

## 2024 PRINT RATE CARD & PUBLICATION SCHEDULE

Issue	Publication Date	Reservation Deadline	Creative Deadline
Q1 / Winter	February 26	February 8	February 15
Q2 / Spring	May 13	April 25	May 2
Q3 / Summer	August 12	July 25	August 1
Q4 / Fall	November 11	October 24	October 31

**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	\$8,025	\$4,000	\$2,095	\$1,700	\$1,300

**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+



## 2024 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	\$3,500
1440x240 Billboard	Page Header	20,000	\$3,300
800x200 In-Story Ribbon	4th & 6th Paragraph of Article	15,000	\$1,460
<b>(NEW)</b> 600X337.5 Large In-Story Ribbon	4th & 6th Paragraph of Article	15,000	\$2,520
300x600 FilmStrip	Right Rail	15,000	\$1,460
<b>(NEW)</b> 300x600 Cube	Right Rail	15,000	\$1,600
300x250 Medium Rectangle	Right Rail	15,000	\$1,215
<b>(NEW)</b> 300x250 Cube	Right Rail	15,000	\$1,335
Sneaker	Pop Out	15,000	\$2,755
300x250 Video Rectangle	Right Rail	15,000	\$1,335
300x600 Video FilmStrip	Right Rail	15,000	\$1,600

Newsletter Ad Unit / Size	1x week	2x week
728x90 Leaderboard Top	\$579	\$868
600x200 In-Story Ribbon ( <i>Position 1, after 3rd article</i> )	\$522	\$782
600x200 In-Story Ribbon ( <i>Position 2, after 6th article</i> )	\$463	\$695
600x200 In-Story Ribbon Combo ( <i>Two placements</i> )	\$771	\$1,156

Sponsored Content Packages	Rate
Print, Online & Newsletter	\$3,595
Print Only	\$2,595
Online & Newsletter	\$1,500
<b>(NEW)</b> Online & Newsletter: SAVE by booking three (3) Sponsored Content Articles @ \$1,395 each	\$1,395

**CONTACT KATHY TO DISCUSS OPTIONS AVAILABLE  
FOR SPONSORED CONTENT!**

**PROVIDE A CLICK-THROUGH URL FOR DIGITAL ADS.**

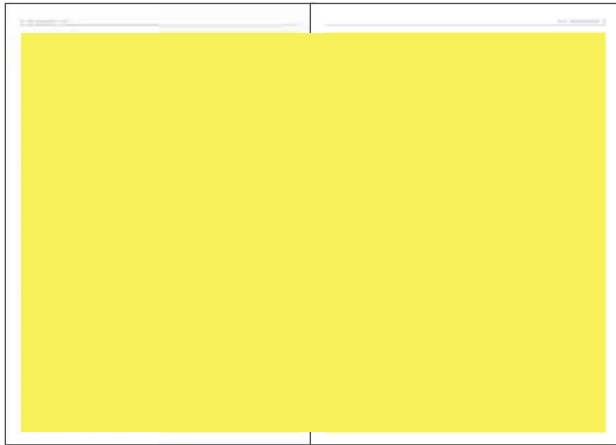


## PRINT AD SPECIFICATIONS

(DIMENSIONS IN INCHES)

### CENTER SPREAD

20x13.5

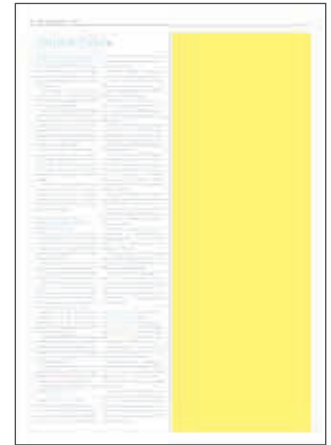


### HALF PAGE

9.5x6.75 (horiz.)

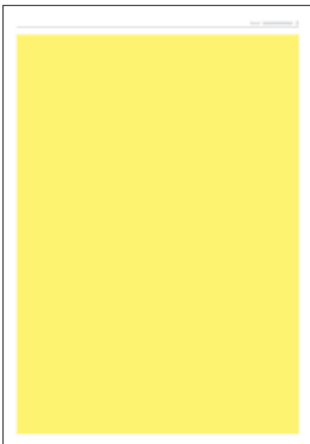


4.66x13.5 (vert.)



### 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.)



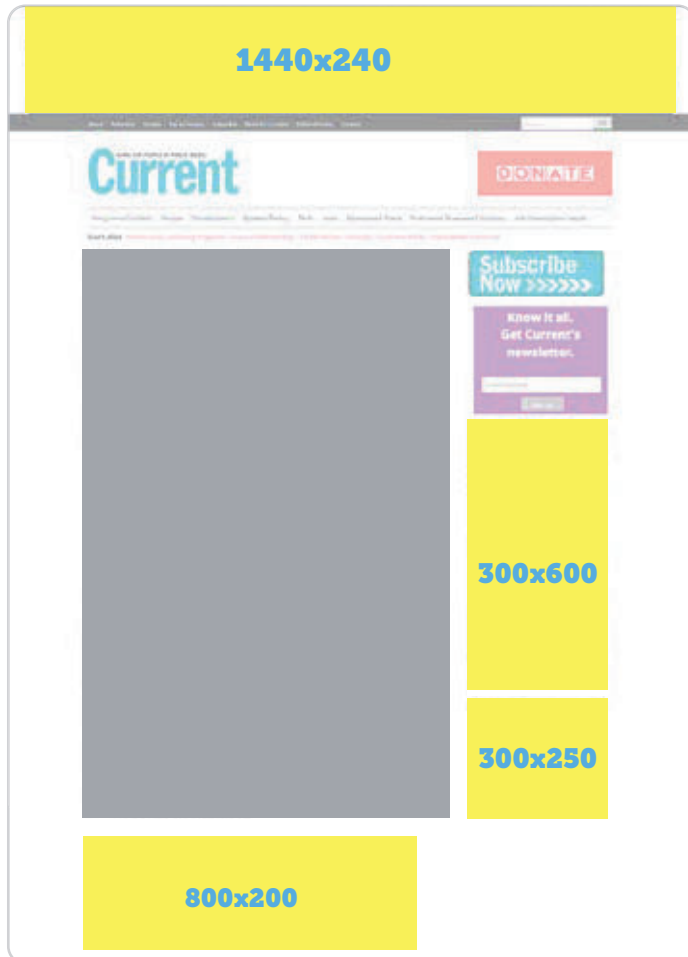
SEE PAGES 13-14 FOR COMPLETE DELIVERABLE SPECIFICATIONS

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

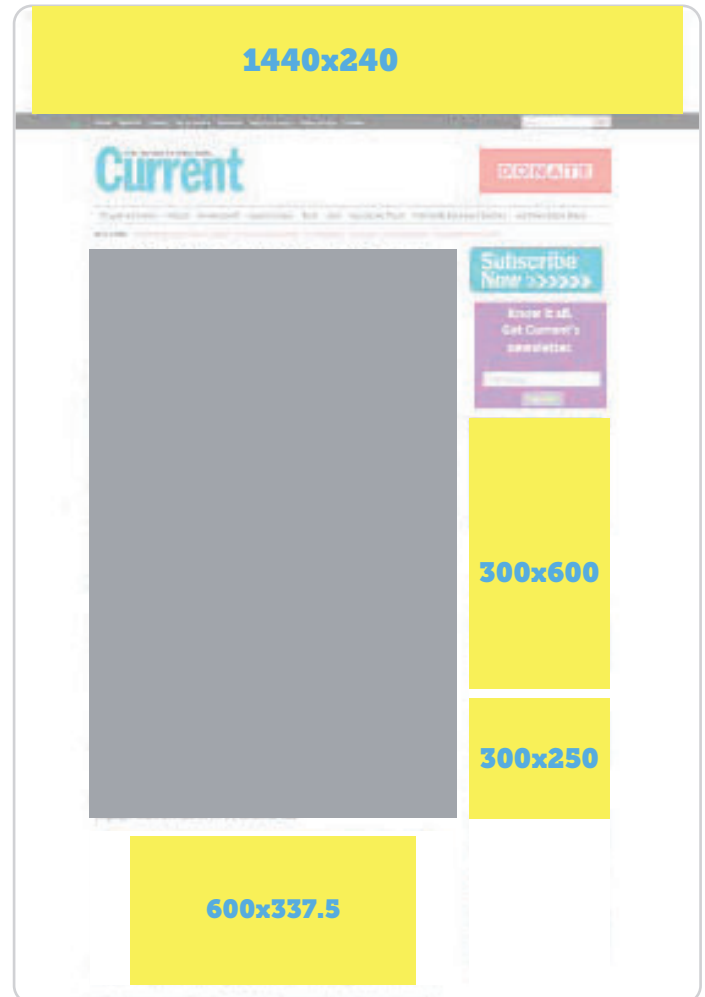
# DIGITAL AD SPECIFICATIONS

(DIMENSIONS IN PIXELS)

## HOMEPAGE



## ARTICLE PAGE



### DIGITAL CREATIVE SPECIFICATIONS:

- Ad Sizes: 1440x240, 300x600, 800x200, 600x337.5, 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!**

## 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 addition 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

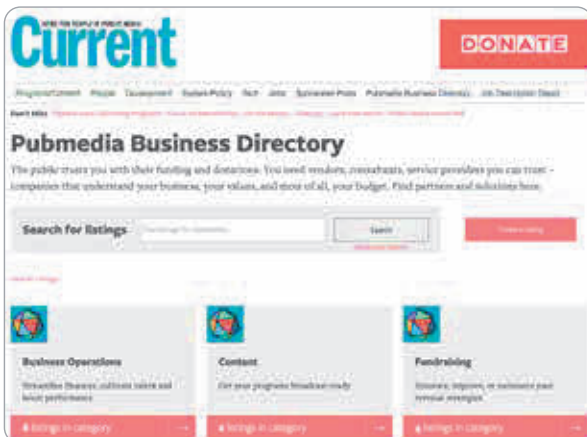
**ANNUAL INVESTMENT: \$800**

### 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**



Contact Kathy for more details and to get listed!  
Please take a moment to view!  
<https://current.org/directory-of-services/>

# 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](https://current.org/advertise-with-current)

(Classified job ads require credit card payment at time of placement through [publicmediajobs.org](https://publicmediajobs.org).)

## Cancellation Policy

Cancellations for print ads must be made by the **Reservation Deadline** of the issue in which the ad will appear. Newsletter and Online Display Ad cancellations must be received **two weeks prior** to run date per signed insertion order. **Late cancellations** will result in being billed for 50% of the original invoice.

## Frequency Discount

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

## Delivering material

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