

THE **Nation.** MEDIA PLATFORM

REACH INFLUENCERS • BUILD AWARENESS • DRIVE RESULTS

MEDIA KIT

ABOUT US

Principled. Progressive. *The Nation* speaks truth to power to build a more just society.

Home to tenacious muckraking, provocative commentary, and spirited debate about politics and culture, *The Nation* empowers readers to fight for justice and equality for all. By providing a deeper understanding of the world as it is—and as it could be—we drive bold ideas into the conversation and ignite debates far beyond our pages.

We believe in intellectual freedom. We value facts and transparency. We argue that dissent is patriotic and we hold the powerful to account, no matter their political persuasion. We raise up the promise of a radical tomor-

row while we agitate for meaningful change today. Above all, we aspire to galvanize a more informed public—one equipped with a more profound understanding of events, ideas, and history.

Founded by abolitionists in 1865, we've long believed that independent journalism has the capacity to bring about a more democratic and equitable world. Our writers shift paradigms and open minds. Our deep investigative reporting launches congressional hearings, forces policy change, and shapes news cycles. Instigating progress: It's not only our legacy, it's our continued commitment to future generations of torchbearers.



CONTACT US

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TheNation.com

OUR VISION



“*The Nation* has for more than a century been a beacon for progressive ideas, democratic politics, women’s rights, racial and economic justice and peace. And while I value *The Nation’s* illustrious history, I am determined to bring it into the 21st century by nurturing younger writers, appealing to young readers, and engaging with the issues and movements that inspire the passions of a new generation.

As our country and the world undergo extraordinary and tectonic shifts, these times demand that *The Nation* be ever bolder, willing to unleash our imaginations and ready to think anew. The advent of digital publishing and social media offers us a historic opportunity, which we are seizing, to reach vastly larger audiences and have a greater impact in the world.”

—**Katrina vanden Heuvel,**
Editorial Director & Publisher



“I always tell people *The Nation* has to meet two bottom lines: a conventional balance sheet that shows we’re attracting enough support—from subscribers, advertisers, and donors—to keep this beacon of progressive thinking and writing going for another 154 years. And a moral and political balance sheet that has to do with trying to change the world, not just to report it. Of course I share Katrina’s determination to nurture younger writers and attract younger readers, grow our audience, and extend our reach. But as editor my particular focus is on content—what we cover, how we cover it, and why we think our readers either need to know this *right now* (in which case they’ll probably find it on www.thenation.com) or why, given all the other demands on their time, we think this article will inform, enlighten, and with any luck delight. Because I don’t take any reader—or any reader’s time—for granted. When I was writing *The Nation: A Biography*, I said that the one constant throughout our history has been “a faith—not in political parties or programs, but in what might happen if you tell people the truth.” If you want to know my philosophy as editor, that’s a pretty good summary.”

—**D.D. Guttenplan,**
Editor

Someone asked me the other day, “How has *The Nation* survived for over 150 years?” There’s the astonishing loyalty of our readers, who see us as a magazine and a website, but also as a cause and a community. There’s our independence of thought and ownership that has meant we are beholden to no one. There’s our abiding belief that it’s possible—by the passionate airing of bold ideas—to force new perspectives into the public debate. We’re passionate about introducing *The Nation* and its mission to the next generation of readers.

—Katrina vanden Heuvel
Editorial Director & Publisher of *The Nation*



“It’s more than a magazine—it’s a crucible of ideas.”

—President Barack Obama



“An indispensable voice in our political dialogue.”

—Elizabeth Warren

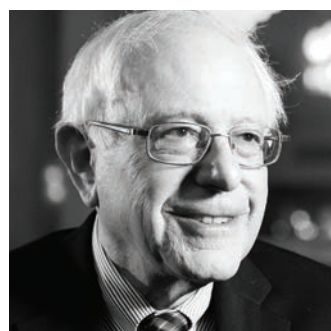
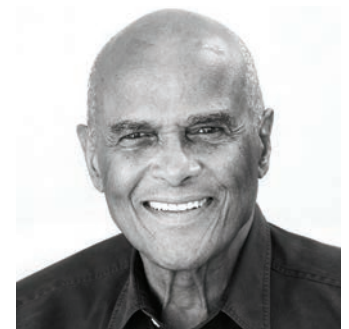
“We are better people as Americans because of *The Nation* magazine.”

—Bill de Blasio



“*The Nation* has brought to the table of human need a menu of truth.”

—Harry Belafonte



“[*The Nation*] has never played a more important role than it does today.”

—Bernie Sanders



“...for showing that community and uniqueness go together; and for proving that we can only lose our power by failing to use it.”

—Gloria Steinem

“The very highest standards of journalistic integrity.”

—Nancy Pelosi



“Where workers are in need of a voice to tell their story, *The Nation* will be there.”

—Richard Trumka



The Nation media platform gets results for both new and repeat advertisers.

PHYSICIANS FOR HUMAN RIGHTS

Through a dedicated e-mail sent to *The Nation's* e-mail list of readers, as well as ads in our NationDaily and Take Action Now e-newsletters, PHR.org alerted our deeply engaged and highly responsive readers to the horrors of separating children from their families at the U.S. border with Mexico and inspired them to respond by writing to President Trump.

PHR's agency told us: "The buy with *The Nation* was one of our best performers—not only in terms of clicks, but in terms of conversion. We're definitely looking forward to doing more work with you all in the future!"

—Jenn Lejano, Principal & Co-founder, Fresh Eyes Digital



FRESH EYES DIGITAL

GLOBAL CONNECTIONS TV

"Since its launching in 1865, *The Nation* has been a source of reliable, unique and substantive information. Global Connections Television, in that same vein, is proud to run ads in such a prestigious magazine that disseminates our mutual goals and concerns about such major issues as climate change, empowering women, world peace and human trafficking.

The ads have assisted GCTV to get its message out to over 70 million potential viewers worldwide each week."

—Bill Miller, CEO/Moderator, Global Connections Television

GLOBAL CONNECTIONS TELEVISION WITH BILL MILLER

Looking for an internationally-oriented talk show with access to the world's leading voices from the public and private sectors who discuss international issues that have local impact? Global Connections Television (GCTV) may fit into your programming very nicely! GCTV is the only program of its type in the world, and is provided to you at no-cost as a public service. You are invited to download any shows that would be of interest to your local audience, such as the general public or students, to mention only a few. You may request that your local PBS/community access television (CATV) media outlets air the Global Connections TV shows on a weekly basis.

Bill Miller is an accredited journalist at the UN for the Washington International and has written extensively on UN issues. He is the Principal of Miller and Associates International Media Consultants, which created the Global Connection Television concept. Bill developed an interest in international issues and the UN when he served as a US Peace Corps volunteer in the Dominican Republic. In his first year he worked as a community developer in a remote rural area; his second year he was Professor of Social Work at the Madre y Maestra University in Santiago, the country's second largest city.

GCTV features in-depth analysis within a wide scope of current issues, topics and events including:

- GLOBAL PARTNERSHIPS • CLIMATE CHANGE • ENVIRONMENTAL SUSTAINABILITY • TECHNOLOGY •
- FOOD SECURITY • EDUCATION • RENEWABLE ENERGY • GENDER ISSUES • POVERTY REDUCTION •
- PEACE AND SECURITY • ECONOMIC DEVELOPMENT • HEALTH •

Global Connections Television (GCTV) is an independent, ly-produced, privately-financed talk show that focuses on international issues and how they impact people worldwide. Global Connections Television features in-depth analysis of important current issues and events including climate change, environmental sustainability, economic development, global partnerships, renewable energy, technology, culture, education, food security, poverty reduction, peace and security, and gender issues.

GCTV GLOBAL CONNECTIONS TELEVISION WITH BILL MILLER

GCTV FOR BROADCASTERS, MEDIA OUTLETS & EDUCATIONAL INSTITUTIONS

Within the goal of providing important perspectives and initiatives from the UN and other organizations, Global Connections Television is provided to broadcasters, satellite systems, media outlets and educational institutions at no charge subject to terms and conditions found on our website. GCTV believes that by providing this invaluable content, the public can learn more about the world, its issues, and the men and women making a difference.

WWW.GLOBALCONNECTIONSTELEVISION.COM
info@globalconnectionstelevision.com

GCTV GLOBAL CONNECTIONS TELEVISION WITH BILL MILLER

PRINT AUDIENCE

Readers of *The Nation* are those rare individuals who influence others on how to vote and what to buy. GfK MRI Market Solutions found that 85% of *The Nation's* readership qualifies as influential based on positive responses to GfK's Influentials list

of questions—far exceeding the U.S. population of influentials at just 8%. Reach this Influential audience through *The Nation's* print pages and other media channels including Email, Display Banners, Mobile Banners, Podcasts and Events.

NATION IMPACT

Actions taken as a result of reading *The Nation*

- 82%** Discussed or passed along an article
- 56%** Became interested in reading a specific book
- 43%** Donated to a cause
- 41%** Engaged in a political, social, or environmental campaign

DEMOGRAPHICS

- 56%** Male **44%** Female
- 65** Median age
- \$98,200** Median household income
- \$559,400** Median net worth

EDUCATION

- 99%** Attended college
- 85%** Graduated college or higher
- 55%** Graduate degree
- 27%** Employed in the field of education

Source: 2016 The Nation Subscriber Study, GfK MRI Market Solutions

ACTIVISM

Subscribers to *The Nation* were much more likely to have participated in the following civic activities than all U.S. adults (index of 100 = U.S. average)

- 88%** Voted in a federal, state, local election (index: 228)
- 85%** Signed a petition (index: 228)
- 65%** Wrote or called a politician (index: 793)
- 43%** Attended a public rally, speech, or organized protest (index: 1,065)
- 36%** Participated in environmental groups/causes (index: 934)

READER DEDICATION

- 88%** Read at least 3 out of the last 4 issues
- 1 HR 16 MIN** Time spent reading each issue
- 66%** Find news and information in *The Nation* that they find nowhere else

TOTAL CIRCULATION

102,934

Source: Alliance of Audited Media, October 2019.

GENERAL PRINT ADVERTISING RATES

Contact us for promotional packages, book publishing rates and other special small-advertiser rates.

4-COLOR RATES

	1-2 TIME RATE	3-5 TIME RATE	6-11 TIME RATE	12-23 TIME RATE	24-34 TIME RATE
FULL PAGE	\$12,100	\$11,500	\$10,890	\$10,290	\$9,680
2/3 PAGE	\$9,680	\$9,200	\$8,710	\$8,230	\$7,740
1/2 PAGE	\$7,500	\$7,130	\$6,750	\$6,380	\$6,000
1/3 PAGE	\$5,080	\$4,830	\$4,570	\$4,320	\$4,060
1/4 PAGE	\$3,990	\$3,795	\$3,595	\$3,395	\$3,195
1/6 PAGE	\$2,000	\$1,920	\$1,835	\$1,750	\$1,665

Contact us for promotional packages, special small-advertiser rates and other rate cards.

Recognized agencies earn a standard 15 percent discount. Discounts apply only within the contract year and must be negotiated in advance. It is understood that the advertiser and/or agency indemnifies the publisher against any claims or suits based on the content of the

advertisement. The publisher reserves the right to reject or cancel any advertising at any time. Publication of an advertisement constitutes final acceptance. *The Nation* has a strong presumption against censoring any advertisement.



PUBLICATION DATES AND DEADLINES

COVER DATE	DELIVERED BETWEEN	RESERVE BY	MATERIALS DUE*	SPECIAL ISSUE
1/13-20/20**	12/26/19-1/7/20	12/5/19	12/12/19	
1/27/20	1/16-21/20	12/26/19	1/2/20	
2/03/20	1/23-28/20	1/2/20	1/9/20	
2/10/20	1/30-2/4/20	1/9/20	1/16/20	
2/17/20	2/6-11/20	1/16/20	1/23/20	BLACK HISTORY
2/24/20	2/13-18/20	1/23/20	1/30/20	
3/2-9/20**	2/20-25/20	1/30/20	2/6/20	
3/16-23/20**	3/5-10/20	2/13/20	2/20/20	
3/30/20	3/19-24/20	2/27/20	3/5/20	
4/6/20	3/26-31/20	3/5/20	3/12/20	
4/13/20	4/2-7/20	3/12/20	3/19/20	
4/20-27/20**	4/9-14/20	3/19/20	3/26/20	EARTH DAY GUIDE
5/4-11/20**	4/23-28/20	4/2/20	4/9/20	
5/18-25/20**	5/7-12/20	4/16/20	4/23/20	AUP PRESSES (I)
6/1/20	5/21-26/20	4/30/20	5/7/20	
6/8/20	5/28-6/2/20	5/7/20	5/14/20	OCEAN
6/15/20	6/4-9/20	5/14/20	5/21/20	SPRING BOOKS
6/22-29/20**	6/11-16/20	5/21/20	5/28/20	AUP PRESSES (II)
7/6-13/20**	6/25-30/20	6/4/20	6/11/20	
7/20-27/20**	7/9-14/20	6/18/20	6/25/20	
8/3-10/20**	7/23-28/20	7/2/20	7/9/20	
8/17-24/20**	8/6-11/20	7/16/20	7/23/20	
8/31-9/7/20**	8/20-25/20	7/30/20	8/6/20	
9/14-21/20**	9/3-8/20	8/13/20	8/20/20	EDUCATION GUIDE
9/28-10/5/20**	9/17-22/20	8/27/20	9/3/20	
10/12/20	10/1-6/20	9/10/20	9/17/20	
10/19-26/20**	10/8-13/20	9/17/20	9/24/20	AUP PRESSES (III)
11/2-9/20**	10/22-27/20	10/1/20	10/8/20	
11/16/20	11/5-10/20	10/15/20	10/22/20	AUP PRESSES (IV)
11/23/20	11/12-17/20	10/22/20	10/29/20	
11/30/20	11/19-24/20	10/29/20	11/5/20	FALL BOOKS
12/7-14/20**	11/26-12/1/20	11/5/20	11/12/20	GIFT GUIDE
12/21/20	12/10-15/20	11/19/20	11/26/20	
12/28/20	12/17-22/19	11/26/20	12/3/20	

* Call for extension / ** Double issue

Red denotes Special Advertising Section ▲

PRINT ADVERTISING SPECIFICATIONS

ADOBE ACROBAT PDF FILES

1. All fonts must be embedded and must be Type 1, OpenType, or TrueType fonts.
2. All colors must be CMYK.
3. Images must be the equivalent of 300 dpi.
4. PDF/X in conformance with all ANSI/CGATS/SWOP current standards is acceptable.

DIGITAL FILE EMAIL INSTRUCTIONS

Emails may be used to send advertising files to *The Nation* only if they are smaller than 50 megabytes. Larger files should be sent via Dropbox, WeTransfer, or AdTransit.

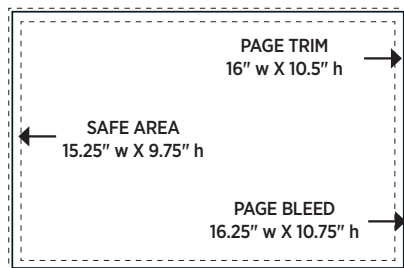
For further production instructions, please contact our IT/Production Manager at production@thenation.com.

TIMING

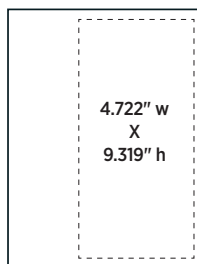
Please adhere to materials due date on ad calendar. For an extension, contact your ad representative. Any changes to files deemed to be author's alterations may be charged at the prevailing hourly rate. Submitted files that do not conform to the above standards may be subject to additional charges for the file conversion/manipulation. Advertisers wishing to cancel, should do so 7 business days prior to the copy deadline.

PRINT SETTINGS

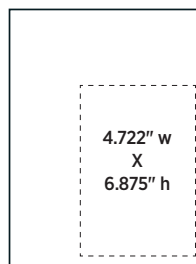
2-PAGE SPREAD (W/BLEED)



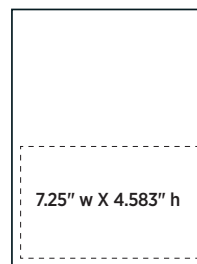
2/3 PAGE*



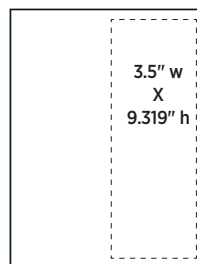
1/2 PAGE ISLAND*



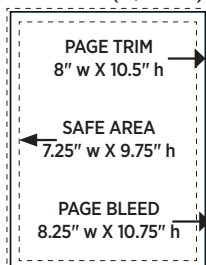
1/2 PAGE HORIZONTAL



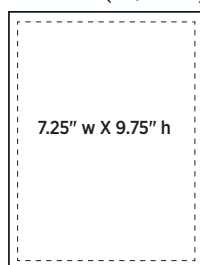
1/2 PAGE VERTICAL**



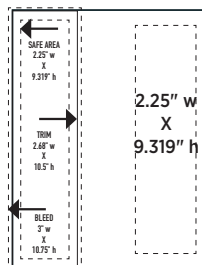
FULL-PAGE (W/BLEED)



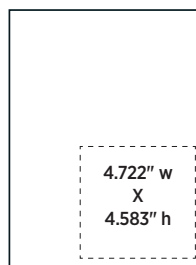
FULL-PAGE (NO/BLEED)



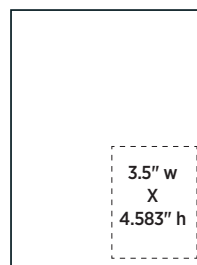
1/3 PAGE VERTICAL*



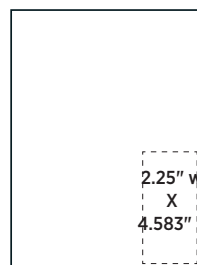
1/3 PAGE SQUARE*



1/4 PAGE**



1/6 PAGE*



*This ad configuration will only appear within the book section of the magazine (except 1/3 vertical bleed on page 2)

**This ad configuration will only appear within the articles section of the magazine

DIGITAL AUDIENCE

DEMOGRAPHICS

60% Male	45% 25-44
40% Female	30% 45-54
	29% 55+

WHAT THEY BUY (IN-MARKET SEGMENTATION)

- Education/Post Secondary Education
- Financial Services/Investment Services
- Travel/Hotels Accommodations/Air travel
- Autos/Vehicles

WHAT THEY LOVE (AFFINITY)

- Culture/Arts/Entertainment
- News/Politics/Campaigns & Elections
- Education/Colleges/Universities
- Law & Government/Executive Branch

TRAFFIC

Monthly average page views	4.4 MILLION
Monthly users	2.3 MILLION

DIGITAL ACCESS

People visiting TheNation.com:

55% Mobile	8% Tablet
37% Desktop	

SOCIAL MEDIA

Our followers are highly engaged news and politics junkies with an interest in sharp analysis of national and international affairs. They are particularly interested in political movements on the left, social justice, and cultural criticism.

 **TWITTER: 1.2 MILLION FOLLOWERS**

 **FACEBOOK: 627,347 FOLLOWERS**



Google Analytics, 2019

DIGITAL AD RATES - STANDARD BANNERS



Billboard (970 x 250)



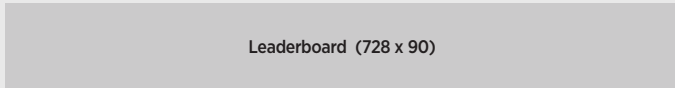
BANNER RATE CARD

\$15 CPM—Leaderboard, Medium Rectangle, Half Page, Skyscraper

\$20 CPM—Billboard, Half Page, Pushdown, Portrait, Mobile units

PHONE AD SIZES

- Mobile leaderboard (320 X 50)
- Medium rectangle (300 X 250)
- Half page (300 X 600)



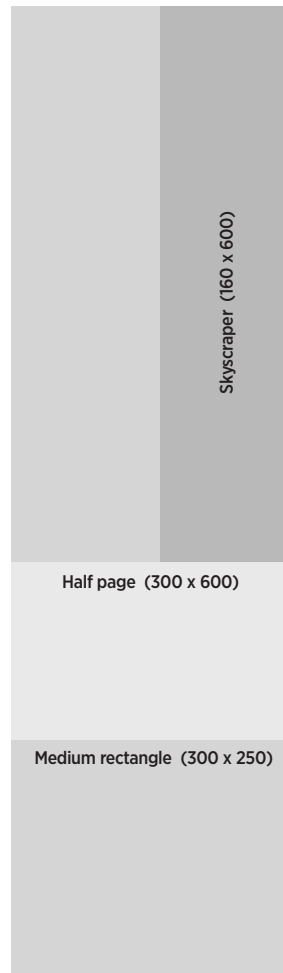
Leaderboard (728 x 90)

DESKTOP AND TABLET AD SIZES

TheNation.com generally adheres to IAB standard advertising dimensions. The creative sizes available:

- 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 creative is sent to creatives@thenation.com
 Deadline: Minimum 48 hours prior to launch required.



Skyscraper (160 x 600)

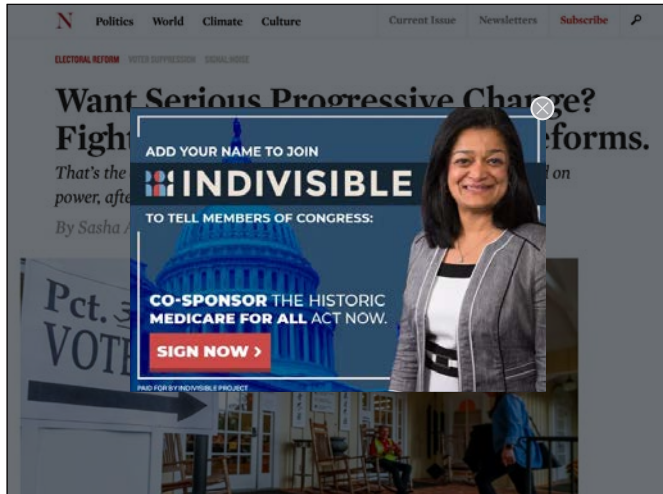
Half page (300 x 600)

Medium rectangle (300 x 250)

Portrait (300 x 1050)



DIGITAL AD RATES - HIGH IMPACT



◀ LIGHTBOX ADS

Lightbox ads are perfect for getting immediate action from *Nation* readers. Signing petitions, collecting names and emails, 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 page.

RESOLUTION: 660 x 450

MAXIMUM FILE SIZE: 100kb

Ad Rate: \$45 CPM

migrant farmworkers, CEOs, and socialists to declare that it was time to give peace a chance.

ADVERTISING

AWARD-WINNING SERVICE FROM AWARD-WINNINGLY NICE HUMANS

jetBlue

Let's go

Based on recognized industry awards from 2005 to 2019. © 2019 JetBlue Airways Corporation. All rights reserved.

The Moratorium was everywhere, from the steps of the Douglas County Courthouse in Omaha, Nebraska, to Trinity Church at the head of Wall Street in New York City. In Washington, a quarter-million Americans joined

◀ VIDEO ADS

The Nation offers video ads via our in-line article player.

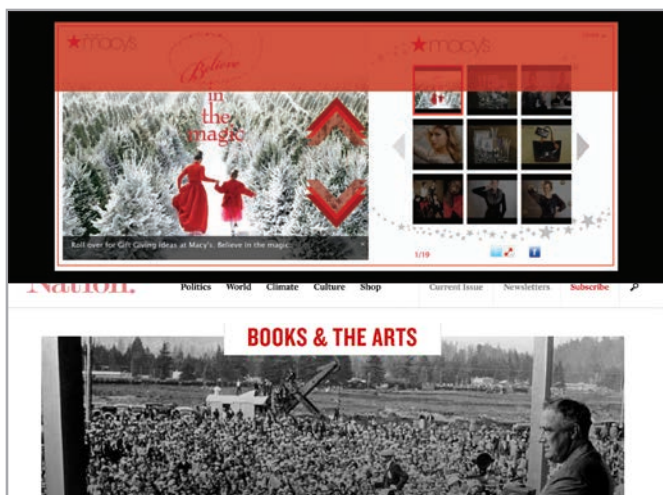
RESOLUTION: max 1920 x 1080 – min 640 x 360

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)

Ad Rate: \$35 CPM



◀ 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

Ad Rate: \$35 CPM

DIGITAL AD RATES - EMAIL

The Nation emails get some of the best results for issue-based advertisers.

Top priorities for ALL *Nation* email recipients include: Environment, racial justice, women's rights, workers' rights, and immigration. *The Nation* subscribers ranked the following as their #1 action to take for these important issues:

- Sign a petition
- Attend an event or rally
- Support a candidate who shared their views
- Donate money

DEDICATED EMAIL BLASTS

List size: **415k**. Send your message directly to *Nation* readers. *Nation* dedicated emails have high click-through rates, especially for petition campaigns, survey participation, and candidate endorsement. Delivers on Wednesdays.

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

Dedicated rate: \$45 CPM, Minimum buy: 50k

NATION DAILY NEWSLETTER

DAILY List size: **115k**. Advertise to 115,000 subscribers with 1 or 2 highly viewable, 300x250 medium rectangle banners. DAILY subscribers are the most avid consumers of *The Nation* content. Delivers Monday-Friday.

- **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

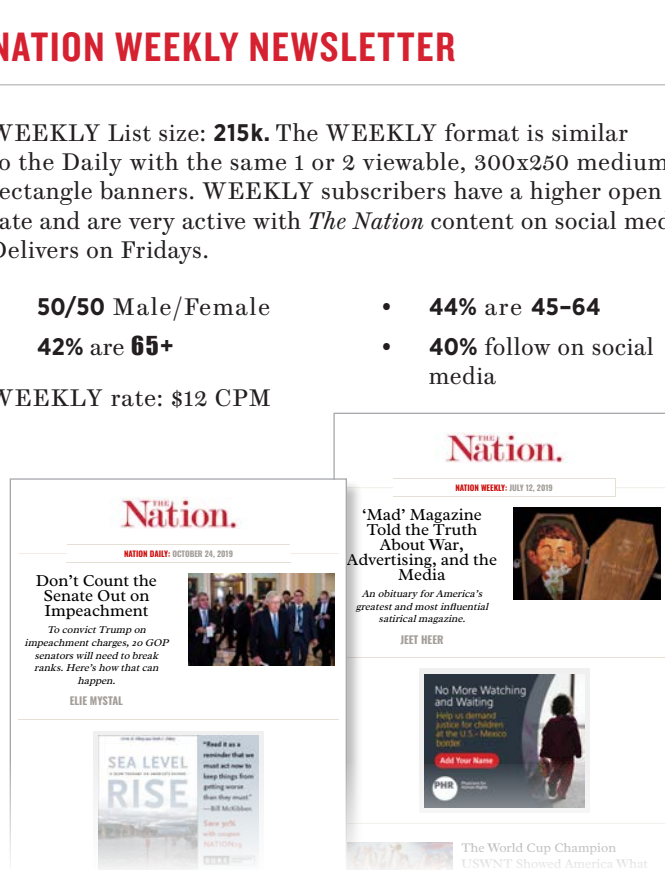
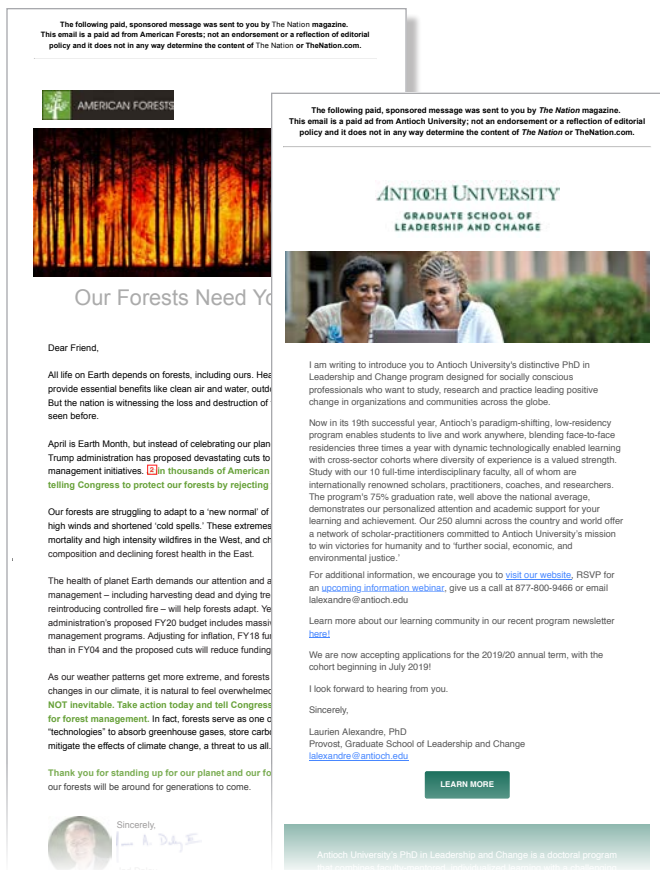
DAILY rate: \$10 CPM

NATION WEEKLY NEWSLETTER

WEEKLY List size: **215k**. The WEEKLY format is similar to the Daily with the same 1 or 2 viewable, 300x250 medium rectangle banners. WEEKLY subscribers have a higher open rate and are very active with *The Nation* content on social media. Delivers on Fridays.

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

WEEKLY rate: \$12 CPM



DIGITAL AD RATES - EMAIL

OTHER NEWSLETTERS

TAKE ACTION NOW—Weekly List size: **47k** subscribers. Three actions curated by our editors. They involve time commitments ranging from five minutes to many days, so you can Take Action Now, whatever your schedule. Delivers on Tuesdays.

OPPART—Weekly List size: **6k** subscribers. A curation of the best political artwork from the front lines of resistance. Delivers on Wednesdays

Weekly rate: \$12 CPM



Last week the Israeli government, under pressure from President Rep. Rashida Tlaib from visiting her 90-year-old grandmother in public outcry, the government reversed its position, saying Tlaib criticize the state of Israel while she was there, but Tlaib denou conditions.

We can't afford to be silent about the Israeli occupation or the freedom of speech. This week's **Take Action Now** gives you two rights, plus one way to fend off an assault on the Endangered Sp

Can you help us grow **Take Action Now**? Forward this week they can sign up here.

Take Action Now will return on September 3rd.

NO TIME TO SPARE?
The Trump administration just released its final pro Endangered Species Act, removing protections for populations and allowing the construction of danger to act now to stop this measure: [sign the Sierra C](#) Interior Secretary David Bernhardt you oppose the

GOT SOME TIME?
It's key that we defend the right to boycott just as f The US Campaign for Palestinian Rights is current [HP](#) over the company's support for the occupation [here](#) and select one of the actions this week, such pledge or staging a banner drop.

READY TO DIG IN?
Take the fight to Congress by joining or starting on Peace's [legislative advocacy chapters](#). These c together more than 200,000 Jewish people and all organize to take dedicated action to stop anti-BDS unconditional support for Israel.

We'd love to know how these newsletters have [this form](#) to tell us how you're taking action— weeks—and to give us your fe



Click here for the latest from *The Nation's* OppArt.



At this dangerous moment in history, our actions will determine our very survival. As artists, we use our pens, our pencils, our brushes, and our ideas to cast a light on darkness and combat the forces that are driving us towards a precipice. Curated by Andrea Arroyo, Steve Brodner, and Peter Kuper, OppArt features artistic dispatches from the front lines of resistance—check back each day as a diverse set of artists take aim and draw.

PUBLISHER PROMOTIONS

BOOK List size: **4.7k**. A highly targeted list reaching the most avid book buyers. Available to existing book advertisers offering exclusive titles and signing events in partnership with *The Nation*.

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

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[An ingeniously conceived tour of the global economy and all its key components, illuminated one by one in 99 large-scale, full-color infographics](#)

ECONOMICS CONNECTS EVERYONE AROUND THE WORLD

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Our latest Books Offer is from The Experiment publishing: [The Global Economy as You've Never Seen It](#)

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The economy is a complex, world-spanning, layer-upon-layer-upon-layer behemoth, yet few of us truly understand it—even the world's foremost economists can't seem to agree on how it runs. From **start-ups** to **monopolies** or **trade agreements** to **theory**, author Thomas Ramge (*The Economist*, *Harvard Business Review*, and *Foreign Affairs*) and infographic specialist Jan Schwochow bring every facet of the economic web to life.

EMAIL EXTRAS

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

- Personalized name in subject line
- Specified send time
- A/B testing
- Non-Wednesday send
- Suppression
- *Nation* produced email HTML