

CQ Roll Call Newsletters 2020



CQ Roll Call Morning Bundle (Weekly)

PLACEMENT	FREQUENCY	SUBSCRIBERS	WEEKLY SENDS	AVG OPEN RATE	RATE	AD UNIT SPECS
1. RollCall AM Headlines 2. CQ Morning Briefing 3. CQ Transcripts 4. CQ Daybook 5. CQ Senate Action Report 6. CQ Morning Headlines	Mon - Fri AM when in session	118,885	594,545	20%	\$15,000	Roll Call: (IMAGE) <ul style="list-style-type: none"> 728x90 & 300x250 GIF/JPG Click-thru/click command CQ: (TEXT) <ul style="list-style-type: none"> Headline: Under 10 words Body: 50 words/325 characters Click-thru/click command

CQ Newsletters (Weekly)

PLACEMENT	FREQUENCY	SUBSCRIBERS	AVG OPEN RATE	RATE	AD UNIT	AD UNIT SPECS
CQ Budget Tracker	Mon - Fri when in session	8,058	26%	\$2,500	Text	<ul style="list-style-type: none"> Headline: Under 10 words Body: 50 words/325 characters
CQ Healthbeat AM & PM	Mon - Fri when in session	4,959	28%	\$5,000	Text	<ul style="list-style-type: none"> Headline: Under 10 words Body: 50 words/325 characters
CQ Afternoon Headlines	Mon - Fri when in session	1,531	32%	\$2,500	Text	<ul style="list-style-type: none"> Headline: Under 10 words Body: 50 words/325 characters
CQ Defense	Mon - Fri when in session	1,060	20%	\$2,500	Text	<ul style="list-style-type: none"> Headline: Under 10 words Body: 50 words/325 characters
CQ Cyber	Mon - Thurs AM & PM	2,247	22%	\$2,500	Text	<ul style="list-style-type: none"> Headline: Under 10 words Body: 50 words/325 characters
CQ Predict	Tues when in session	3,858	21%	\$2,500	Text	<ul style="list-style-type: none"> Headline: Under 10 words Body: 50 words/325 characters

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PLACEMENT	FREQUENCY	SUBSCRIBERS	AVG OPEN RATE	RATE	AD UNITS	AD UNIT SPECS
Roll Call News Alerts "Just In"	Mon - Fri as news breaks	77,500	20%	\$6,500	728x90, 300x250	<ul style="list-style-type: none"> GIF/JPG Click-thru/click command
Roll Call Weekend Reads	Saturday	77,000	20%	\$6,500	728x90, 300x250	<ul style="list-style-type: none"> GIF/JPG Click-thru/click command
Roll Call At the Races	Thurs when in session	62,329	39%	\$5,000	728x90, 300x250	<ul style="list-style-type: none"> GIF/JPG Click-thru/click command
Roll Call Political Theater	Thurs when in session	25,015	17%	\$5,000	728x90, 300x250	<ul style="list-style-type: none"> GIF/JPG Click-thru/click command
Roll Call AM & PM Headlines	Mon - FRI AM & PM	86,109	21%	\$6,500 ea	728x90, 300x250	<ul style="list-style-type: none"> GIF/JPG Click-thru/click command

* When Congress is out of session, newsletters are sent weekly instead of daily; esitmated impressions anticipated to be lower.