Current.org

Reach your audience wherever they get our news

Working together we can develop a tailored multimedia package to meet your objectives and your budget!

Participation in digital media programs allows you to:

- Connect with customers and prospects
- Target users across multiple devices and platforms
- Reach readers of specific content verticals
- Engage customers with content-rich experiences
- Generate leads and drive traffic to your website or content
- Promote your products and services
- Announce and link to new programs and podcasts

**FAST FACTS**

- Average Monthly Pageviews: **115,000**
- Average Monthly Unique Visitors: **54,000**
- Twitter Followers: **9,500+**
- Facebook Followers: **2,900+**
Current is the only independent trade publication dedicated to covering public media in the U.S.

Current is the best way to reach public media’s decision-makers. Whether you’re a producer looking to boost your program carriage, a vendor or consultant working with public media organizations, or have an event you need to promote.

Current connects you to the people making public media happen.

Current will publish 8 editions in 2020.

**FAST FACTS**

Paid Print Circulation: **2,205**

Digital Subscribers
ISSUU: **7,300+**

Bonus distribution at public media’s major national conferences
Our Content

Current is public media’s #1 source for news, analysis and thought leadership. Current covers programming, technology, development, innovation, people, organizations and events.

**Local that Works** is an annual contest to surface and spotlight station-based efforts to strengthen local identity, engage new and diverse audiences, generate new revenue streams, and convene stakeholders to solve community problems. Current produces stories (case studies) on many of these innovative initiatives, as well as an online database of all submissions.

**Pipeline** is Current’s annual catalog of upcoming public television content produced or distributed by PBS, ITVS, APT, NETA, NMCA, and independent producers. The print edition is especially useful to public TV programmers, producers of local content, underwriting sales and community engagement staff. Pipeline is also an online searchable database.

**PublicMediaJobs.org** is Current’s career portal and the leading source for jobs in public radio and television. Reach the most jobseekers nationwide by posting your job announcement with us. Boost your visibility by choosing to have your open positions emailed in a Job Flash, shared on our home page, listed in the Current newsletter, tweeted to Current’s Twitter followers, and noticed in a boxed display ad in our print editions. Current also hosts Virtual Career Fairs—opportunities for recruiters and jobseekers to connect online.
Audience Insights

Decision-makers in public media are Current’s most loyal readers.

Our readers come from all parts of public media. A third report working in TV; nearly half are from public radio. The rest of our readers are policy-makers, funders and people based at national organizations and trade associations.

How Current readers access our web content

<table>
<thead>
<tr>
<th>JOB FUNCTION</th>
<th>FREQUENCY</th>
<th>TECHNOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% are in upper management</td>
<td>55% visit Current.org several times per month</td>
<td>90% read Current online</td>
</tr>
<tr>
<td>32% are involved in content</td>
<td>30% visit several times each week</td>
<td>34% access Current via print and online editions</td>
</tr>
<tr>
<td>17% work in development</td>
<td></td>
<td>25% access on mobile</td>
</tr>
</tbody>
</table>

(all statistics based on 2018 reader survey)
Current
Advertising Opportunities
# Print Publication 2020 Schedule

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

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>Full Page</th>
<th>Half Page</th>
<th>1/3 Page (horizontal)</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-4 Insertions (Save 8%)</td>
<td>$3,188</td>
<td>$1,666</td>
<td>1,352</td>
<td>$1,038</td>
</tr>
<tr>
<td>5-8 Insertions (Save 12%)</td>
<td>$3,049</td>
<td>$1,594</td>
<td>$1,294</td>
<td>$993</td>
</tr>
<tr>
<td>9-12 Insertions (Save 15%)</td>
<td>$2,945</td>
<td>$1,539.56</td>
<td>$1,250</td>
<td>$959.44</td>
</tr>
<tr>
<td>12+ Insertions (Save 20%)</td>
<td>$2,772</td>
<td>$1,449</td>
<td>$1,176</td>
<td>$903</td>
</tr>
<tr>
<td>Celebrations &amp; Tributes (Save 25%)</td>
<td>$2,599</td>
<td>$1,358</td>
<td>$1,103</td>
<td>$847</td>
</tr>
</tbody>
</table>

**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.
Celebrations & Tributes

Honor those who have dedicated their careers to public media. Promote awards won by your outstanding staff.

An ad in Current is a lovely, meaningful way to thank longtime leaders and talent for their lasting impact on your organization.

OPTIONS:
- Print Ad
- Newsletter Ad
- Sponsored Content

To help foster a culture of gratitude in public media, Current offers 25% off any ad celebrating retirements, awards or staff achievements.
AD Specifications

(PRINT AD DIMENSIONS IN INCHES)

FULL PAGE

9.5 x 13.5

HALF PAGE

9.5 x 6.75 (horiz.)

1/3 PAGE

9.5 x 4.525

1/4 PAGE

4.66 x 6.75

4.66 x 13.5 (vert.)

DELIVERABLE SPECIFICATIONS

File type: Adobe PDF/X/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.
**Current.org**

**IAB Display Ads**

(DIGITAL AD DIMENSIONS IN PIXELS)

**Creative Choices:**
Tailor-made campaigns and media planning will target your message to the right decision-makers at the right time and place.

- **Flight:** Choose your start and end dates
- **Impressions:** 15,000 monthly
- **Third-Party Reports**
- All IAB ad units appear outside of Current’s paywall, visible to readers whether or not they are logged in

**Targeting available**

ADVERTISING SALES: KATHY BYBEE HARTZELL | 727.433.2527 | KATHY@CURRENT.ORG
Specialty Ads

**Deliver a strong first impression with key visual landing spots guaranteed to grab readers’ attention.**

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**In-Story Ribbon Desktop & Mobile**

Positioned after fourth paragraph of a feature story. Subscribers will see your embedded ad as they scroll through an article.

Looks great on desktop and adjusts to fit mobile nicely.

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**Content Targeting available**

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**Sticky Note Desktop & Mobile**

A text-only ad which appears as a 'Post-it' note affixed top right corner of the screen on desktop and smack in the middle of the screen on mobile. Frequency of the sticky is capped to prevent users from seeing it repeatedly on single visits.

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**Exclusive Placement:**
One advertiser per flight

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**Page Targeting available**
Online Display Ads

**Digital creative due three days prior to campaign launch.**

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

Provide a click-through URL for digital ads.

**AD SIZE:** 728x90, 300x250, 300x600 (Digital ad sizes in pixels)

- Ad Format: JPEG, PNG, or GIF
- **ANIMATED GIF:** Maximum three (3) loops, no continuous looping
- Click-through URL
- File Size: 1MB or less

**IN-STORY RIBBON:**

- Current can build the ad unit and provide a proof
- You supply text
- Choice of color for text and background
- Image: 300x250 JPEG or PNG
- Click-through URL

<table>
<thead>
<tr>
<th>Ad Unit/Size</th>
<th>Placement</th>
<th>Impressions</th>
<th>Open Rate</th>
<th>2-4 Insertions (Save 8%)</th>
<th>5-8 Insertions (Save 12%)</th>
<th>9-12 Insertions (Save 15%)</th>
<th>12+ Insertions (Save 20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle 300x250</td>
<td>Right Rail</td>
<td>15,000</td>
<td>$1,050</td>
<td>$966</td>
<td>$924</td>
<td>$893</td>
<td>$840</td>
</tr>
<tr>
<td>FilmStrip 300x600</td>
<td>Right Rail</td>
<td>15,000</td>
<td>$1,260</td>
<td>$1,159</td>
<td>$1,109</td>
<td>$1,071</td>
<td>$1,008</td>
</tr>
<tr>
<td>In-Story Ribbon 800x200</td>
<td>4th Paragraph of Article</td>
<td>15,000</td>
<td>$1,260</td>
<td>$1,159</td>
<td>$1,109</td>
<td>$1,071</td>
<td>$1,008</td>
</tr>
<tr>
<td>Sticky Note</td>
<td>Page Header, Right Corner</td>
<td>15,000</td>
<td>$1,260</td>
<td>$1,159</td>
<td>$1,109</td>
<td>$1,071</td>
<td>$1,008</td>
</tr>
<tr>
<td>Leaderboard 728x90</td>
<td>Page Header</td>
<td>15,000</td>
<td>$1,425</td>
<td>$1,311</td>
<td>$1,254</td>
<td>$1,211</td>
<td>$1,140</td>
</tr>
<tr>
<td>Gallery 800x500</td>
<td>4th Paragraph of Article</td>
<td>15,000</td>
<td>$2,400</td>
<td>$2,208</td>
<td>$2,112</td>
<td>$2,040</td>
<td>$1,920</td>
</tr>
</tbody>
</table>

- Print and Online Display Insertions may be combined for discount levels
- Newsletters, Sponsored Content and Sticky Note excluded
Sponsored Content

Sponsored posts engage readers in a deeper way than traditional advertising. Your sponsored stories and essays provide relevant information in an article that looks and feels like natural content.

Sponsored content offers three placements for the price of one! Homepage, Article Page and Newsletter! All paid posts are labeled as “SPONSORED.”

**HEADLINE POST**
- **Placement:** Prominent Homepage Fixed Position
- **Includes:** Title, brief description, 140x140 image / logo
- **Flight:** Seven (7) days on Homepage; remains online indefinitely on article page
- **Click-through:** Reader clicks for full story on Article page.

**ARTICLE PAGE**
- **Tell your story**
- **Include:** Images, testimonials, links, video & more
- **Remains online indefinitely**

**INVESTMENT:** $1,200
- Combined Online & Newsletter placement
- Frequency discount not available for Sponsored Content
- Request Specification Document for more details
Sponsored Content Newsletter

Newsletter Sponsored Content is sold combined with Online placement.

**NEWSLETTER:**
- Placement: Headline Post article in lineup
- Includes: Title, brief description and image / logo
- Click-through: Visitor clicks to read more...opens to Article page on Current.org or (if client prefers) a direct link to a post on your website

**INVESTMENT: $1,200**
- Combined Online & Newsletter placement
- Frequency discount not available for Sponsored Content
- Request Specification Document for more details

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**SPONSORED: A celebration of patriotism and courage**

"Imagine if Hollywood decided to create an old-fashioned epic motion picture with a patriotic theme."

WTTW's Firsthand looks at impact of gun violence on victims, perpetrators and their families

Producer: Dan Provenzano

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**People on the Move**

WETA CEO Sharon Percy Rockefeller received a National Medal of Arts. The last public media personality to visit the White House for such an honor was Terry Gross, who received a National Humanities Medal in 2016.

In other news of pubmedia:
- KERA in Dallas hired Nico Leone as its new CEO. Leone has led KCUR in Kansas City, Mo., for seven years. At KERA, he's succeeding Mary Alhadeff. Read our Exit Interview with Alhadeff.
- John Hess was named GM of Milwaukee's WUWM. Hess is currently COO at Arizona Public Media.
- We talked with Margaret Low about her "double homecoming" to Boston's WBUR, where she's taking over as CEO.
Direct Marketing: Newsletter Display

Connect directly with Current’s most engaged readers who opt in to receive emails linking them to our latest and most popular stories.

Current averages 45 new subscribers per month to our free newsletter.

### 2020 NEWSLETTER RATES

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Weekly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Top</td>
<td>728x90</td>
<td>$500</td>
</tr>
<tr>
<td>Leaderboard Footer</td>
<td>728x90</td>
<td>$350</td>
</tr>
<tr>
<td>Leaderboard Combo Top &amp; Footer</td>
<td>728x90</td>
<td>$700</td>
</tr>
<tr>
<td>In-Story Ribbon (after 3rd article)</td>
<td>600x200</td>
<td>$450</td>
</tr>
<tr>
<td>In-Story Ribbon (after 6th article)</td>
<td>600x200</td>
<td>$400</td>
</tr>
<tr>
<td>In-Story Ribbon Combo (Two placements)</td>
<td>600x200</td>
<td>$665</td>
</tr>
<tr>
<td>Roadblock Leaderboard Top &amp; Footer</td>
<td>728x90 One In-Story Ribbon first position</td>
<td>$1,150</td>
</tr>
<tr>
<td>Two In-Story Ribbons</td>
<td>728x90 600x200</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

**LIST QUANTITY: 4,925**

- **Open Rate**: 32%
- **Click Rate**: 11.1%
- **Current Media & Publishing Industry**: 28.8%
- **MailChimp Statistics**: 7.1%
Public broadcasters seek trusted vendors for a wide range of products and services that will help them succeed.

Current’s Pubmedia Business Directory is an excellent and economical way to keep your company front of mind online and in print. This platform is a solid edition to your media plan or a great stand-alone to reach decision-makers seeking partners and solutions.

LEADING BUSINESS
Premium level listing places your company in the top position on category pages. Includes special rates for inclusion within our print publication and online!

- Company Name and Logo
- Longer Description
- THREE Business Categories and Unlimited Tags
- Contact Name, Email and Phone Number
- Website URL with Hyperlink
- Two Photos
- Your 300(w) x 100(h) Logo in rotation online
- Business Card Ad, 2.29(w) x 3.5(h) in all print editions
- Bonus: Book an online/digital campaign and receive an 8% discount

ANNUAL INVESTMENT: $1,500

ENHANCED
Enhance your results in search! Basic features PLUS a longer description of your company and additional category and tags.

- Company Name and Logo
- Longer Description
- TWO Business Categories with Three Tags each
- Contact Name, Email and Phone Number
- Website URL with Hyperlink
- One Photo

ANNUAL INVESTMENT: $800

BASIC
Your free listing includes the following features:

- Company Name and Logo
- Short Description
- ONE Business Category with Three Tags
- Contact Name, Email and Phone Number
- Website URL with Hyperlink

NO CHARGE FOR YOUR FIRST YEAR

You may submit your listing directly – our Pubmedia Business Directory is a self-service platform. Please take a moment to view!

https://current.org/directory-of-services/
Contact

Working together we can develop a tailored multimedia package to meet your objectives and your budget.

Current is the space to announce a new show or special series, expand program carriage, engage key decision-makers, and promote products and services that help boost revenue to sustain public media.

We can also provide expert feedback on your ads based upon best practices and our most successful campaigns. Reach out today!

THANK YOU!

KATHY BYBEE HARTZELL
Advertising Sales
727.433.2527
Kathy@current.org
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 PDF/X: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.