

Print Publication 2021 Schedule

(PRINT AD DIMENSIONS IN INCHES)

Issue	Publication Date	Theme Content	Reservation Deadline	Creative Deadline
1 Jan/Feb	Feb. 1	Tech transitions	Jan. 18	Jan. 26
2 Mar/Apr	March 22	The way we work now	March 8	March 16
3 May/June	May 24	Collaborations & consolidation	May 10	May 18
4 July/Aug	July 19	The Money Issue	July 5	July 13
5 Sept/Oct	Sept. 20	Intersection of art & public media	Sept. 6	Sept. 14
6 Nov/Dec	Nov. 15	Public TV Pipeline 2022	Nov. 1	Nov. 9

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

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

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.

Discount	Ad Spend per Insertion
3%	\$2,500-\$7,000
6%	\$7-\$12,000
9%	\$12-\$17,000
15%	\$17,000+

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

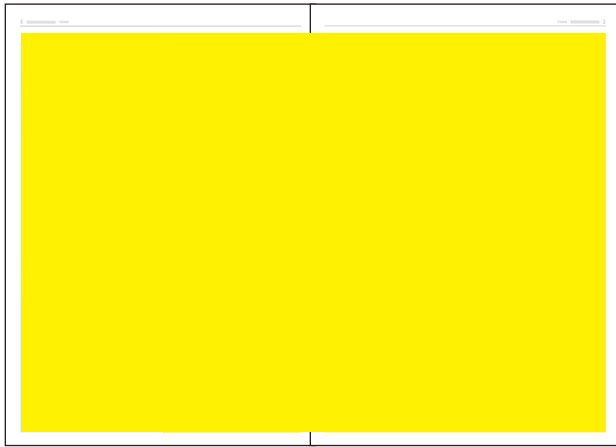
All print editions are also distributed digitally through ISSUU.

AD Specifications

(PRINT AD DIMENSIONS IN INCHES)

CENTER SPREAD

20x13.5



HALF PAGE

9.5x6.75 (horiz.)

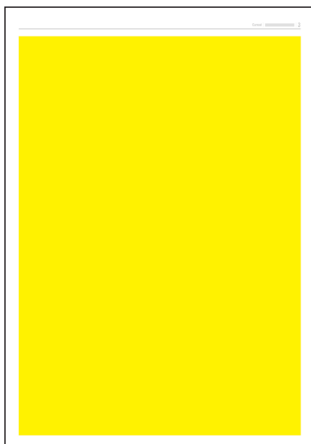


4.66x13.5 (vert.)



FULL PAGE

9.5x13.5



1/3 PAGE

9.5x4.525



1/4 PAGE

4.66x6.75



DELIVERABLE SPECIFICATIONS

File type:
Adobe 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

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.