](#)
- FLOOR SCHEDULE**
- SENATE TODAY - p. 11**
- HOUSE TODAY - p. 12**

Friday 06/04/10
A National Journal Group Publication

National Journal Daily

OUTLOOK



Politics
Election Could Bring More

BY DAN FRIEDMAN

Some Remaining Job Bill Items Shift

BY JERRY GAAGSTROM

LUBBOCK, TEXAS — As Democrats assemble a huge package of tax breaks, aid to states and the unemployed and other items, they are confronted with leftovers from a massive job-creation bill the House passed in December only to see it die in the Senate loom presumer.

Items championed by progressives, such as money for affordable housing and expanding child tax credits to more poor families, might have a new lease on life as part of the "extended" bill House leaders areing tax incentives and e physician payto states would like to vote on of fiscal conservatives among House and Senate Democrats such as Blue Dogs and many freshmen elected in "red" states and districts.

Provisions from that \$24 billion package in December are migrating to a war supplemental Democrats are working on, such as \$21 billion for public school teaching jobs. But the "Jobs for Main Street Act," which passed the House by a 217-213 margin in December and was never acted on by the Senate, could prove tale.

The size of the December bill was the stated reason why Senate Democrats chose to nibble and infrastructure provisions. But the huge case of Medicare ing tax incentives and e physician payto states physician payments — could eclipse the size of the "Jobs for Main Street Act loom iopaine sador sit amet."

That includes \$25 billion in aid to states to help with Medicaid costs, which are eating into makers wrote to leadership last week supporting the pr eating into other es states to help with Med ivision — including a package of hiring tax incentives and a physician payto states to help with Medicaid costs, which are eating

continued on page 12

National Journal Daily the definitive source for nonpartisan coverage of legislative and policy developments on Capitol Hill and throughout official Washington. It's timely and thorough content provides readers access to the conversations, strategies and alliances that drive congressional action.

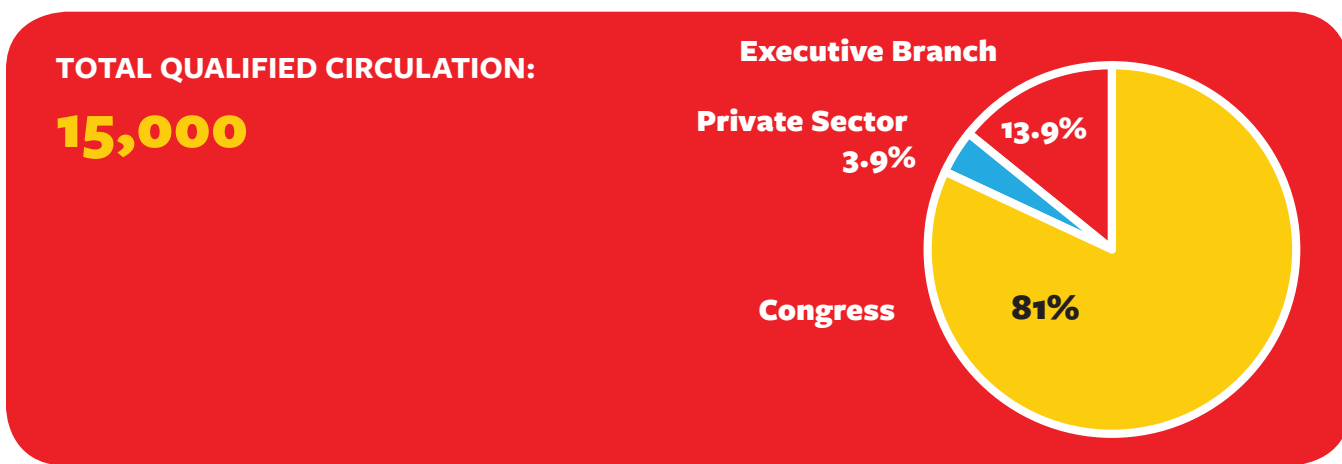
Each edition focuses on daily coverage and analysis of current legislative issues, including health care, energy and climate change, transportation, telecommunications, appropriations, national security, financial services, trade and taxes, informing readers on the context and implications of the developments.

Other coverage includes updates on leadership activity, career moves of leading players and regular columns from respected analysts.

OUR READERS

Every morning Congress is in session, National Journal Daily is hand-delivered by 8 a.m. to 8,221 congressional staffers in every House, Senate, committee, subcommittee and leadership office on the Hill. The chart below shows the breakdown of CongressDaily's circulation information:

The chart below shows the breakdown of National Journal Daily's circulation information:



NationalJournal.com

The transformed NationalJournal.com provides a host of new resources for subscribers, all adding to National Journal's reputation as the premier source of predictive intelligence for decision-makers.

The relaunch of the site features significantly expanded content, with an integrated newsroom of reporters covering Washington politics, policy, and people 24/7. NationalJournal.com. From breaking news to deeper insight to ongoing dialogue.



IT'S TIME TO UNITE
BEHIND BIPARTISAN CLEAN ENERGY & CLIMATE LEGISLATION

Join our call for action.

ACT NOW

MEMBER ACCOUNT

Welcome, *Jean Ellen*

[My Publications](#) [My Alerts](#) [LOG OUT](#)

Monday, July 26, 2010 1:41:50pm EDT 9:37 AM

NationalJournalMember

SEARCH

WRITE HOUSE

COLUMNS * BLOGS * VIDEO EVENTS

POLITICS

CONGRESS HEALTH CARE ENERGY ECONOMY BUDGET NATIONAL SECURITY ALMANAC

MY PUBLICATIONS *

Obama: Afghan War Docs Reveal Nothing New
By *Michelle Williams* 23 minutes ago

Learn ipsum dolor sit amet lorem consequatur. [More >](#)

- Headline lorem ipsum dolor sit amet
- **CD SCHEDULE:** The Senate head ipsum.
- More the Senate lorem ipsum dolor senate

DEFENSE

Departing Commander Bemoans Budget Cut
By *Megan Scully* 23 minutes ago

POLITICS

New Tea Party Caucus Enrolls 29 Members
By *NJ Daily* 23 minutes ago

NEED-TO-KNOW MEMO 28 minutes ago

GENERAL In a climate and energy bill discussions, senators are split on their support for a renewable energy standard versus a "diverse" standard that would also incorporate nuclear power and "clean coal." Either could become the core piece of a bill (CongressDailyM - subscription).

WRITE HOUSE The fate of the bill lies with Senate Majority Leader **Harry Reid, D-Nev.** (The Hill). He will meet this week with committee chairs who have jurisdiction over energy (Politics).

POLITICS EPA regulation of greenhouse gas emissions would take center stage in Congress and the courts if a bill passes this summer with no price on carbon (Politics).

CONGRESS President Obama's oil spill commission begins its work this week, with two hearings scheduled in New Orleans. It still doesn't have subpoena power or a budget of its own, and some of its staff positions are still open (Washington Post).

ENERGY BP is considering selling its stake in Alaska (New York Times). Apache and Exxon Mobil rumored at possible buyers (Bloomberg).

BREAKING NEWS - TAGLINE TK

11 MINUTES AGO
Marshall's Legacy Takes Center Stage At Hearing
By *Michelle Williams*
Sessions and other Republican senators fault the "activist" approach used by Kagan's mentor Thurgood Marshall. [Learn ipsum dolor sit.](#) [Read more >](#)

TOPICS: *Kagan Nomination, Supreme Court* [Join the Discussion](#)

20 MINUTES AGO
Democrats Offer to Scale Back Climate Bill

By *Michelle Williams*
Senate Judiciary ranking member Jeff Sessions called Marshall, who Kagan clerked for and has called one of her heroes, one of several "well-known activist judges who use their power to redefine the meaning of the Constitution" who Kagan has "associated herself with." [Read more >](#)

TOPICS: *Climate Bill, Sen. John Kerry* [Join the Discussion](#)

ECONOMY

OPTIONAL ANKER 43 MINUTES AGO
Dodd Questions Warren's Viability For CFPB Post
A key Democratic senator this morning dealt a blow to the hopes of many liberals that Harvard professor Elizabeth Warren would be chosen as the first head of the newly created CFPA. [Interactive Graphic >](#)

TOPICS: *Economy, Consumer Finance Protection Agency, Christopher Dodd, Elizabeth Warren* [Comments \(2\)](#)

41 MINUTES AGO
Kagan Faces Judiciary Committee
By *Michelle Williams* and *Megan Scully*
Solicitor General Elena Kagan, after emerging moody unscathed from her testimony this week before the Senate Judiciary Committee, was on course to give the Supreme Court three female justices for the first time. Her confirmation could come late this month. [View Video >](#)

TOPICS: *Kagan Nomination, Supreme Court* [Comments \(1\)](#)

HEALTH CARE

11:03 AM
AHP Pushes Managed Plans As Way To Meet Cost Ratios
By *Michelle Williams*
America's Health Insurance Plans took to Capitol Hill this Tuesday to push the benefits of managed Medicaid health plans and highlight why the disease management and coordinated health programs should be included by medical costs required by the healthcare law. [View SlideShow >](#)

TOPICS: *America's Health Insurance Plans, Economy* [Comments \(1\)](#)

ADVERTISEMENT

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NEED-TO-KNOW MEMO

Sign up for the daily Need to Know Memo *

E-mail Address

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Visit [nationaljournal.com](#) on your mobile device

WE'RE FOLLOWING

GULF OIL SPILL

- [Headline lorem ipsum dolor](#)
- [The Senate head ipsum](#)
- [More the Senate lorem ipsum dolor senate](#)

KAGAN NOMINATION

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- [The Senate head ipsum](#)
- [More the Senate lorem ipsum dolor senate](#)

IMMIGRATION REFORM

- [Headline lorem ipsum dolor](#)
- [The Senate head ipsum](#)
- [More the Senate lorem ipsum dolor senate](#)

[More Topics >](#)

COLUMNS

CHARLIE COOK

A Year For Big Issues
23 minutes ago
With a struggling economy, war and the Gulf oil spill on the agenda, Lorem ipsum dolor erat.

ELIXA HEWLETT GARNER

Any Hope For DISCLOSE Act?
23 minutes ago
House Democrats finally won passage of the legislation last week.

HUMBERTO SANCHEZ

CBO: Deficit on Slight Decline
11:03 AM
There remains a window during which we could compound the fiscal irresponsibility that we have engaged in over four years.

[More Columns >](#)

ON DECK

17 [Headline Lorem ipsum Dolor](#)

18 [Lorem ipsum Dolor Sit Amet Erat](#)

19 [Florida Passes Silver Lining](#)

20 [Memorials Set For Sen. Robert Byrd](#)

21 [Headline lorem ipsum dolor](#)

[See more National Journal stories on Clog.com](#)

WHAT LEADERS FOLLOW.

NationalJournal

NationalJournalLive



Since 1969, National Journal Group has provided insight for insiders through nonpartisan reporting on the current political environment as well as predictive intelligence around political and policy trends. National Journal Group is known for elevating the debate in Washington by creating must-attend events. From start to finish, every element is designed with our attendees in mind, to ensure that we continue to provide a forum for insightful and meaningful dialogue on key issues.

National Journal Group events allow our clients to align themselves with high quality, diverse discussion of the most pressing and significant public policy issues of the day. Events are available in many different formats, including morning briefings, half-day seminars, full-day workshops, town halls, road shows, and dinner discussions.

“INSIDE THE ISSUE” MORNING DISCUSSION SERIES

These events examine the current state of politics and policy in Washington. Moderators, including National Journal Political Director Ronald Brownstein, National Journal Group Political Analyst Charlie Cook and Hotline Editor Amy Walter, lead a conversation with key political and policy players targeting the most prominent issues and exploring the dynamics shaping the debate.

CONFERENCES

National Journal conferences offer an in-depth look at pressing public policy issues. Our conferences provide an intensive, 360-degree look at issues such as health care reform, climate change, energy, security, the economy and the elections. These half-day events begin with a morning keynote followed by a panel discussion and breakouts. The conference concludes with a luncheon keynote.

POLICY SUMMITS

National Journal Policy summits offer the ability to have in-depth discussions on policy both inside and outside the Beltway. These turn-key, custom event offerings can range in attendance from 80-200 attendees. Summits offer an open dialogue among stakeholders representing diverse views on some of the most pressing public policy issues.

WHAT LEADERS FOLLOW.

NationalJournal

WORKING WITH NATIONAL JOURNAL ADVERTISING PRODUCTION

TRANSMITTING ADS BY POST OR E-MAIL

- Advertisers should send digital material on CD-ROM to the following address:

AD PRODUCTION

National Journal Group
600 New Hampshire Ave., NW, 4th Floor
Washington, DC 20037
202-266-7366
202-739-8474 (FAX)

- We recommend the use of Federal Express or UPS early delivery to ensure your advertisement reaches us by our noon deadline.
- Ads less than 5 megabytes can be sent electronically to the following e-mail address: njads@nationaljournal.com.
- Please contact Angela Washington at 202-266-7366 for FTP instructions.
- Fax a copy of the ad to Isobel Ellis at 202-739-8474 and then call her at 202-739-8476 to confirm both receipt of the fax and file.
- We request that advertisers creating PDFs use the following file-naming convention:

[ADVERTISER] [PUBLICATION] [ISSUE DATE].PDF

Example: ACME NJ 10-8.PDF

COMMISSIONS

Agency commission is 15% of gross to recognized agencies. Net 30 days. No discounts for early or prepayment.

GENERAL GUIDELINES

- All materials must adhere to the Specifications for Web Offset Publications (SWOP) and recommended standards as stated in Standard Rate and Data.
- National Journal Group is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency for changes made after closing dates.
- Advertisements must be clearly identified with a trademark, address, or signature of the advertiser. Advertisements simulating the editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- Advertisers and advertising agencies assume liability for the content of advertisements printed and also assume the responsibility for any claims arising therefrom against the Publisher.
- The Publisher reserves the right to reject any advertising not considered suitable for publication.
- Ads created for *National Journal* can also be used in *National Journal Daily*, and vice versa.

AVAILABLE AD SIZES

Mechanical Requirements Width x Height



FULL-PAGE

Full-Page (live matter) 7½" × 10"
 Full-Page Bleed 8¾" × 11¼"
 Full-Page Final Trim 8½" × 11"



SPREAD

Spread (live matter) 16" × 10"
 Spread Bleed 17¼" × 11¼"
 Spread Final Trim 17" × 11"
 Gutter ¾"



HALF-PAGE

Half-Page (live matter) 7½" × 4½"
 Half-Page Bleed 8¾" × 5½"
 Half-Page Final Trim 8½" × 5"



HALF-PAGE SPREAD

Half-Page Spread (live matter) 16" × 4½"
 Half-Page Bleed 17¼" × 5½"
 Half-Page Final Trim 17" × 5"
 Gutter ¾"



JUNIOR SPREAD

Junior Spread (live matter) 10¼" × 6¾"
 Junior Trim 10⅞" × 7"
 Gutter ¾"

Please contact your advertising representative about other opportunities. PDFs are available showing the appearance of all partial ads.

National Journal will accept advertisements created for newspapers conforming to the Standard Advertising Unit No. 13 (6 5/16" × 10 7/16").

PRINTING INFORMATION

- Live matter: ¾" from gutter
- Binding: Saddle stitched
- Paper: 60 lbs., #2 matte sheet
- Color rotation is yellow/magenta, cyan/black
- Maximum ink density should not exceed 270%

DIGITAL AD SPECIFICATIONS

Call your advertising representative at 202-266-7325 for more information on how to prepare your digital ad.

DEADLINES

- Issue Dates: All *National Journal* issues are dated with a Saturday date.
- Space Reservations Due: Wednesday, 10 days prior to the issue date.
- Materials Due: Friday, 8 days prior to the issue date, by 12 noon.
- Special Fast Close: Please contact Isobel Ellis at 202-739-8476.
- Ads that are not accompanied by an approved digital proof must be submitted Monday, 5 days prior to the issue date so a correct digital proof can be made.
- Cancellation of fractional ads must be made by Friday, 8 days prior to issue date. Failure to do so may incur additional charges.

AVAILABLE AD SIZES

Mechanical Requirements *Width x Height*



FULL-PAGE

Full-Page (live matter) 7½" × 10"
 Full-Page Bleed 8¾" × 11¼"
 Full-Page Final Trim 8½" × 11"



SPREAD

Spread (live matter) 16" × 10"
 Spread Bleed 17¼" × 11¼"
 Spread Final Trim 17" × 11"
 Gutter ¾"



HALF-PAGE

Half-Page (live matter) 7½" × 4½"
 Half-Page Spread Bleed 8¾" × 5⁵/₁₆"
 Half-Page Spread Final Trim 8½" × 5"



JUNIOR SPREAD

Junior Spread (live matter) 10¼" × 6³/₈"
 Junior Trim 10" × 7"
 Gutter ¾"

PRINTING INFORMATION

- Binding: Saddle stitched
- Paper: 50 lbs., FSC offset sheet
- Color rotation is yellow/magenta, cyan/black
- Maximum ink density should not exceed 270%

DIGITAL AD SPECIFICATIONS

Call your advertising representative at 202-266-7325 for more information on how to prepare your digital ad.

ISSUE DAY	SPACE RESERVATIONS DUE	DIGITAL ADS DUE
MONDAY	Thu. prior, COB or 5 p.m.	Thu. prior, 12 noon
TUESDAY	Fri. prior, COB or 5 p.m.	Fri. prior, 12 noon
WEDNESDAY	Mon. prior, COB or 5 p.m.	Mon. prior, 12 noon
THURSDAY	Tue. prior, COB or 5 p.m.	Tue. prior, 12 noon
FRIDAY	Wed. prior, COB or 5 p.m.	Wed. prior, 12 noon

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2011 PRINT RATES (GROSS)

	1X	3X	6X	13X	26X
4C PAGE	\$16,500	\$16,000	\$15,500	\$15,000	\$14,500
BW PAGE	\$13,700	\$13,200	\$12,700	\$12,200	\$11,700
4C SPREAD	\$33,000	\$32,000	\$31,000	\$30,000	\$29,000
BW SPREAD	\$27,400	\$26,400	\$25,400	\$24,400	\$23,400
1/2 4C PAGE	\$11,100	\$10,700	\$10,400	\$10,100	\$9,700
1/2 BW PAGE	\$7,500	\$7,300	\$7,000	\$6,700	\$6,500

NationalJournalDaily

2011 PRINT RATES (GROSS)

	1X	5X	10X	20X
4C PAGE	\$12,000	\$9,300	\$8,300	\$6,700
BW PAGE	\$9,400	\$7,300	\$6,400	\$5,200
4C SPREAD	\$24,000	\$18,600	\$16,600	\$13,400
BW SPREAD	\$18,800	\$14,600	\$12,800	\$10,400

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ADDITIONAL FLASH GUIDELINES:

- All flash files must be accompanied by a backup GIF or JPG
- Creative must include target=""_blank" so that click spawns a new window
- Please DO NOT hard code the URL in the .swf file (this will prevent our ad server from being able to track clicks)
- All creative must include an embedded clickTAG.

STANDARD AD GUIDELINES:

- We accept GIF, JPG, Rich Media & Third Party Served ads
- Animation must stop between 20 - 30 seconds (usually 3 - 4 loops)
- All sound must be user initiated
- Ads in e-mails cannot accept rich media or third party ad tags
- Ads should be submitted to NJDigitalAdvertising@nationaljournal.com 2 business days in advance

AD TYPES	DIMENSIONS	EXPANDABLE DIMENSIONS	FILE SIZE	ANIMATION	THIRD PARTY	NOTES
NationalJournal.com Free Homepage	One 728x90 Three 300x250s/336x280s*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
Topic Landing Pages White House, Politics, Congress, Domestic Policy, National Security	One 728x90 Three 300x250s/336x280s*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
NationalJournal.com Subscriber Homepage	One 728x90 Three 300x250s/336x280s*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
Vertical/Horizontal Landing Pages White House, Congress, Politics, Health Care, Energy, Economy, Budget, National Security	One 728x90 Three 300x250s/336x280s*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
Publication Landing Pages Hotline, NationalJournal Daily, Magazine	One 728x90 Three 300x250s/336x280s*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
Need to Know Memos	One 88x31 GIF/JPG One 728x90 (for use on site) Three 300x250s (for use on site) Two 728x90s (for use in email alert) One 300x350 (for use in email alert)	Logo- N/A Up to 606x280 Up to 728x360 Email alert units must be static GIFs	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max for site 728x90 and 300x250s	Logo- No Ad Units- Yes Email Units - No	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom · Email units must be static GIFs
Blogs On Call, Tech Daily Dose, Voices	One 728x90 Two 300x250s/336x280s*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
Expert Blogs	One 728x90 Two 300x250s/336x280s*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
Video	One 728x90 Two 300x250s/336x280s* One 15-second pre-roll	Up to 728x360 Up to 606x280 N/A	Standard GIF/JPG File - 30K Flash File - 35K .FLV up to 599kb maximum	30 seconds max for 728x90 and 300x250s	Ad Units - Yes Pre-roll - No	· Pre-Roll Format: we accept flash video (.flv)
Article Tools	One 88x31 GIF/JPG One 728x90 static Two 300x250s/336x280s static	N/A - placements must be static	Standard GIF/JPG File - 30K	N/A - placements must be static	Logo- No Ad Units- Yes	· No rich media
Search	One 88x31 GIF/JPG One 728x90 Three 300x250s/336x280s	Logo- N/A Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max for 728x90 and 300x250s	Logo- No Ad Units- Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom
Email Alerts	Two 728x90s One 300x250	N/A - must be static GIFs	Standard GIF/JPG File - 30K	N/A	No	· No rich media/third party tags accepted
Run of Site	728x90 300x250, 336x280*	Up to 728x360 Up to 606x280	Standard GIF/JPG File - 30K Flash File - 35K	30 seconds max	Yes	· All sound must be user initiated · Expanding rectangles must open to the left · Expanding leaderboards must open to the bottom

*Pages can also accommodate a 300x600 in place of top right 300x250 ONLY