Current.org

Reach your target 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

Average Monthly Pageviews: 119,000
Average Monthly Unique Visitors: 54,000
Twitter Followers: 10,000+
Facebook Followers: 2,900+
Current is the only 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 are a producer or distributor 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 6 editions in 2021, each with a special focus on a trend or topic that impacts the entire public media field.
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 Current’s project to spotlight station-based efforts to be more local, by engaging new and diverse audiences, creating content and convening communities to solve local problems. Current produces an annual contest, webinars, stories about local initiatives, and an extensive public facing database of ideas worth stealing.

**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** connects recruiters and jobseekers in order to share career opportunities and ensure a pipeline of diverse, rising talent into our system. Besides job listings Current now offers display advertising positions on our job pages for those who want to offer services to HR professionals or jobseekers. Current also hosts popular Virtual Career Fairs—another great high-profile sponsorship opportunity.
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.

WHAT OUR READERS DO:

- 32% are in upper management
- 32% are involved in content
- 17% work in development
Print Publication
2021 Schedule
(PRINT AD DIMENSIONS IN INCHES)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Theme Content</th>
<th>Reservation Deadline</th>
<th>Creative Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan/Feb</td>
<td>Tech transitions</td>
<td>Jan. 18</td>
<td>Jan. 26</td>
</tr>
<tr>
<td>2</td>
<td>Mar/Apr</td>
<td>The way we work now</td>
<td>March 8</td>
<td>March 16</td>
</tr>
<tr>
<td>3</td>
<td>May/Jun</td>
<td>Collaborations &amp; consolidation</td>
<td>May 10</td>
<td>May 18</td>
</tr>
<tr>
<td>4</td>
<td>July/Aug</td>
<td>The Money Issue</td>
<td>July 5</td>
<td>July 13</td>
</tr>
<tr>
<td>5</td>
<td>Sept/Oct</td>
<td>Intersection of art &amp; public media</td>
<td>Sept. 6</td>
<td>Sept. 14</td>
</tr>
<tr>
<td>6</td>
<td>Nov/Dec</td>
<td>Public TV Pipeline 2022</td>
<td>Nov. 1</td>
<td>Nov. 9</td>
</tr>
</tbody>
</table>

BIMONTHLY THEME CONTENT SPONSORSHIP PACKAGES AVAILABLE. CONTACT KATHY FOR DETAILS!

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Center Spread</th>
<th>Full Page</th>
<th>Half Page (Horizontal / Vertical)</th>
<th>1/3 Page Horizontal</th>
<th>1/4 Page Horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20(w)x13.5(h)</td>
<td>9.5x13.5</td>
<td>9.5x6.75 / 4.66x13.5</td>
<td>9.5x4.5</td>
<td>4.66x6.75</td>
</tr>
<tr>
<td>Rate</td>
<td>$7,280</td>
<td>$3,640</td>
<td>$1,900</td>
<td>$1,550</td>
<td>$1,185</td>
</tr>
<tr>
<td>Guarantee Premium placement flat fee</td>
<td>$250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GUARANTEED PREMIUM PLACEMENTS:
■ Center Spread   ■ Page Three (3)   ■ Inside Back Cover   ■ Back Cover

DISCOUNTS BY AD SPEND:
Discounts will be applied based upon the total dollar spend per insertion order to include print, online, newsletter and sponsored content.

<table>
<thead>
<tr>
<th>Discount</th>
<th>Ad Spend per Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>$2,500-$7,000</td>
</tr>
<tr>
<td>6%</td>
<td>$7-$12,000</td>
</tr>
<tr>
<td>9%</td>
<td>$12-$17,000</td>
</tr>
<tr>
<td>15%</td>
<td>$17,000+</td>
</tr>
</tbody>
</table>

Please submit all creative on or before deadlines to: Kathy@current.org
All print editions are also distributed digitally through ISSUU.
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)

CENTER SPREAD

20x13.5

HALF PAGE

9.5x6.75 (horiz.)

4.66x13.5 (vert.)

FULL PAGE

9.5x13.5

1/3 PAGE

9.5x4.525

1/4 PAGE

4.66x6.75

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

Content Targeting available
Billboard Ads

(DIGITAL AD DIMENSIONS IN PIXELS)

Make the biggest splash with these bold, new ad placements!

Prominently feature a YouTube video along with a call to action. Our Billboard offers the same premium header position without the video. Engage readers and make an impact!

**Video Billboard**

- **1440x450**

**Billboard**

- **1440x240**

**VIDEO BILLBOARD**

- Flight: Choose your start and end dates
- Impressions: 20,000, over a 30-day period
- Header position, run of site ad unit placement
- Third-Party Reports

**BILLBOARD**

- Flight: Choose your start and end dates
- Impressions: 20,000, over a 30-day period
- Header position, run of site ad unit placement
- Third-Party Reports
Specialty Ads

Grab readers’ attention and deliver a strong first impression with these key visual landing spots!

IN-STORE RIBBON:
Positioned after fourth and sixth 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.

Content Targeting available

SNEAKER:
This ad unit “sneaks” up from the bottom of the page. It takes one image, a title and a description.

The Sneaker is frequency capped to display two times to a reader in a 24-hour period.
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>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1440x450 Video Billboard</td>
<td>Page Header</td>
<td>20,000</td>
<td>$3,150</td>
</tr>
<tr>
<td>1440x240 Billboard</td>
<td>Page Header</td>
<td>20,000</td>
<td>$2,995</td>
</tr>
<tr>
<td>800x500 Gallery</td>
<td>4th Paragraph of Article</td>
<td>15,000</td>
<td>$2,520</td>
</tr>
<tr>
<td>800x200 In-Story Ribbon</td>
<td>4th &amp; 6th Paragraph of Article</td>
<td>15,000</td>
<td>$1,325</td>
</tr>
<tr>
<td>728x90 Leaderboard</td>
<td>Page Header</td>
<td>15,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>300x600 FilmStrip</td>
<td>Right Rail</td>
<td>15,000</td>
<td>$1,325</td>
</tr>
<tr>
<td>300x250 Medium Rectangle</td>
<td>Right Rail</td>
<td>15,000</td>
<td>$1,100</td>
</tr>
<tr>
<td>Sneaker</td>
<td>Page Bottom</td>
<td>15,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Discounts will be applied based upon the total dollar spend per insertion order to include print, online, newsletter and sponsored content.
Sponsored Content

Consumers of news have grown accustomed to seeing high-quality sponsored content on their favorite sites. Savvy advertisers recognize it’s a great way to engage readers and share useful insights.

Sponsored posts look and feel like natural content, and they are published in front of the paywall.

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

INVESTMENT: $1,300
- Combined Online & Newsletter placement
- Request Specification Document for more details

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

The Public Media Women in Leadership Mentoring and Engagement Program recently launched its fourth cohort — and they’re looking for mentors. The application window closes at the end of October, and mentors of all backgrounds, including men, are encouraged to apply.

Sponsored posts look and feel like natural content, and they are published in front of the paywall.

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

INVESTMENT: $1,300
- Combined Online & Newsletter placement
- 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:** $1,300
- Combined Online & Newsletter placement
- Request Specification Document for more details
Sponsored Emails

Are you interested in a direct marking email to Current’s entire list, or a targeted group, such as executives or public TV programmers? Let’s talk!

Contact us to learn more about this new sponsorship opportunity.
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 50 new subscribers per month to our free newsletter, which is sent to over 5,000 subscribers weekly on Mondays and Thursdays.

<table>
<thead>
<tr>
<th>Ad Unit(s) and Size</th>
<th>1x week</th>
<th>2x week</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 Leaderboard Top</td>
<td>$525</td>
<td>$788</td>
</tr>
<tr>
<td>728x90 Leaderboard Footer</td>
<td>$368</td>
<td>$552</td>
</tr>
<tr>
<td>728x90 Leaderboard Combo Top &amp; Footer</td>
<td>$735</td>
<td>$1,103</td>
</tr>
<tr>
<td>600x200 In-Story Ribbon (Position 1, after 3rd article)</td>
<td>$473</td>
<td>$710</td>
</tr>
<tr>
<td>600x200 In-Story Ribbon (Position 2, after 6th article)</td>
<td>$420</td>
<td>$630</td>
</tr>
<tr>
<td>600x200 In-Story Ribbon Combo (Two placements)</td>
<td>$699</td>
<td>$1,049</td>
</tr>
<tr>
<td>Roadblock 728x90 Leaderboard Top &amp; Footer, One 600x200 In-Story Ribbon (Position 1)</td>
<td>$1,208</td>
<td>$1,812</td>
</tr>
</tbody>
</table>

Discounts will be applied based upon the total dollar spend per insertion order to include print, online, newsletter and sponsored content.

LIST QUANTITY: 5,160

<table>
<thead>
<tr>
<th></th>
<th>Open Rate*</th>
<th>Click Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>44.8%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Media &amp; Publishing Industry</td>
<td>16.2%</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

*MailChimp Statistics

Newsletters will not be sent on the following holidays: MLK, Memorial Day, July 5, Labor Day, Thanksgiving Thursday and December 23, 27 and 30.
Pubmedia Business Directory

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)x100(h) Logo in rotation online
- Business Card Ad, 2.29(w)x3.5(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, Trilby, 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.