

MEDIA KIT

Rates & Specifications
effective January 1, 2018

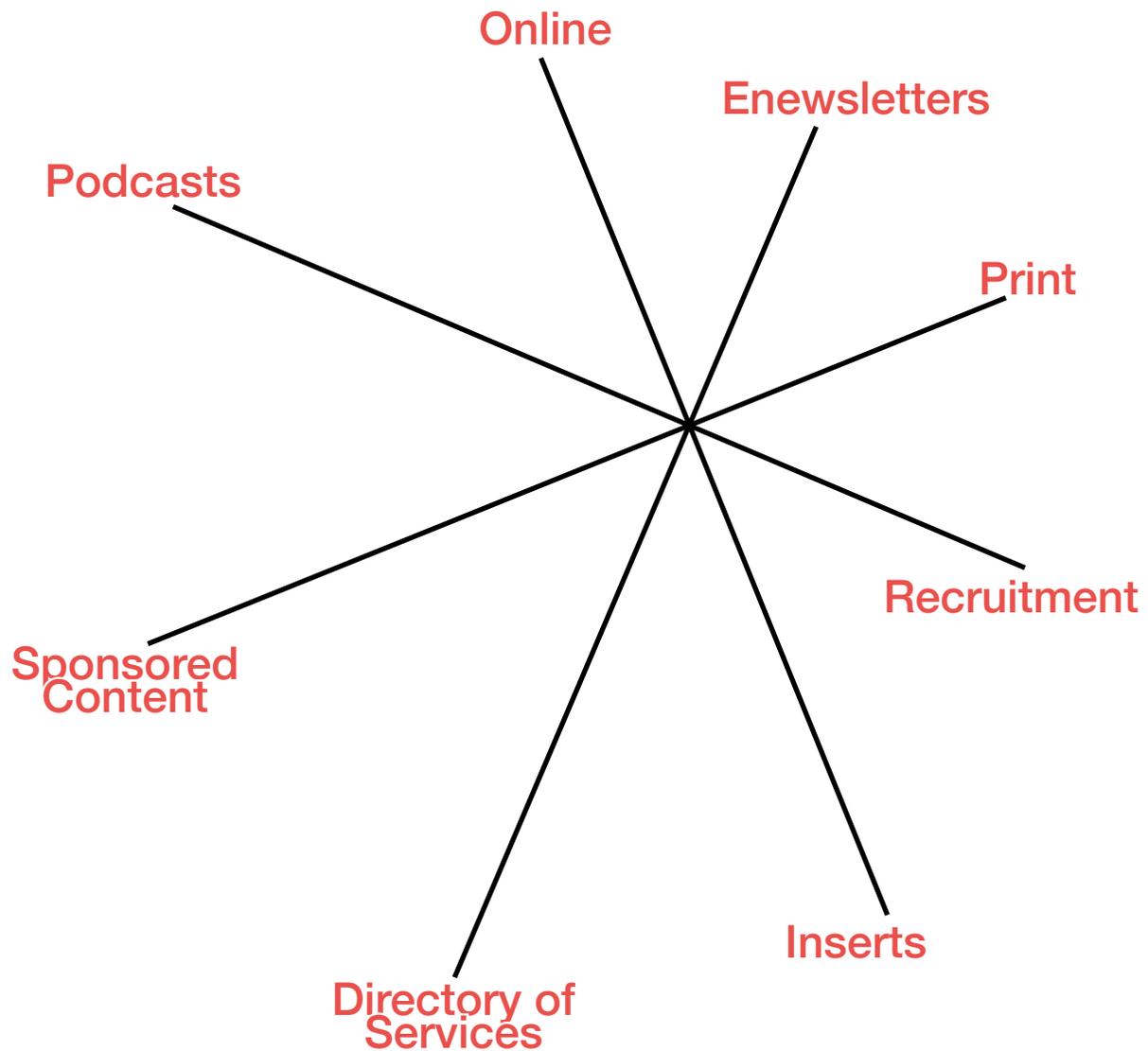


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ABOUT CURRENT & OUR READERS

Current is the only independent trade publication dedicated to covering public media in the U.S.

Executives, programmers, fundraisers and journalists at public television and radio stations; national distributors, producers, funders, vendors, new media outlets and more - these are the decision makers your message will reach.

Current.org averages 134,000+ web page views **each month** and 65,000+ unique visitors. We also have 5,500+ digital subscribers.

Current will publish **10 editions** in 2018 with 2,347 copies and an estimated 7,000+ readers per issue - PLUS bonus distribution at public media's major national conferences.

2018 ONLINE @CURRENT.ORG

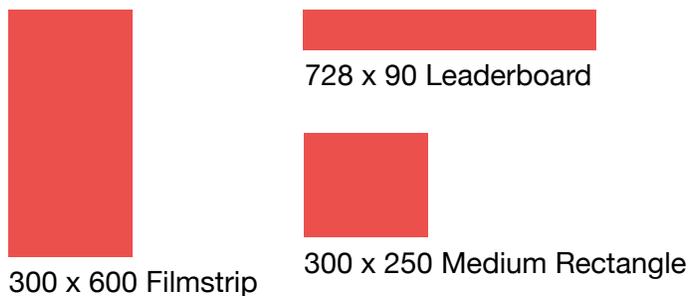
2018 Online Ad Rates

Average Monthly Unique Visitors: **65,000+**

Average Monthly Web Page Views: **134,000+**

Digital Subscribers: **5,500+**

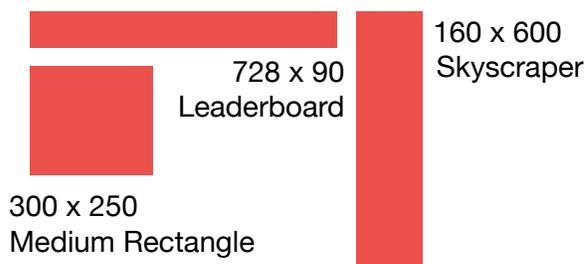
Online ads appear for 30 days. We guarantee a minimum of 15,000 impressions over 30 days, but always deliver more.



	Leaderboard 728 x 90	Filmstrip 300 x 600	Medium Rectangle 300 x 250
Open rate	\$1,425	\$1,075	\$925
2-5 Insertions Save 8%	\$1,311	\$989	\$851
6-9 Insertions Save 12%	\$1,254	\$946	\$814
10-14 Insertions Save 15%	\$1,211.25	\$913.75	\$786.25

** All rates are net to Current*

2018 E-MAIL NEWSLETTERS



There is only one of each size available per newsletter. Book early!

Our WEEKLY enewsletter is mailed on Thursday afternoons to 6,000 engaged readers. Our open rate averaged 35.1% in the last three months, compared to MailChimp's estimate of 16.8% for our industry. Deadline for ad creative is each Wednesday at noon.

Additional targeted newsletters coming in 2018.

	Leaderboard 728 x 90	Skyscraper 160 x 600	Medium Rectangle 300 x 250
Open Rate	\$460	\$405	\$350
2-5 Insertions Save 8%	\$423.20	\$372.60	\$322
6-9 Insertions Save 12%	\$404.80	\$356.40	\$308
10-14 Insertions Save 15%	\$391	\$344.25	\$297.50

* All rates are net to Current.

NEW! SPONSORED CONTENT

Sponsored content offers an opportunity to expand on your story in your own words. You can submit a headline, a blurb and a link for online publication. Your paid post first appears in a fixed position on Current's home page and remains there for seven days, then moves to a landing page for all sponsored content. You can also choose meta tags for search engine optimization. A similar headline and link can appear in one issue of Current's newsletter.

Introductory Rates:

Online: \$700

Enewsletter: \$450

Both for \$1,000

All rates are net to Current.

No frequency discounts available for sponsored content.



FCC Republicans strike down studio rule that had mixed support from pubmedia

By Doug Halonen | October 24, 2017 [Edit This Post](#)

While NPR and others argued the rule was burdensome, some college and community broadcasters argued for its preservation.

QUICK TAKES

LocusPoint sues to stop sale of California public TV station

By Dru Sefton, Senior Editor | October 27, 2017 [Edit This Post](#)

'Dinner Party Download' to end production

By Tyler Falk, Assistant Editor | October 26, 2017 [Edit This Post](#)

WAMU to begin offering evening version of 'IA'

By Tyler Falk, Assistant Editor | October 26, 2017 [Edit This Post](#)

Science lessons from WGBH/NASA collaboration premiere online

By Dru Sefton, Senior Editor | October 20, 2017 [Edit This Post](#)

[More Quick Takes](#)

for promotional materials
Station Relations Contact:
De Shields Associates
Phone: (301) 388-2492
rdshy@deshieldassociates.com
Produced by:
The CHOOSE
A P O T X

FEATURED JOBS

Visiting Senior Engagement Strategist

Urbana-Champaign, IL
Illinois Public Media

C-10-17 Supervising Producer (Talk Show)

Atlanta, GA
Georgia Public Broadcasting

Sales Account Executive

Chicago, IL
Window to the World Communications, Inc.
(WTTW/WFMT)

Podcast Trainer/Producer

Ann Arbor, MI
Michigan Radio

C-11-17 Chief Content Officer

Atlanta, GA
Georgia Public Broadcasting

Producer-Interviewer

Madison, WI
Wisconsin Public Radio

BROADCAST PRODUCER MANAGER (ENGINEERING)

Tempe, AZ
KJZZ/KBAQ/SS @ Rio Salado College

REPORTER HOST

Tempe, AZ
KJZZ @ Rio Salado College

MAJOR GIFTS OFFICER

Vestal, NY
WSKG Public Media

DIRECTOR OF DEVELOPMENT & MARKETING

Vestal, NY
WSKG Public Media

Sponsored

One-hour Special "Haiti and New Orleans: Is the Feeling Mutual?"

WWNO's podcast, Tripod: New Orleans at 300, makes its on-air debut with a special one-hour radio show on the historical relationship between NOLA and Haiti. [\(More\)](#)



SYSTEM/POLICY

Ken Stern: Don't deny an obvious truth about the media

By Ken Stern | October 26, 2017 [Edit This Post](#)

In a response to criticism from a public radio reporter, Stern contends that the media still need a broader diversity of political views.



SYSTEM/POLICY

NYT CEO: Digital media alone won't address public's need for quality news

By Mark Thompson, CEO (New York Times Co.) | October 26, 2017 [Edit This Post](#)

A former chief executive of the BBC argues that public-service broadcasting will only become more important as media continue to expand on digital platforms.

PODCASTS

THE PUB



The Pub has an average of 6,000 listens per month.

Current's podcast offers fresh thinking about all things pubmedia. The Pub averages 6,000 listens per month, and comes out every two weeks.

A new podcast celebrating 50 years of public media



Daisy Rosario hosts a series of provocative pairings: Conversations between **millennials** working in public media today and **trailblazers** who defined its visionary mission. Produced by Kara McGuirk-Allison.

Rates are for each weekly podcast	\$400
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Your underwriting announcement can be a pre-produced message or copy for our host to read.

Or, if you prefer, our host can simply talk about your product or service in a compelling and entertaining way, based on copy points that you provide.

Let us know if you would like to hear samples of past podcast sponsorships.

** All rates are net to Current.*

2018 PRINT AD RATES

Current | September 23, 2017 | 15

People

Continued from page 1
 began her career at the Boulder Hill, Kan., station as membership coordinator in 1989, rising to public information director and development director. More recently she was CEO of the National Agricultural Center and Hall of Fame in Topeka Springs, Kan.

Communications
 Megan Ellingboe, communications manager at American Public Media since 2014, is directing public relations at the Public Radio Exchange. Previously she was a content producer for NPR News.

International media
 Ed Wells joined Sesame Workshop to head international media and education. He is managing Sesame's international offices throughout Europe, the Persian Gulf states, Latin America and Asia, overseeing production, distribution, themed entertainment, education and licensing businesses. Most recently Wells served as EVP and head of international for WWJ Inc. Previously he was a Visayas VP and GM for Nickelodeon.

Foundations
 Fara Chakry, former host of *News and Notes on NPR*, joined the Ford Foundation as a program officer for journalism. Chakry has covered six presidential elections for print, TV, radio and digital media such as CNN, *Newsweek*, ABC News and the website *ThinkProgress*. After the 2010 election, she became a fellow at Harvard Shorenstein Center on Media, Politics and Public Policy, researching race and gender diversity in the media. Chakry is the author of one novel and five nonfiction books, including *Don't Believe the Hype: Fighting Cultural Misrepresentation About African-Americans*, which is frequently used as a university text.

Labarna Bunting joined the Knight Foundation as director of journalism. Previously she spent 10 years at the New York Times, writing as a staff writer on the culture and movie beats, and rising through several newsroom positions to senior editor, digital transition. In that role Bunting led a digital transformation across the newsroom as well as a digital and regional content model at the Times's Washington, D.C., bureau. She also serves on the board of the Digital Diversity Network, a nonprofit advancing diversity in media and technology.

Fellowships
 The Online News Association announced its annual MJ Best Fellowships for digital journalists under 30 years old. Among the fellows are Kelly McMillin, online producer at St. Louis Public Radio, and Mollie Woodard-Indelicato, a freelance reporter/producer who has reported for NPR and WHTV. The one-year fellowships provide online workshops, sessions with personal advisory boards as well as registration, travel and accommodations for the ONA conference, and three years' ONA dues. The fellowship honors the late ONA board member Iwan, an NPR Online VP.

Send People Items to ed@current.org

Unexpected funding cut raises stakes for WDET's fall drive

By Jill Groszheim

Placed with a 30 percent cut in direct contributions from its university owner, Detroit's WDET is in the middle of one of the most recent fall fundraising drives in its history.

On air appeals are accelerating aggressive outreach to both listeners and new members as the up-and-coming station looks to meet a \$250,000 shortfall for fiscal 2018, which begins Oct. 1.

WDET set a goal to raise \$450,000 — double what it brought in during last fall's drive — to hit its previous fundraising target and make up the revenue it is losing from Wayne State University. GM Michelle Schribovich said. Current chief executive WDET can do it. "We're confident we can meet our goal and on track to meet it," according to Derek Constantine, business manager. Over 50 percent of donations coming in were outstanding gifts.

Though Wayne State University had put WDET on notice that it needed to become more self-reliant, Schribovich was surprised by the university's decision to reduce its support. She learned of the impending cut in late June, as Wayne State concluded its budgeting process.

"We are well aware of the budget pressures they face. [But] this was not something we had anticipated happening in the fall of 2017," Schribovich said.

As recently as fiscal 2016, Wayne State direct subsidy of \$472,000 provided 12.5 percent of the station's revenue, according to financial details posted on WDET's website. Three weeks before the fall drive began, WDET started sharing details about its urgent financial needs by reporting revenue targets on its website and in direct mail appeals to donors.

Like many university licenses around the country, Wayne State is under pressure from diminished state funding. The university's new tax-based calculation remains below 2011 levels, according to an explainer on WDET's website. University leadership must focus limited resources on its core mission and the strategic priorities of teaching, research and student aid.

Because funding relationships are complicated and not easily explained in one-on-one meetings, WDET is using all the tools at its disposal. "We've learned earlier in the year with the donors we're long-time donors don't fully understand where our funding comes from," Schribovich said. "We couldn't assume that listeners were even aware that we received financial support from the university."

WDET needs time "to explain the significance of the change in our funding," Schribovich said — as well as to meet its higher fundraising target.

Countering listeners into new members is a goal of WDET's campaign. WDET has posted its highest ratings in a decade, Schribovich said, and the station is starting to see a return on its investments in programming. Her strategy for closing the revenue gap calls for bolstering membership revenue and underwriting sales.

Investing in 'Transformation'
 WDET's annual financial statement for 2016, the most recent available, recorded total revenue of \$3.8 million and a widening net deficit of \$1.2 million. The station had ended fiscal 2015 with a deficit of \$899,000.

The report acknowledged continuing struggles with underwriting sales and operating deficits. It also noted that Wayne State University's willingness to support WDET is predicated on an understanding that management is pursuing strategies to become self-sustaining.

But 2016 had been "the beginning of an organizational transformation which has attracted the attention and support of local funders and the wider media industry," according to the report. The station invested in local programming and community engagement, and in 2013 average weekly costs of \$48,000 grew nearly 28 percent — to \$73,000 — that year, according to station officials.

At fiscal 2017 month-end, WDET is on track to beat its revenue targets for individual donations, Schribovich said.

WDET is sharing this story with the wider community as it reaches out to donors and new listeners.

To differentiate WDET's lineup from Ann Arbor-based Michigan Radio, which reaches into the market, Schribovich has invested in original programming. Detroit Today, a morning talk show, rebranded as part of a newswoman expansion.

Culturelight, a live-hosted show combining music and magazine-style segments, airs during middays.

Wayne State's funding cut may serve as a nudge to get WDET onto a solid financial footing, Schribovich doesn't view it as a one-time crisis, and she is talking with university colleagues about developing a plan to become self-sustaining. "We're being real about that... It's an opportunity to become more independent, not a setback," she said. ☐

Photo: WDET

Paid Print Circulation: 2,385

Additional complimentary distribution at key industry conferences (see p. 17 for schedule and list of conferences)

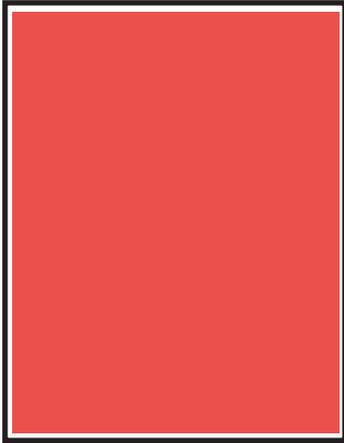
"Pass around" readership results in 7,000+ public media professionals reading Current.

For Guaranteed Premium Placement, add \$250 per insertion to the rates below. Premium locations include Page 3, the back cover and the inside back cover.

	Full Page	Junior	Half Page	1/3 Page	Little Junior	1/4 Page
Open Rate	\$3,150	\$2,100	\$1,640	\$1,330	\$1,110	\$1,020
2-4 Insertions Save 8%	\$2,898	\$1,932	\$1,508.80	\$1,223.60	\$1,021.20	\$938.40
5-8 Insertions Save 12%	\$2,772	\$1,848	\$1,443.20	\$1,170.40	\$976.80	\$897.60
9-12 Insertions Save 15%	\$2,677.50	\$1,785	\$1,394	\$1,130.50	\$943.50	\$867
12+ Insertions Save 20%	\$2,520	\$1,680	\$1,312	\$1,064	\$888	\$816

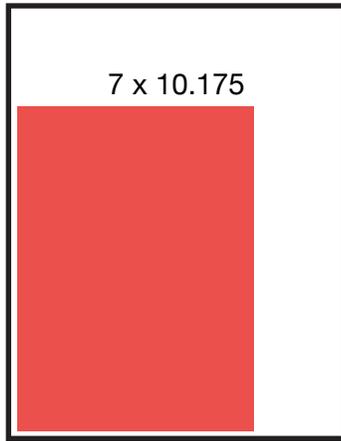
* All rates are net to Current

9.5 x 13.5



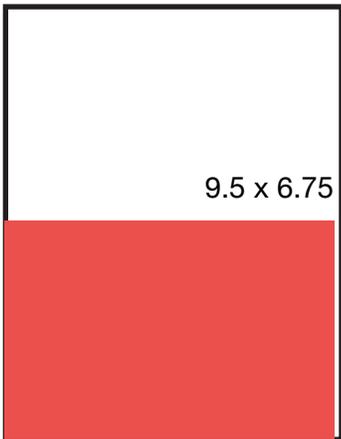
Full Page

7 x 10.175



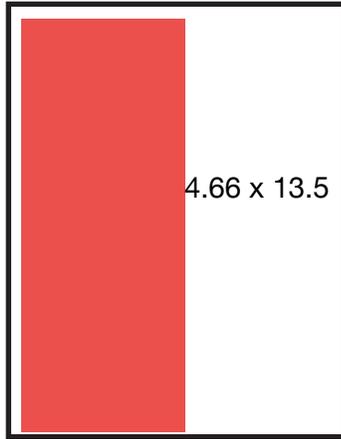
Junior

9.5 x 6.75



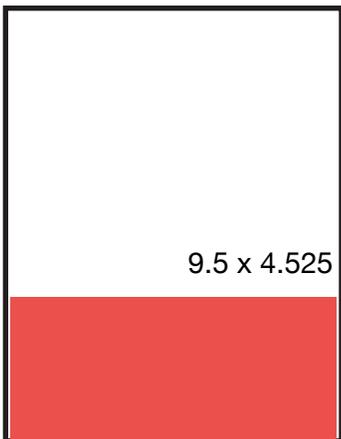
1/2 Page Horizontal

4.66 x 13.5



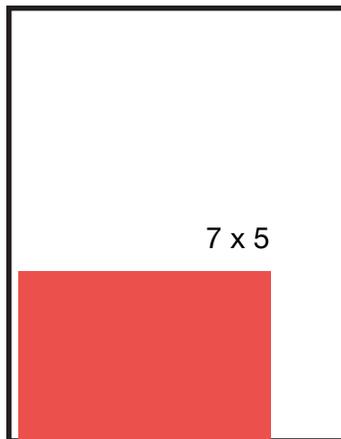
1/2 Page Vertical

9.5 x 4.525



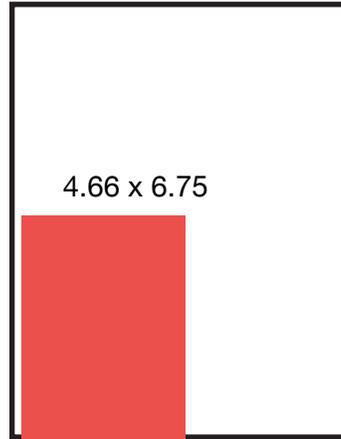
1/3 Page Horizontal

7 x 5



Little Junior

4.66 x 6.75



1/4 Page

PRINT SPECIFICATIONS

2018 INSERTS & STICKERS



Front and center!

That's where your logo and message will be when you reserve this advertising option. It will be the first thing readers see when they receive their copy of Current.

New Low Price: \$2,300 per issue
(No frequency discounts apply)

Sticker Dimensions: 2.875" x 2.875"

35 Special Sticker Shapes Available:

View all at <http://www.cpandp.com/special-shapes.php>
and click "View our 2.875 x 2.875 Templates"

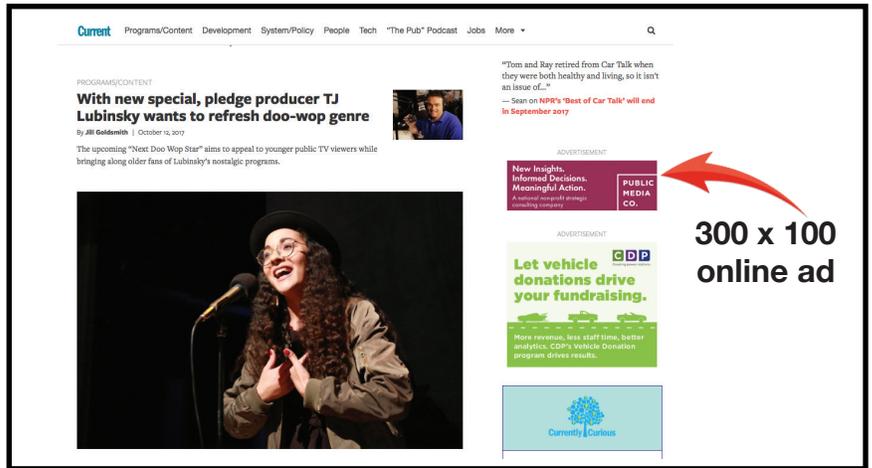
Have a brochure or sales sheet
that you'd like to insert into a print
edition of Current?

We can make that happen. Rates will vary depending
on size and weight. Call us.

2018 DIRECTORY OF SERVICES (DOS)

A cost-effective digital/print combo

If your business serves the public media industry... or would like to...Current's Directory of Services is an excellent and economical way to keep your name in view online and in print.



300 x 100 online ad

Directory of Services

<p>Fundraising/Traffic Software</p> <p>MEMSYS Fundraising Software To Power Your Future</p> <p>On your desktop...</p> <p>Anneta Bishop KALW San Francisco</p> <p>"We are so grateful to the MemSys support staff for their ready availability and thorough answers to our frequent questions. That's a huge benefit for us."</p> <p>...or in the Cloud</p> <p>www.memsys.com info@memsys.com</p>	<p>Legal</p> <p>GARVEY SCHUBERT BAKER</p> <p>1000 POTOMAC STREET NW SUITE 200 Washington, DC 20007 (202) 965-7880</p> <p>GDPA based article on FCC's Draft Order to End Main Studio Rule is available at www.gdbaker.com/EndMainStudioRule</p> <p>CSBA.AM.COM</p>	<p>Financial</p> <p>5 LADY DONORS</p> <p>Need more of these? Let's talk.</p> <p>Specialists in 5+ figure giving • 60 stations served in 39 states Feasibility-Planning-Assessments Campaign-Consult-Training Case for Support Development Claudia Chouinard Brink Results Group www.results.com cbrink@results.com 646.675.8205</p>	<p>Financial</p> <p>PATRICK COMMUNICATIONS</p> <p>America's #1 Broker of Non-Commercial Stations</p> <p>MEDIA BROKERAGE TOWER BROKERAGE FAIR MARKET VALUATION</p> <p>410-799-1740 patrick.com</p>
<p>Fundraising</p> <p>move to the Cloud</p> <p>Fundraising Radio Traffic Auctions</p> <p>SOLUTIONS Built Specifically for Public Broadcasters</p> <p>allegiance 844.858.7654 allegiancesoftware.com</p>	<p>Fundraising</p> <p>PUBLIC MEDIA CO.</p> <p>A leader in ATSC 3.0 planning & public media financing</p> <p>Public Media Company - a current member of the public media industry pubmediasolutions.com 733.344.7374</p>	<p>Fundraising</p> <p>indie-edit.org</p> <p>Making good radio even better</p> <p>A virtual editing service founded by veteran public media editors Alisa Barba and Kate Concanon</p> <ul style="list-style-type: none"> • Up your game with quality edits on your schedule and within your budget. • Check us out at indie-edit.org • email us at info@indie-edit.org 	<p>Fact: The Directory of Services is an outstanding value.</p> <p>For an entire year, your ads will be seen by CEOs and CFOs who hire pub media businesses just like yours. So...why not yours?</p> <p>Delve and so proud for just \$1500</p> <p>Wow! So. Here. Now.</p> <p>advertised at: 201.270.7240 ext. 36</p> <p>Current</p>

Print ad actual size: 2.29" wide x 3.5" high

Online Directory Listing

NEWS FOR PEOPLE IN PUBLIC MEDIA

Current

Programs/Content Development System/Policy People Tech "The Pub" Podcast Jobs

Don't Miss Local That Works Federal Funding I Am Public Media Current/Curious Rewind: The Roots of Public Media

Directory of Services

Find listings for <keywords> Advanced Search

Fundraising

Business Name:
Allegiance Software

Business Genre:
Fundraising, Membership, Pledge Drive, Radio Traffic, Software

Long Business Description:
Our Allegiance is to You

Since our start, our mission has been to help non-commercial broadcasters raise more money and operate more efficiently.

More than 35 years ago, we were approached by a public broadcasting station that was looking for the same features and functionality found in the

allegiance

DOS: HERE'S WHAT YOU GET

Level I

- Full-color print ad in each edition of Current
- 300 x 100 rotating online ad with link to your website
- Listing in online Directory of Services page with a link to your website

Annual Investment: \$1,500

Level II **NEW!**

All of the Level I benefits **plus**

- Your 300 x 100 ad in four issues of Current's weekly enewsletter
- Delivery of your Directory of Services profile to the email boxes of 500 pubmedia executives

Annual Investment: \$2,500

Level III **NEW!**

All of the Level II benefits **plus**

- One quarter-page print ad in the issue of your choice
- One sponsored content ad block on current.org
- Highlighted link in one edition of Current's weekly enewsletter

Sponsored content offers an opportunity to expand on your story in your own words. You can submit press releases or articles for online publication. The article's link first appears in a fixed position on Current's home page and remains there for seven days. It will then move to a landing page for all sponsored content. A similar headline and link will appear in one issue of Current's newsletter. You can also choose meta tags for search engine optimization.

Annual Investment: \$4,500

All rates are net to Current



2018 CLASSIFIEDS

Find your best candidates where public media professionals are actively looking!

About Current

Current is THE jobs source for public media professionals: management, development teams, programmers, digital staff, journalists, producers, distributors, engineers and more.

Create a free employer profile at publicmediajobs.org and you're ready to post a job opening right away and anytime, 24/7.

Online job posts generate an average of 7,000 job views each month.

Each print edition is read by more than 7,000 people in public media. (Print boxed ad sample shown at right)



Chief Financial Officer Rochester, NY

The Chief Financial Officer has day-to-day responsibility for WXXI financial matters including monitoring of division expense budgets, financial procedures, purchasing procedures, cash management, and fixed asset management.

Visit <http://interactive.wxxi.org/about/jobs/chief-financial-officer> for full job description.

Please submit cover letter & resume to:

WXXI
Human Resources
280 State St.
Rochester, NY 14614

or email to hr@wxxi.org.

EOE

Actual Size: 4.66" wide x 6.75" high

CLASSIFIEDS RATES & DEADLINES

30 Day Online Only Job Posting

- Unlimited words!
- \$299

Job Flash Email Package

Put your job in the inbox of hundreds of public media professionals.

- Premium 30 day posting
- Featured listing on current.org home page
- Job stays near top of list on job board
- Job highlighted on job board
- Featured listing in Current's weekly newsletter
- Unlimited words!

\$429

Make Your Job One of the First Seen by Job Seekers for 30 Days

- Single 30 day posting
- Job stays near top of list on job board
- Job highlighted on job board

\$359

Boxed Display in One Print Issue PLUS 30 Days Online PLUS all the online benefits of a Featured ad:

- Design of your ad at no extra charge
- 30-day online listing at publicmediajobs.org
- Featured Listing on publicmediajobs.org
- Featured listing in Current's weekly e-newsletter
- Maximum 225 words for print edition, unlimited online
- Featured listing on current.org home page

\$699

Boxed display ads are perfect for high profile or highly specialized positions.

All rates are net to Current.

2018 Publication Calendar for Boxed Display Ads

<u>Issue date</u>	<u>Deadline</u>
1/22/18	1/17/18
2/26/18	2/21/18
4/4/18	3/28/18
5/7/18	5/2/18
6/11/18	6/5/18
7/9/18	7/2/18
8/20/18	8/15/18
9/17/18	9/12/18
10/15/18	10/10/18
11/5/18	10/31/18

Are you a Current subscriber? Then you'll save 15% on your classified job postings. Call and ask for your coupon code.

RECRUITMENT BY PODCAST

Perhaps the person you're looking for isn't unemployed. They aren't scanning the job boards every day, trying to connect with you. What do you do?

Maybe a gentle nudge while they're relaxing with their favorite podcast is all that's needed to get them thinking about changing jobs—pursuing your openings in particular.

That's why we're making a special offer for public media HR departments. You can reach the talented, digitally savvy public media professionals who are loyal listeners to Current's podcast, The Pub.

When the unemployment rate drops below 5%, you need to be more creative than ever to find the talent you need. Don't miss out on this special offer.

**Only one recruitment sponsor allowed per podcast. Recruiter may mention multiple openings in a single announcement.*

Let us know if you would like to hear samples of past podcast sponsorships.

Rates are for each weekly podcast	\$400
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THE PUB



VIRTUAL CAREER FAIR

Coming March 15, 2018
Noon-3pm Eastern

Our first public media career fair a year ago attracted more than 300 job seekers in a three hour period.

Join us this spring as we create an even bigger and better experience for both employers and job candidates.

Who should exhibit?

- Employers who'd like to chat one-on-one with a **diverse** group of qualified public media professionals
- Employers seeking to fill their pipeline with emerging public media talent
- Employers who'd like to save time and money compared to traveling to on-site fairs

Gold Level		Silver Level
\$550	Early Bird Rates expire Feb. 1	\$375
\$600	After Feb. 1	\$425
Customized Booth		Customized Booth
4 Recruiter Seats		2 Recruiter Seats
Resumes for ALL attendees		

Still Available: Title Sponsorship

Sponsorship of the March 15, 2018 **Public Media Virtual Career Fair**. Includes:

- Logo in print and online ads promoting the career fair
- Logo as presenting sponsor in promotional and sales materials
- Featured Employer status on **publicmediajobs.org** home page
- Two tables at the career fair, each with up to four seats for recruiters
- Resumes from all attendees

Exclusive Title Sponsor: **\$5,000**
Co-Sponsor: **\$3,000**

NEWS FOR PEOPLE IN PUBLIC MEDIA
Current

PUBLICATION SCHEDULE

2018

Issue #	Publication Date	Conference Bonus Distribution	Display Reservation	Display Creative & Classified Deadline
1	Jan. 22	NETA - Washington DC - 1/22	Jan. 12	Jan. 17
2	Feb. 26	APTS - Washington DC - 2/26	Feb. 16	Feb. 21
3	Apr. 2	PBS TechCon - Las Vegas - 4/4	Mar. 23	Mar. 28
4	May 7	PBS Annual Meeting - New Orleans - 5/7	Apr. 27	May 2
5	June 11	Digital Distribution to 5,500+ Subscribers	June 1	June 6
6	July 9	PMDMC - Chicago - 7/11	June 27	July 2
7	Aug. 20	PRPD - Austin - 8/20	Aug. 10	Aug. 15
8	Sept. 17	Digital Distribution to 5,500+ Subscribers	Sept. 7	Sept. 12
9	Oct. 15	Super-Regional Atlanta - 10/24	Oct. 5	Oct. 10
10	Nov. 5	APT Fall Marketplace Baltimore - 11/5 TV Pipeline	Oct. 26	Oct. 31

NEWS FOR PEOPLE IN PUBLIC MEDIA
Current

TERMS, CONDITIONS & FILE SPECIFICATIONS



Payment Terms

All invoices are net 30 to Current.
Online payment preferred at Pay an Invoice link at current.org/advertise-with-current
(Classified job ads require credit card payment at time of placement.)

Cancellation Policy

Cancellations for print ads must be made by the Reservation Deadline of the issue in which the ad will appear. Late cancellations will result in being billed for 50% of the original invoice.

Frequency Discount

Discounts are based on the number of insertions, or ads ordered. One month online, one enewsletter ad, one podcast, one DOS package, or one print ad each count as a single insertion. (Does not include classified job ads)

Design and Composition

We can assist, but we urge you to assign your own professional designer to prepare ads. Our design rates are \$75 per hour.

Delivering material:

Print ads: Email pdf files smaller than 8MB to julie@current.org. Larger files via Dropbox.

Preferred Online File Formats

Ads may be submitted as JPEG, GIF, or animated GIF. Use web image specs rather than print - that is, 72 dpi and RGB color. Online ads should be less than 1MB.

No "strobing" or extreme flashing or blinking. Current will make the final determination on acceptance. Call if you'd like to include audio or video.

No advertorials, please. Do not imitate Current editorial graphics or use our regular print typefaces (Freight, Freight sans, Franklin Gothic and Cheltenham).

Current will deliver your online ad through our vendor, Google DoubleClick for Publishers. No third-party servers permitted.

Preferred print file format:

Adobe PDFX/1a:2001. All fonts and images must be embedded. Be sure the color settings of all elements are CMYK. Image file types within the pdfs: Scan photos at 200-300dpi

Defensive Design to Avoid Print Color Gremlins

Newspaper web offset printing isn't guaranteed to equal magazine quality, especially for an entire press run. Alignment or registration of the four colors can be quite good. When it's not, defensive design can save your ad.

Watch your color builds

The guideline for maximum ink density for color build areas is a total of 220%. Please check your settings in ads that have four-color art, photos or single-color reversed areas. Color builds at a higher percentage will oversaturate the page. They run the risk of bleeding.

Make it CMYK

If your ad will print in process color, use only CMYK images. Be sure that you have converted all RGB color images to CMYK.

Protect your legibility

For small print (12 point or smaller) use black plate only. Likewise, don't reverse small white print out of a multi-ink background. Most risky of all: thin typefaces printed small and with multiple inks.

Beware of large areas of a single ink

They can give you uneven color for at least part of a press run. Building the background color from multiple inks helps your odds. If you must use a solid area of one ink, screen it 80% or 90%.

Color Matching

Don't expect colors to match all the colors you see on your computer screen. PDFs and other RGB computer files show a different range of hues than CMYK inks are capable of printing. Some RGB and spot colors can't be recreated in CMYK. Colors will always be much "hotter" on a screen than it will be as ink on newsprint. Process ink colors are transparent and the ink absorption factor on an uncoated paper diffuses color.