DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available as of May 2017:

- Billboard: (970 x 250)
- Pushdown: (970 x 90 – 970 x 415)
- Super leaderboard: (970 x 90)
- Leaderboard: (728 x 90)
- Medium rectangle: (300 x 250)
- Portrait: (300 x 1050)
- Half page: (300 x 600)
- Skyscraper: (160 x 600)

All creatives to be sent to creatives@thenation.com 48 business hours before launch.

PHONE AD SIZES

- Mobile leaderboard: (320 x 50)
- Medium rectangle: (300 x 250)
- Half page: (300 x 600)
DIGITAL ADS - HIGH IMPACT

LIGHTBOX ADS

Our lightboxes are perfect for getting immediate action from *Nation* readers. Signing petitions, collecting names and e-mails, and other actions can all be solicited from this single unit.

The lightbox activates upon entering our site with a dimming effect on the visible page underneath. Your content stands out, while still giving the user the comfort of staying on the same web page.

**RESOLUTION:** 660 x 450

Ad Rates: $45 CPM

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IN-LINE ARTICLE VIDEO ADS

The Nation.com offers the possibility of in-line article video ads. All we need is a video.

**RESOLUTION:** max 1920 x 1080 – min 640 x 360

**MAXIMUM FILE SIZE:** 20mb

**VIDEO FORMATS:** all video formats: flv, mp4, mov, vast, vpaid, & YouTube video key

**LENGTH:** (30-sec desktop, 15-sec mobile recommended lengths)

Please contact us for further details.

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PUSHDOWN ADS

Content is “pushed” downward to make room for your ad.

**INITIAL DIMENSIONS**

Teaser Image: 970 x 90

**EXPANDED DIMENSIONS**

Ad Unit: 970 x 415

Please contact us for further details or click here for full specs.
Nation e-mails get some of the best results for issue-based advertisers. Top priorities for ALL Nation e-mail recipients include: Environment, racial justice, women’s rights, workers’ rights, and immigration. Top actions for recipients to take on these issues include:

- Sign a petition (41% ranked this action #1)
- Support a candidate who shared their views (35% ranked this action #1)
- Attend an event or rally (10% ranked this action #1)
- Donate money (8% ranked this action #1)

DEDICATED E-MAIL BLASTS

List size: 430k. Send your message directly to Nation readers. Nation dedicated e-mails have high click-through rates, especially for petition campaigns, survey participation, or candidate endorsement.

- 50/50 Male/Female
- 54% are 65+
- 37% are 45–64
- 25% have a paid print subscription to The Nation

PUBLISHER PROMOTIONS

Daily List size: 2.5k*. A highly targeted list reaching our most avid book buyers. Available to existing advertisers, offer exclusive titles, events signed editions in partnership with The Nation.

- 70% bought books in the last month
- 40% purchased 2-3 titles
- 30% bought in the last 7 days

NATION DAILY NEWSLETTER

Daily List size: 140k. Advertise to 140,000 Nation Daily subscribers with 1 or 2 highly viewable, high-CTR banners (IAB med rec). Daily subscribers are the most avid consumers of Nation content.

- 50/50 Male/Female
- 43% are 65+
- 42% are 45–64
- 40% have a paid subscription to The Nation—the most engaged of Nation readers

E-MAIL EXTRAS

Campaigns can be customized for a $10 CPM setup surcharge:

- Personalized name in subject line
- Personalized send time
- A/B testing
- Non-Wednesday send
- Suppression
- Nation produced e-mail HTML

NATION WEEKLY NEWSLETTER

Daily List size: 300k. The Weekly format of the Daily newsletter with the same 1 or 2 viewable, high-CTR banners (IAB med rec). Weekly subscribers have a higher open rate and are very active with Nation content on social media.

- 50/50 Male/Female
- 42% are 65+
- 44% are 45–64
- 40% follow on social media