



# THE CONVENTION LEADER SINCE 1984

## OUR AMBITION IN BRIEF

**FIRST PUBLISHED IN 1984,** *National Journal's Convention Daily* is the definitive chronicle of the people, politics and parties that make the national conventions a distinctive and influential American institution.

National Journal Group is proud to publish the essential coverage for convention VIPs and attendees. We deliver insider access from the convention halls to the nighttime gathering places and everywhere in between. This tradition of onsite reporting from the two convention cities makes *National Journal's Convention Daily* the most trusted resource for an elite convention audience.



**1984** ★★

DALLAS, TX  
RONALD REAGAN

SAN FRANCISCO, CA  
WALTER MONDALE



**1988** ★★

NEW ORLEANS, LA  
GEORGE H.W. BUSH

ATLANTA, GA  
MICHAEL DUKAKIS



**1992** ★★

NEW YORK, NY  
BILL CLINTON

HOUSTON, TX  
GEORGE H.W. BUSH



**1996** ★★

CHICAGO, IL  
BILL CLINTON

SAN DIEGO, CA  
BOB DOLE



**2000** ★★

PHILADELPHIA, PA  
GEORGE W. BUSH

LOS ANGELES, CA  
AL GORE



**2004** ★★

NEW YORK, NY  
GEORGE W. BUSH

BOSTON, MA  
JOHN KERRY



# WHY TARGET THE CONVENTIONS?



## THE NATIONAL CONVENTIONS

represent a unique gathering of our nation's most influential leaders that occurs only once every four years. For two very special weeks in late summer, influentials in our political system gather to lead us forward, to build new relationships, to gain exposure for themselves and to socialize within this exclusive circle. On no other occasion can you reach our presidential candidates, party leadership, governors, members of Congress, national news media, business elites and civic leaders from across the country.

“Convention-goers trust and enjoy the coverage they get from *Convention Daily*, so we know our messages will be seen by people we want to influence. Plus, National Journal Group delivers insider events that put our clients in the middle of the political game.”

★ Ben Goddard, Founding Partner, Goddard Claussen Strategic Advocacy

# WHY PARTNER WITH NATIONAL JOURNAL GROUP?

## EXPERIENCE

National Journal Group is the only enterprise that has successfully delivered the convention audience for 24 years.

## ACCESS

Superior logistics planning ensures that our publications and events deliver the convention insider audience—at their hotels, at key eating and drinking establishments, and at the convention venues themselves.

We send more reporters and staff to each convention city, ensuring coverage of all inside-the-convention-hall news developments and unparalleled event marketing capabilities.

## INSIGHT

As the talent destination for the nation's top political journalists, including Charlie Cook, Amy Walter, Jim Barnes, Carl Cannon, and Alexis Simendinger, National Journal Group delivers perspective that convention VIPs respect and crave.

## INFLUENCE

A survey by T. Baugh & Company revealed that 100% of past convention attendees were familiar with *Convention Daily* and 69% would choose it as their only published source of convention information.

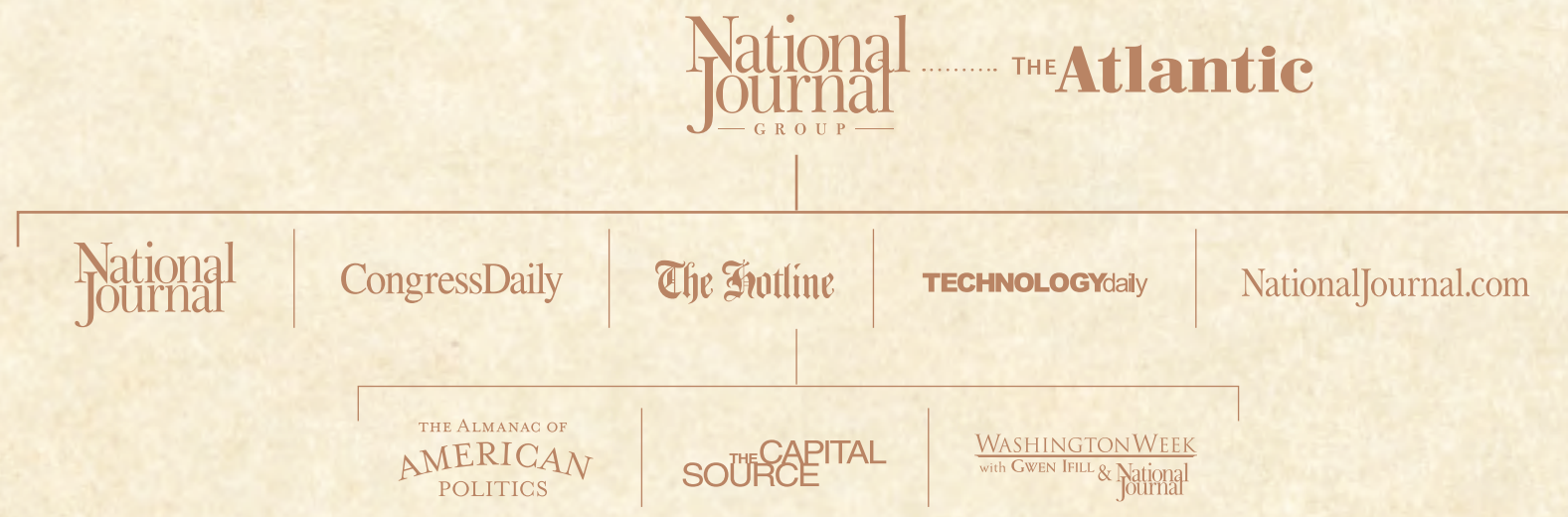


# WHOLLY OWNED GROUND FOR NATIONAL JOURNAL GROUP

## THE EDITORIAL ENGINE OF WASHINGTON POLITICS

National Journal Group is the leading media enterprise serving Washington Insiders—we are read by and cover all of the power players in Congress, the executive branch, the lobbying community and political media. We are *the* source of nonpartisan insight to the most influential decision makers.

Our editorial and audience leadership in political media will extend into the 2008 Conventions—as it has for the past 24 years.



## POWERED BY ITS STRONGEST VOICES

National Journal Group is a talent destination for the nation's top political journalists and commentators. Our award-winning journalists have tenure—many more than a decade—and are some of the most respected reporters in their field.

### MARC AMBINDER

Marc Ambinder is a contributing editor for *National Journal* and The Hotline and writes "A Reported Blog on Politics" for The Atlantic Online. He is a co-founder of ABC News' "The Note."

### JIM BARNES

Jim Barnes has been the Chief Political Correspondent for *National Journal* since 1987. He serves as consultant to CNN for primary and election night coverage. Barnes has lectured on U.S. presidential campaigns at Oxford University.

### CARL CANNON

*National Journal* White House Correspondent Carl Cannon is a winner of the prestigious Gerald R. Ford award for distinguished reporting of the presidency. He is a past president of the White House Correspondents Association and has authored several books, including *Boy Genius*, a biography of Karl Rove.

### CHARLIE COOK

Charlie Cook, Political Analyst for National Journal Group and Editor of *The Cook Political Report*, is widely regarded as a leading authority on U.S. elections and political trends.

### LINDA DOUGLASS

Linda Douglass is a Contributing Editor at *National Journal*. Prior to joining the organization she was the Chief Capitol Hill Correspondent for ABC News, filing reports for "World News," "Nightline" and "This Week." She also spent three months on Senator John McCain's "Straight Talk Express" bus in 2000.

### ALEXIS SIMENDINGER

Alexis Simendinger has covered Washington since 1986. She has covered the presidency full-time since 1992, including coverage of four presidential elections, two presidential transitions and one presidential impeachment.

### AMY WALTER

Amy Walter is Editor-in-Chief of The Hotline, *National Journal's* daily briefing on politics and elections. Walter also serves as a political contributor to CNN and has provided election night commentary for the network. She has been awarded the *Washington Post's* Crystal Ball award for her election predictions.

## THE UNMATCHED CONVENTION PRESENCE

REPORTERS/STAFF: 100

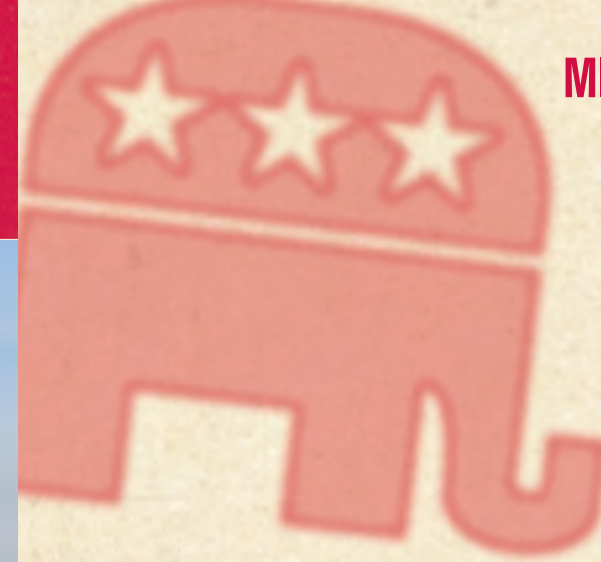
PAGES: 1,200

EMAIL ALERTS: 60+

TOTAL STAFF HOURS: 24,000



# 2008 CONVENTIONS AT A GLANCE



## MINNEAPOLIS/ST. PAUL AT A GLANCE:

- ★ **TWIN CITIES' TOTAL POPULATION:** 2,367,204
- ★ **MAYOR:** R.T. Rybak (DFL), Minneapolis; Chris Coleman (DFL), St. Paul
- ★ **REPRESENTATIVES:** Rep. Keith Ellison (DFL); Rep. Betty McCollum (DFL)
- ★ **THE MINNESOTA DEMOCRATIC-FARMER-LABORER PARTY (DFL)** was formed in 1944 as the state party organization of the Democratic National Party
- ★ Minneapolis/St. Paul is the **NATION'S 15TH LARGEST METRO AREA**
- ★ This is the **LATEST ANY MAJOR PARTY CONVENTION HAS EVER BEEN CONVENED** and the **FIRST CONVENTION TO TAKE PLACE ENTIRELY IN SEPTEMBER**
- ★ RNC projects **20,000 DELEGATES, VIPS AND MEDIA** will attend the 2008 Convention



MINNEAPOLIS/ST. PAUL, MINNESOTA: XCEL ENERGY CENTER ★ SEPTEMBER 1 TO SEPTEMBER 4, 2008

# REPUBLICAN NATIONAL CONVENTION

# DEMOCRATIC NATIONAL CONVENTION

DENVER, COLORADO: PEPSI CENTER ★ AUGUST 25 TO AUGUST 28, 2008

## DENVER AT A GLANCE:

- ★ **POPULATION:** 557,000
- ★ **MAYOR:** John Hickenlooper (D)
- ★ **REPRESENTATIVE:** Rep. Diana DeGette (D)
- ★ Denver went **DEMOCRATIC IN 2004 AND 2000** by wide margins
- ★ **ALTITUDE:** 5,280 feet above sea level
- ★ Denver International **AIRPORT IS THE 5TH BUSIEST U.S. AIRPORT**
- ★ Democratic organizers are promising the **FIRST EVER "GREEN CONVENTION"**
- ★ DNC projects **35,000 DELEGATES, VIPS AND MEDIA** will attend the 2008 Convention



# PUBLISHING SCHEDULE AT A GLANCE

JULY

**26** SATURDAY



Convention Preview Issue

The 2008 Democratic and Republican Convention Publishing Schedules for *Convention Daily*, *Convention Nightly*, and *National Journal*



Democratic National Convention

AUGUST 24 TO AUGUST 28

**23** SATURDAY



Democratic Convention Guide

**24** SUNDAY



**25** MONDAY



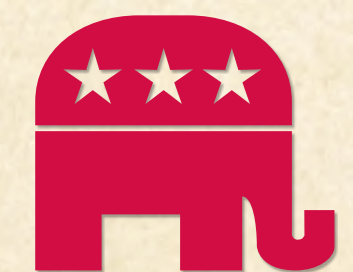
**26** TUESDAY



**27** WEDNESDAY



**28** THURSDAY



Republican National Convention

SEPTEMBER 1 TO SEPTEMBER 4

**30** SATURDAY



Republican Convention Guide

**31** SUNDAY



**01** MONDAY



**02** TUESDAY



**03** WEDNESDAY



**04** THURSDAY



**05** FRIDAY



Special Issue

# REACHING CONVENTION VIPS AT EVERY MOMENT

With 24 years of convention coverage excellence, we have come to understand the daily pulse of convention activity. And we have built our publication and event portfolio to fit into that vital rhythm. Morning, afternoon and night, National Journal Group delivers the convention audience.

## A DAY IN THE LIFE



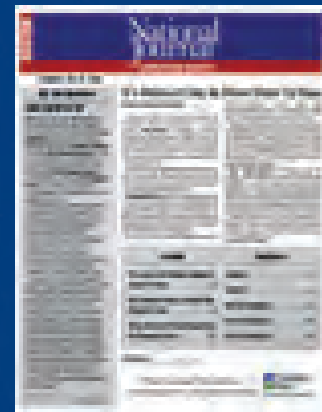
\*All times are approximate.

# UNPARALLELED CONNECTIONS TO VIPS IN PRINT



- ★ The essential daily tabloid newspaper read by attendees at both conventions
- ★ This 48-page must-read provides continuous convention and campaign coverage
- ★ Published onsite with full-scale editorial staffs in Denver and Minneapolis/St. Paul

- ★ 20,000+ copies at each convention city
- ★ Dropped at hotel room doors by 7 a.m. each morning, as well as at the convention complexes, party headquarters and key media work spaces
- ★ Preview issue published one month before Conventions and mailed to Convention VIPs. Wrap-up issue published immediately after GOP Convention and mailed to Convention VIPs
- ★ Special insert opportunities
- ★ 12x schedule



- ★ The only afternoon convention publication serves as an invaluable evening program, including a preview of the parties, polling updates and the latest news
- ★ Published onsite, a 16-page newsletter on four-color, high-quality paper ensures easy use and optimized advertising effectiveness

- ★ 7,500 copies delivered by hand as attendees enter the convention halls for the evening program
- ★ 8x schedule



- ★ Special issues of *National Journal* published the Saturday before each convention
- ★ Insiders' guides to what's to come with the same great analysis our readers have loved since 1969

- ★ Includes valuable resources such as maps, schedules and telephone numbers for key organizations present at the conventions
- ★ 15,000 copies distributed to VIPs at the convention cities, plus to all *National Journal* subscribers
- ★ Polybag insert opportunities
- ★ Democratic Guide: August 23, 2008
- ★ Republican Guide: August 30, 2008



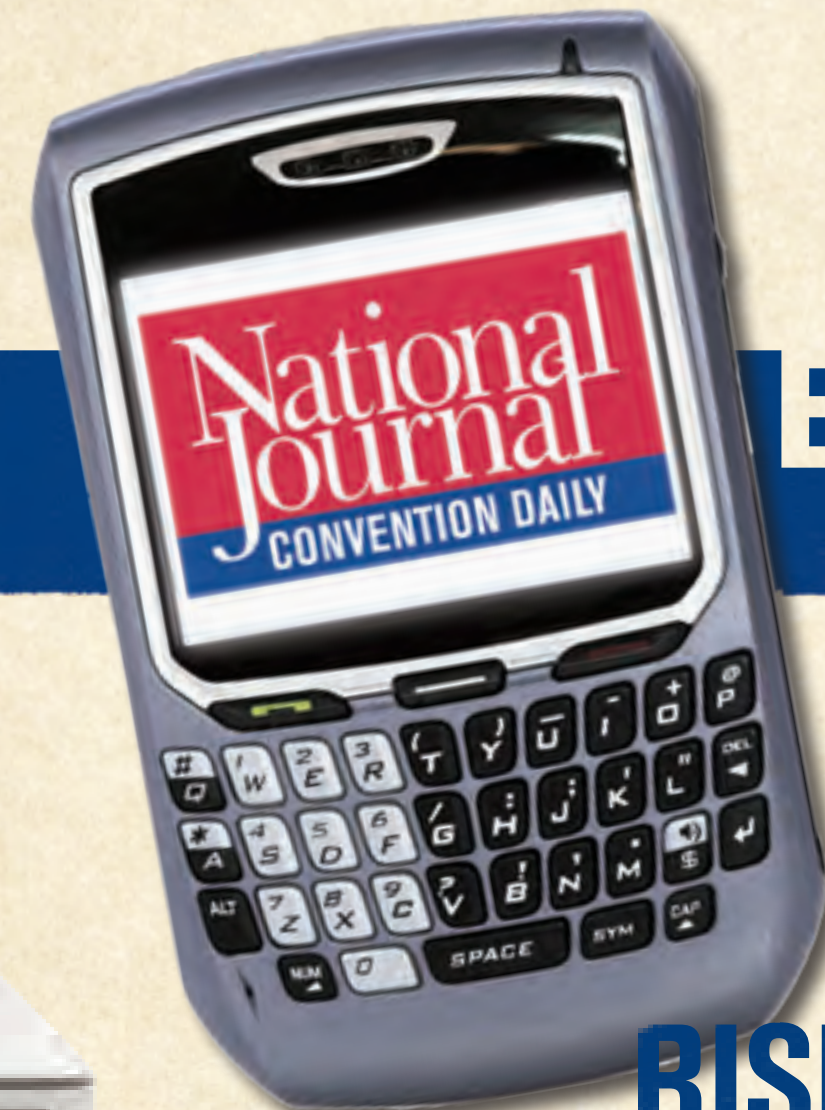
- ★ **The Hotline's** unconventional wisdom in a special printed version
- ★ More than 1,000 copies distributed each day at both conventions to VIPs and media
- ★ Exclusive sponsorship opportunity enables a single partner to "own" this elite audience

- ★ Includes bonus exposure on **Hotline TV** and **The Hotline** email alerts
- ★ Sponsor receives a custom, private meet-and-greet event for key executives and guests



# DELIVERING THE CONVENTION AUDIENCE ONLINE

## OPEN ACCESS SPONSORSHIP



## EMAIL ALERTS

- ★ Exclusive sponsorship opportunities with a host of email alerts designed to keep convention-goers and politicians in the know
- ★ **Convention Daily** email alerts
- ★ **Convention Nightly** email alerts
- ★ **The Hotline** email alerts

## RISING STAR SERIES SPONSORSHIP

- ★ During the conventions, NationalJournal.com opens the traditionally subscriber-only site to the public
- ★ Exclusive sponsorship recognition
- ★ Delivers sponsor's message to the politically engaged public, national media, and bloggers
- ★ Promoted in National Journal Group publications and through our partnerships

- ★ Series of webcast interviews with up and coming candidates and influentials
- ★ Exclusive sponsorship delivers video pre-roll message to site visitors
- ★ Includes private meet-and-greet for sponsor executives
- ★ Sponsor and guests invited to watch interview taping
- ★ Email alert to The Hotline subscribers



CONVENTION DAILY



# CREATING 1-TO-1 EVENT OPPORTUNITIES

## CONVENTION DAILY LIVE BRIEFINGS

- ★ Inside campaign analysis and party leadership interviews moderated by our experts in partnership with MSNBC and Chris Matthews
- ★ Convention news and previews of the day ahead
- ★ Destination for sponsor executives
- ★ Shared sponsorship opportunity places your brand and staff in the room with party and media elites (4-5 sponsors)

## CONVENTION NIGHTLY VIP LOUNGE & VIEWING PARTY

- ★ Provides a gathering place and networking spot for VIPs to unwind
- ★ Reduces the logistics burden on your staff as they have easy access to entertaining hotspots
- ★ Includes shared sponsorship recognition and lounge tickets for your entertaining purposes (4-6 sponsors)

## THE CONVENTION GOURMET

- ★ Delicious, engaging lunches at the finest restaurants in Denver and Minneapolis/St. Paul
- ★ A relationship-development platform your guests will long remember

## CUSTOMIZED EVENTS

- ★ For select convention partners, National Journal Group will create customized events that deliver your target audience

will again deploy its extensive event marketing experience to deliver a turn-key set of 1:1 opportunities for our convention partners. With daily briefings on the campaign issues of the day, social gatherings focused on the local cuisines, nightly VIP lounges, and customized events for a select group of partners, we offer many ways for you to meet and entertain your convention targets and enjoy the complete convention experience.



# CONVENTION DAILY LIVE BRIEFINGS



- ★ Moderated by MSNBC's Chris Matthews and *National Journal's* Charlie Cook and Linda Douglass
- ★ Panelists include campaign managers and party elites
- ★ Held each morning in premiere LoDo (Denver) and historic Nicollet Mall (Minneapolis) venues
- ★ Projected daily audience of 125 attendees: media, VIPs, and sponsor guests
- ★ Recorded by MSNBC for selective on-air usage
- ★ Sponsor benefits include signage, podium recognition and invitation exposure
- ★ Shared sponsorship (4-5 sponsors per day), available in 8x, 4x and 2x frequency



Ronald Reagan, Jr. and Charlie Cook in 2004.

**AFFILIATE YOUR BRAND WITH EXCLUSIVE INSIDER ANALYSIS OF CAMPAIGN AND CONVENTION DEVELOPMENTS**

# CONVENTION NIGHTLY VIP LOUNGE

**NEW**

National Journal Group will offer VIPs the premiere convention networking opportunity as they prepare for the evening's programs. The **BY-INVITATION-ONLY NIGHTLY LOUNGES**—dubbed **THE BLUE ROOM IN DENVER** and **THE RED ROOM IN MINNEAPOLIS**—offer to sponsors a unique branding platform and a gathering place for staff and guests.



**SHARED SPONSORSHIP INCLUDES VENUE SIGNAGE AND INVITATIONS FOR DISTRIBUTION**



# BREAKING THROUGH WITH UNIQUE BRANDING PLATFORMS

In addition to the advertising and event sponsorship opportunities discussed on the previous pages, in 2008 we will offer several unique sponsorships that will provide powerful and exclusive branding platforms for our convention partners.



## FRONT COVER FACTOID JEWEL BOX SPONSORSHIPS

- ★ Exclusive logo recognition in premium front cover trivia "jewel box"
- ★ Sponsorships available for both *Convention Daily* and *Convention Nightly*
- ★ Break-out positioning and unique content enhances branding effectiveness



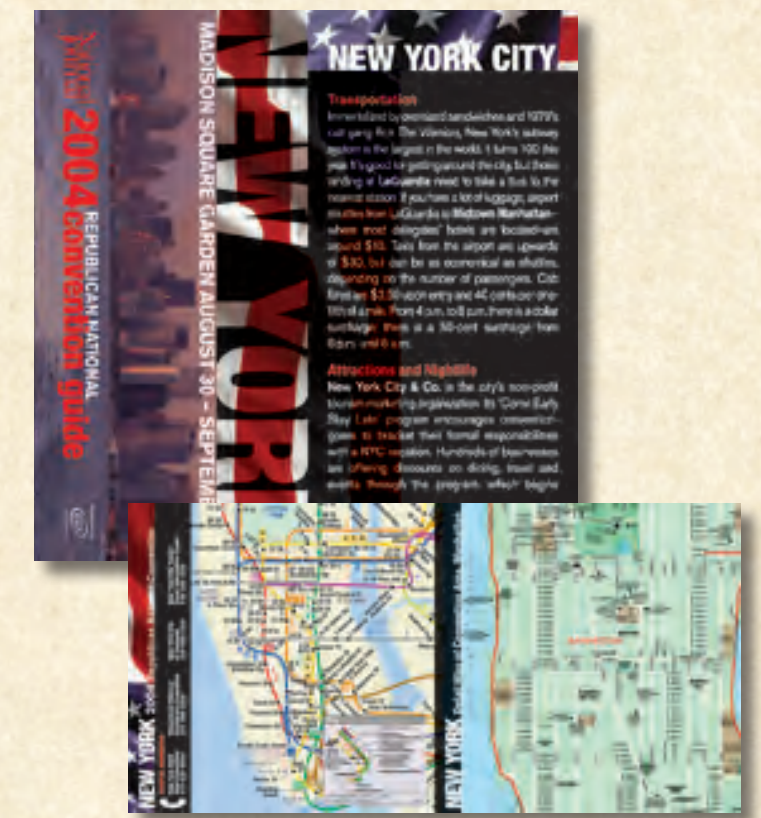
## KIOSK SPONSORSHIP

- ★ Exclusive sponsorship of 50 well-placed *Convention Daily* kiosks around each city's key convention locations
- ★ Powerful branding tool delivers reach and frequency with repeat readers



## ZAGAT'S RESTAURANT GUIDES

- ★ Deliver your brand to convention VIPs as they plan their culinary tours through Denver and Minneapolis/St. Paul
- ★ Exclusive sponsorship opportunity



## CONVENTION CITY GUIDES

- ★ Extremely useful pocket guides to the convention cities include maps, transport and contact information
- ★ Extend your brand in an exclusive, frequently-used environment

# THE ATLANTIC DELIVERS EXPANDED CONVENTION & INFLUENTIALS REACH



## THE Atlantic

The Atlantic has a rich legacy of presenting informed viewpoints on politics, political figures, and policy issues. *The Atlantic* influences the national dialogue.



## THE ATLANTIC AT THE 2008 CONVENTIONS

### PRINT

- ★ 2,500 copies of *The Atlantic's* September issue will be distributed at events in each convention city
- ★ September issue will feature a cover story focused on the candidates' debating styles, providing a relevant editorial backdrop for your convention messaging
- ★ Issues will be polybagged, supporting custom advertiser branding through special inserts and other unique elements

## ATLANTIC TALENT ON THE WEB

The Atlantic recently enhanced its online offerings by introducing new features for the Washington audience. The Atlantic Online now provides daily political news and musings from noted voices including:

- ★ Marc Ambinder
- ★ Andrew Sullivan
- ★ Matthew Yglesias
- ★ Ross Douthat

## ONLINE

- ★ Contextually-targeted advertising placements around relevant online content and interactive web features including blogs, author interviews, and more
- ★ Sponsor-enabled site access to The Atlantic Online for convention attendees or other targeted audiences



## REACHING AMERICA'S MOST INFLUENTIAL

Delivering an audience of nearly 1.4 million highly influential, affluent, and well-educated readers, *The Atlantic* provides access to a powerful opinion leader audience. *The Atlantic* ranks #1 for Influentials, and those who have:

- ★ Made a speech
- ★ Contacted the media
- ★ Contacted a politician
- ★ Served as an active member of a group influencing policy



- ★ Exclusive sponsorship of "Roundtable" lunches or dinners in convention markets gathering a small and targeted group of influentials for "off-the-record" discussions of key issues

## EVENTS



# A 24 YEAR LEGACY OF PARTNERSHIP

NATIONAL JOURNAL GROUP IS PROUD TO HAVE PARTNERED WITH MANY ORGANIZATIONS THROUGH OUR CONVENTION PUBLICATIONS, ONLINE PRODUCTS, AND EVENTS. BELOW IS A PARTIAL LIST OF OUR PAST PARTNERS.

AARP ★ AMERICAN COLLEGE OF PHYSICIANS ★ AETNA/  
US HEALTHCARE ★ AIRBUS ★ ALTRIA ★ AMERICAN  
ASSOCIATION OF NURSE ANESTHETISTS ★ AMERICAN CANCER  
SOCIETY ★ AMERICAN CHEMISTRY COUNCIL ★ ACLU ★ AMERICAN COUNCIL OF LIFE  
INSURERS ★ AMERICAN FEDERATION OF TEACHERS ★ AMERICAN GAS ASSOCIATION ★  
AMERICAN HEART ASSOCIATION ★ AMERICAN LEGACY FOUNDATION ★ AMERICAN SOCIETY OF  
ANESTHESIOLOGISTS ★ ASTRAZENECA ★ AT&T ★ BP ★ BUSINESS ROUNDTABLE ★ C-SPAN  
★ CATHOLICS FOR A FREE CHOICE ★ CENTER FOR AMERICAN PROGRESS ★ THE CENTURY  
COUNCIL ★ CITIZENS FOR BETTER MEDICARE ★ COALITION FOR AFFORDABLE & RELIABLE ENERGY  
★ COALITION TO INSURE AGAINST TERRORISM ★ COALITION TO PROTECT AMERICA'S HEALTHCARE ★  
CONSUMER ELECTRONICS ASSOCIATION ★ CREDIT CARD COALITION ★ DAIMLERCHRYSLER ★ DELTA AIR  
LINES ★ DHL ★ DISABLED AMERICAN VETERANS ★ DK PUBLISHING ★ E-CONTRIBUTOR ★ EDISON  
ELECTRIC INSTITUTE ★ EDUCATIONAL TESTING SERVICE ★ FACTIVA ★ FAMILY RESEARCH COUNCIL ★  
FREDDIE MAC ★ GENERAL MOTORS ★ HONDA ★ INSTINET ★ INTEL ★ INTERNATIONAL COUNCIL  
OF SHOPPING CENTERS ★ KUWAIT INFORMATION OFFICE ★ LOCKHEED MARTIN ★ MICROSOFT ★  
MORTGAGE BANKERS ASSOCIATION ★ NATIONAL ASSOCIATION OF HOME BUILDERS ★ NATIONAL EDUCATION  
ASSOCIATION ★ NATIONAL PUBLIC RADIO ★ NATIONAL RIFLE ASSOCIATION ★ NATIONAL ASSOCIATION  
OF CHAIN DRUG STORES ★ NBC ★ NEWSHOUR WITH JIM LEHRER ★ NEWSPAPER ASSOCIATION  
OF AMERICA ★ NUCLEAR ENERGY INSTITUTE ★ OPINIONJOURNAL.COM ★ PEW  
OCEANS COMMISSION ★ PFIZER ★ PHRMA ★ PLANNED PARENTHOOD  
FEDERATION ★ REPUBLICAN NATIONAL COMMITTEE ★ SALLIE MAE ★  
SIEMENS ★ SIERRA CLUB ★ TELIGENT ★ TIAA-CREF ★  
TOYOTA ★ UNITED NATIONS FOUNDATION ★ UPS  
★ WEB, WHITE & BLUE

# WORKING WITH US

WE LOOK FORWARD TO SERVING YOU DURING THE CONVENTION & ELECTION SEASONS

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