

2022 PRINT RATE CARD & PUBLICATION SCHEDULE

Issue	Publication Date	Theme Content <i>(subject to change)</i>	Reservation Deadline	Creative Deadline
Q1 / Winter	Feb. 21	Diversity, Equity and Inclusion	Jan. 31	Feb. 15
Q2 / Spring	May 16	Audience Development	April 25	May 10
Q3 / Summer	Sept. 6	Public Media Leadership	Aug. 12	Aug. 29
Q4 / Fall	Nov. 14	Pipeline of National Programming	Oct. 31	Nov. 8

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	9.5x4.525	4.66x6.75
Rate	\$7,644	\$3,822	\$1,995	\$1,628	\$1,245

GUARANTEED PREMIUM PLACEMENTS 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
4%	\$2,500-\$7,000
7%	\$7-\$12,000
10%	\$12-\$17,000
15%	\$17,000+



2022 DIGITAL RATE CARD

DIGITAL CREATIVE DUE THREE DAYS PRIOR TO CAMPAIGN LAUNCH.
PLEASE SUBMIT ALL CREATIVE ON OR BEFORE DEADLINES TO [KATHY@CURRENT.ORG](mailto:kathy@current.org)

Online Ad Unit/Size	Placement Run of site	Monthly Impressions	Rate
1440x450 Video Billboard	Page Header	20,000	\$3,308
1440x240 Billboard	Page Header	20,000	\$3,145
800x500 Gallery	4th Paragraph of Article	15,000	\$2,646
800x200 In-Story Ribbon	4th & 6th Paragraph of Article	15,000	\$1,392
300x600 FilmStrip	Right Rail	15,000	\$1,392
300x250 Medium Rectangle	Right Rail	15,000	\$1,155
Sneaker	Page Bottom	15,000	\$2,625
300x250 Video Rectangle (NEW in 2022)	Right Rail	15,000	\$1,271
300x600 Video FilmStrip (NEW in 2022)	Right Rail	15,000	\$1,531

Newsletter Ad Unit / Size	1x week	2x week
728x90 Leaderboard Top	\$551	\$827
600x200 In-Story Ribbon <i>(Position 1, after 3rd article)</i>	\$497	\$745
600x200 In-Story Ribbon <i>(Position 2, after 6th article)</i>	\$441	\$662
600x200 In-Story Ribbon Combo <i>(Two placements)</i>	\$734	\$1,101

Sponsored Content Packages	Rate
Print, Online & Newsletter	\$3,395
Print Only	\$2,495
Online & Newsletter	\$1,400

Webinar Sponsorship Opportunities

Starting at \$1,500

CONTACT KATHY TO DISCUSS OPTIONS AVAILABLE FOR SPONSORED CONTENT AND WEBINARS!

PROVIDE A CLICK-THROUGH URL FOR DIGITAL ADS.

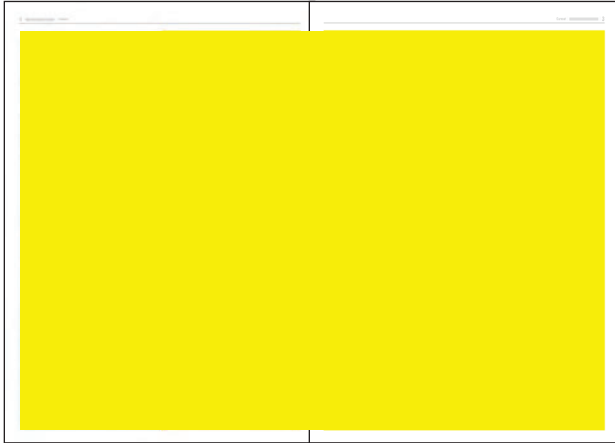


PRINT AD SPECIFICATIONS

(DIMENSIONS IN INCHES)

CENTER SPREAD

20x13.5



HALF PAGE

9.5x6.75 (horiz.)

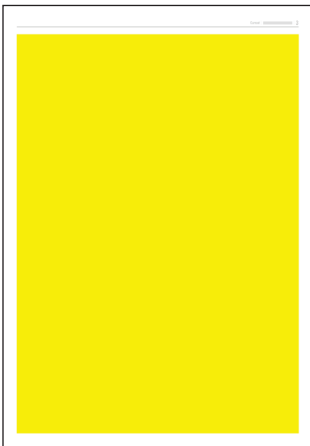


4.66x13.5 (vert.)



FULL PAGE

9.5x13.5



1/3 PAGE

9.5x4.525



1/4 PAGE

4.66x6.75



1/2 PAGE SPONSORED

9.5x6.75 (horiz.)



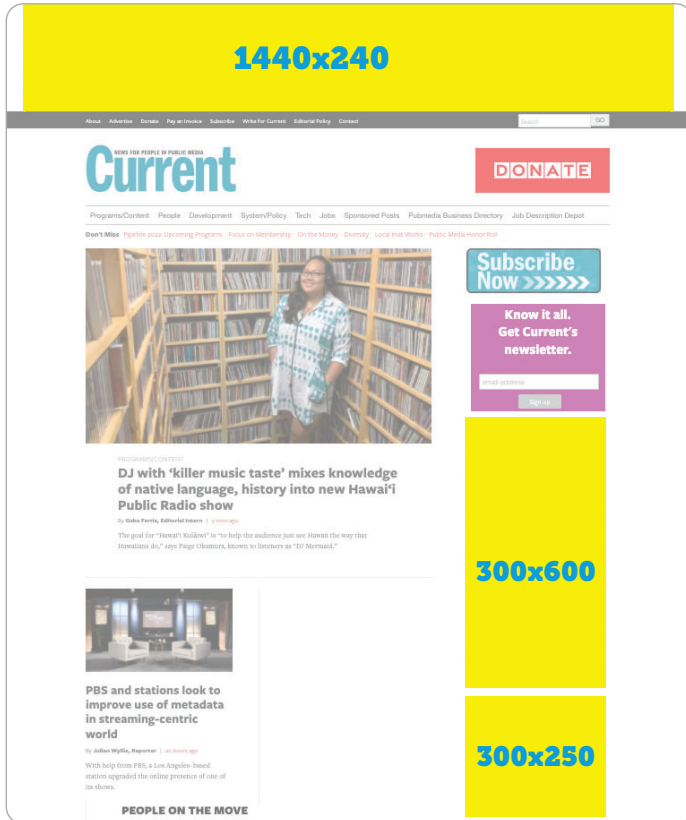
SEE PAGES 15-16 FOR COMPLETE DELIVERABLE SPECIFICATIONS

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

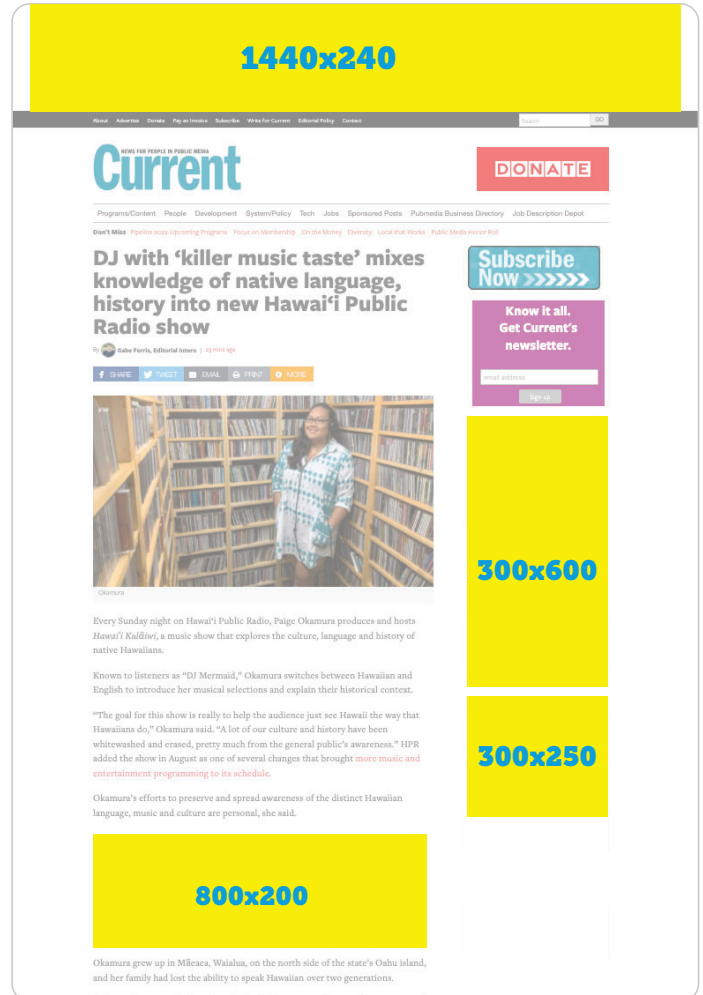
DIGITAL AD SPECIFICATIONS

(DIMENSIONS IN PIXELS)

HOMEPAGE



ARTICLE PAGE



- DIGITAL CREATIVE SPECIFICATIONS:**
- Ad Sizes: 1440x240, 300x600, 800x200, 300x250
 - Ad Formats: JPEG, PNG, or GIF
 - ANIMATED GIF: Maximum three (3) loops, no continuous looping
 - File Size: 1MB or less
 - Click-through URL, ads link to your designated landing page
 - Third-Party Report
 - Creative Deadlines: **Three days** prior to campaign start date

Content Targeting available!

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.