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### OVERVIEW

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### REACHING THE INFLUENCER NETWORK YOU NEED

- 46% of subscribers write or directly influence legislation
- 97% of DC DMA more likely to visit RollCall.com than other political publications
- 85% of subscribers believe Roll Call delivers the most relevant news for Capitol Hill Staffers
- 48% of subscribers have an average HHI of over $100,000

### RESULTS THAT SPEAK VOLUMES

BMA’s sponsored content campaign yielded the following results:

- 4 mins 17 seconds average time on page
- $6 average cost per minute of engagement
- 9.17% click out rate from landing page to BMA’s published report

Contact the Ad Sales Team at advertisedept@cqrollcall.com