

Print Publication 2020 Schedule

Issue #	Publication Date	Conference Bonus Distribution	Reservation Deadline	Creative Deadline
1	January 27	NETA	January 13	January 21
2	February 24	APTS	February 10	February 17
3	April 13	PBS Tech Con	March 30	April 6
4	May 11	PBS Annual	April 27	May 4
5	July 20	PMDMC	July 6	July 13
6	September 14	PRPD	August 31	September 8
7	October 5	PR SuperRegional	September 21	September 28
8	November 9	APT Fall Marketplace	October 26	November 2

	Full Page	Half Page	1/3 Page (horizontal)	1/4 Page
Open Rate	\$3,465	\$1,811	\$1,470	\$1,129
2-4 Insertions (Save 8%)	\$3,188	\$1,666	1,352	\$1,038
5-8 Insertions (Save 12%)	\$3,049	\$1,594	\$1,294	\$993
9-12 Insertions (Save 15%)	\$2,945	\$1,539.56	\$1,250	\$959.44
12+ Insertions (Save 20%)	\$2,772	\$1,449	\$1,176	\$903
Celebrations & Tributes (Save 25%)	\$2,599	\$1,358	\$1,103	\$847

Print and Online display insertions may be combined for discount levels.

Enewsletters and Sponsored Content excluded.

GUARANTEED PREMIUM PLACEMENTS:

- Center Spread
- Page Three (3)
- Inside Back Cover
- Back Cover

Investment: \$250 flat rate per insertion

Please submit all creative on or before deadlines to: Kathy@current.org

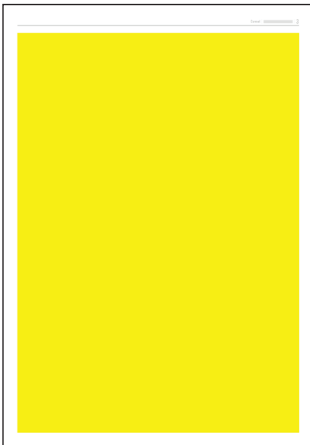
All print editions are also distributed digitally through ISSUU.

AD Specifications

(PRINT AD DIMENSIONS IN INCHES)

FULL PAGE

9.5 x 13.5



HALF PAGE

9.5 x 6.75 (horiz.)



4.66 x 13.5 (vert.)



1/3 PAGE

9.5 x 4.525



1/4 PAGE

4.66 x 6.75



DELIVERABLE SPECIFICATIONS

- File type: Adobe PDFX/1a:2001
- Fonts/Images: All fonts and images must be embedded
- Color: CMYK
- Images: 300 dpi (jpg or tiff)
- Bleeds: No bleeds. All ads must fit inside content areas on the page

Provide a click-through URL for all print ads to enable readers of our digital edition to connect with you.

TERMS, CONDITIONS & FILE SPECIFICATIONS

Terms

All invoices are net 30 to Current.

Online payment preferred at:

Pay an Invoice at current.org/advertise-with-current

(Classified job ads require credit card payment at time of placement through publicmediajobs.org.)

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, or one print ad each count as a single insertion. (Does not include classified job ads, newsletters or sponsored content)

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. In-Story Ribbon ad assembly is free.

Delivering material

Print and digital ads: Email creative files smaller than 8MB to Kathy@current.org

Larger files via Dropbox.

Preferred Online File Formats

Ad Format: JPEG, PNG, or GIF

ANIMATED GIF: Max. three (3) loops, no continuous looping

File Size: 1MB or less

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.**

Do not imitate Current editorial graphics or use our regular print typefaces (Polaris Condensed, Museo and Minion Pro).

Current will deliver your online ad through our vendor, BroadStreet Ads, and report performance metrics following your campaign.

TERMS, CONDITIONS & FILE SPECIFICATIONS

PDF Settings & Resolution

Adobe PDFX/1a:2001. All fonts and images must be embedded. Be sure the color settings of all elements are CMYK. Final files should be a minimum of 300dpi, and all images used in an ad layout should also be at least 300dpi.

Document Bleed Settings

Current's press specifications do not allow for files to bleed off the page. Ads must be built to full size (100%) with no additional bleed built in.

Design Planning for Offset Web Printing

Web offset printing on newsprint is often less consistent across issues than magazines printed on heavier paper. Alignment (registration) issues are the most common problem, but can be avoided or mitigated by designing your ads with the final output in mind.

Color Builds and Ink Density

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 and can result in uneven printing.

Output files as CMYK

All ads must be submitted as high-resolution CMYK files. Be sure that you have converted all RGB color images in a layout to CMYK before outputting your final file.

Protect your legibility

For small print (12 point or smaller) use black plate only (not a 4-color build). Likewise, avoid reversed / white type on a colored background as well as thin typefaces or other small type printed using multiple colors.

Color Matching

The final printed product may not match what your screen displays. PDFs and RGB files printed locally will show a different range of hues than CMYK inks printed on a commercial press. Spot or RGB colors will be swapped for the closest available CMYK build, which may result in unexpected color shifts.