

CQ Roll Call

Digital Rates 2019



Standard Unit Display (Tablet)

PLACEMENT	CPM
ROS	\$50

High Impact Placements

PLACEMENT	DAILY
Homepage POE & Takeover	\$12,000

Policy Sponsorship

PLACEMENT	WEEKLY
CQ Roll Call Policy Sections Targeted Behaviorally & Contextually	\$12,000

Subject Areas

Defense
Finance
Fintech

Energy & Environment
Healthcare

Technology
Transportation & Infrastructure

Video

PLACEMENT	CPM
Pre-Roll	\$50
In-Article	\$50
Native Video	\$75

Podcasts Sponsorship

PLACEMENT	MONTHLY
Pre-Roll & Mid-Roll	\$10,000

Newsletter Sponsorships

PLACEMENT	WEEKLY
Roll Call Morning Bundle: <ul style="list-style-type: none"> • RC Latest Headlines • CQ Morning Briefing • CQ Transcripts • CQ Daybook • CQ Morning Headlines • CQ Senate Action Report 	\$15,000

Roll Call Brand Media

PLACEMENT	MONTHLY
Sponsored Content Blog	\$30,000*

* starts at

CQ Roll Call

Digital Specs 2019



Rollcall.com (Desktop)

AD SIZE	FILESIZE	MAX LENGTH	MAX FPS	# OF LOOPS
Leaderboard 728x90, 970x90, 970x250	40K	:30	24	3 loops max
Flex Unit 300x250, 300x600, 300x1050	40K	:30	24	3 loops max
Interstitial 640x480, 972x600	40K	:30	24	3 loops max

CQ.com (Desktop)

AD SIZE	FILESIZE	MAX LENGTH	MAX FPS	# OF LOOPS
728x90, 300x250, 300x600	40K	:30	24	3 loops max

RollCall.com (Mobile Web)

AD SIZE	FILESIZE	MAX LENGTH	MAX FPS	# OF LOOPS
320x50, 300x250	40K	:30	24	3 loops max

Video

AD SIZE	FILESIZE	MAX LENGTH	FORMAT	NOTES
640x360	512 MB (or max 4:3 aspect ratio. DFP will resize)	:15 or :30	MP4, MOV. Also, HTML5/ VAST3/ VPAID2 HTML tags must be third party served. No flash (SWF).	24FPS, Prefer DCM tags= Internal redirect or java

Podcast

LANDING PAGE BANNER SIZES	FORMAT	LENGTH
Leaderboard:728x90, 970x90, 970x250 Flex Unit: 300x250, 300x600,300x1050 Interstitial: 640x480, 972x600	Audio Script Reading Pre-roll / Lead-in, up to :30 for Mid-roll	Up to :15 for Pre-roll/ Lead-in, up to :30 for Mid-roll

Roll Call (image)

- 728x90 & 300x250
- Creative Type: GIF or JPG only
- Click-thru/click command

CQ (text)

- Headline: Fewer than 10 words
Coated for text and cover
- Text: 50 words / 325 characters
- Click-thru/click command

Additional Info

- Media types: JPG, GIF, PNG, HTML5, no third-party tags or 1x1 tracking. HTML5 creative must be third-party served.
Coated for text and cover
- No flash or expanding files.
- All Creative with a white background must include a min 1px border.

Submission

Please submit all materials by emailing files to adops@cqrollcall.com.
Standard ads due 3 days prior.