

EFFECTIVE JANUARY 1, 2025

MEDIA KIT Current

PUBLIC MEDIA'S MEETING PLACE

DIGITAL | PRINT | NEWSLETTERS | JOBS



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KATHY BYBEE HARTZELL
Advertising Sales
727.433.2527
Kathy@current.org
current.org

Current

Current is a nonprofit news organization dedicated to covering public media in the U.S.

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 is the best way to reach public media's decision makers.**

Current connects you to the people making public media happen.

Current will publish four newspapers in 2025, along with an interactive digital edition. Current.org is updated daily with the latest developments that shape programs, policies, special initiatives, and news relating to the people that drive the industry.

AUDIENCE INSIGHTS

Decision makers in public media are Current's most loyal readers. Our readers come from all parts of public media.

27% Public radio station

22% Public television station

21% Joint licensee

HOW OUR READERS ACCESS CURRENT:



Desktop
53%



Mobile
45%



Tablet
2%



WHAT OUR READERS DO:

29%
are in senior
management

35%
are in middle
management

17%
work in
development

AREAS OF RESPONSIBILITY:

34% programming/
content

22% development/
fundraising

MARKETING CHANNELS

Current provides advertising solutions to drive results. Reach and engage your target audience wherever they get our news.

CURRENT NEWSPAPER

Current will publish four newspapers in 2025, along with an interactive digital edition.

Paid Print Circulation: 2,000+ | Digital Subscribers ISSUU: 7,400+

All print editions are also distributed digitally through ISSUU and posted for easy access on Current.org



CURRENT.ORG

Our website publishes relevant and timely content that readers come back to repeatedly for expert insights. Sponsored Content, Display and Video advertising opportunities put your message directly in front of public media professionals. Current offers unique, dynamic ad formats to drive engagement and build awareness.

Average Monthly Pageviews: 140,500+ | Average Monthly Unique Visitors: 36,900+ | LinkedIn: 4,100+ | X(Twitter) Followers: 10,900+ | Facebook: 3,300+



NEWSLETTER EMAIL DIRECT MARKETING

We encourage adding newsletter advertising into all integrated marketing campaigns to build loyalty, maintain ongoing relationships with customers, and foster repeat business. It's highly targeted and permission based. Sent on Mondays and Thursdays.

List Quantity: 5,600+ | Open Rate: 53% | Click Rate: 11%

PUBLICMEDIAJOBS.ORG

We connect 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.

Contact: Amanda Iannuzzi
publicmediajobs@current.org



PRINT RATE CARD & PUBLICATION SCHEDULE

Issue	Publication Date	Reservation Deadline	Creative Deadline
Q1 / Winter	February 24	February 6	February 13
Q2 / Spring	May 19	May 1	May 8
Q3 / Summer	TBD		
Q4 / Fall	TBD		

CONTENT SPONSORSHIP PACKAGES AVAILABLE. CONTACT KATHY FOR DETAILS!

Ad Size	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	\$8,265.75	\$4,120	\$2,157.59	\$1,751	\$1,339

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+



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	\$3,600
1440x240 Billboard	Page Header	20,000	\$3,399
800x200 In-Story Ribbon	4th & 6th Paragraph of Article	15,000	\$1,504
600x337.5 Large In-Story Ribbon	4th & 6th Paragraph of Article	15,000	\$2,596
300x600 FilmStrip	Right Rail	15,000	\$1,504
300x600 Cube	Right Rail	15,000	\$1,648
300x250 Medium Rectangle	Right Rail	15,000	\$1,251
300x250 Cube	Right Rail	15,000	\$1,375
Sneaker	Page Bottom Pop Up	15,000	\$2,838
300x250 Video Rectangle	Right Rail	15,000	\$1,375
300x600 Video FilmStrip	Right Rail	15,000	\$1,648

Newsletter Ad Unit / Size	1x week	2x week
728x90 Leaderboard Top	\$595.91	\$894.40
600x200 In-Story Ribbon (Position 1, after 3rd article)	\$537.51	\$805.72
600x200 In-Story Ribbon (Position 2, after 6th article)	\$476.94	\$715.95
600x200 In-Story Ribbon Combo (Two placements)	\$793.82	\$1,190.73

Sponsored Content Packages	Rate
Half Page Print, Online & Newsletter	\$3,695
Print Only	\$2,695
Online & Newsletter	\$1,600
Online & Newsletter 3x	\$1,495

CONTACT KATHY TO DISCUSS OPTIONS AVAILABLE FOR SPONSORED CONTENT!

PROVIDE A CLICK-THROUGH URL FOR DIGITAL ADS.

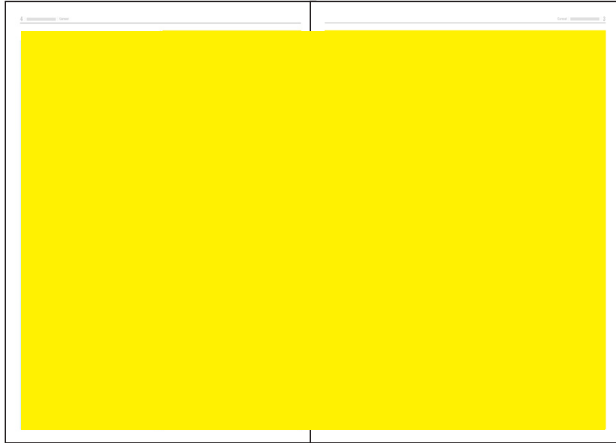


PRINT AD SPECIFICATIONS

(DIMENSIONS IN INCHES)

CENTER SPREAD

20x13.5



HALF PAGE

9.5x6.75 (horiz.)

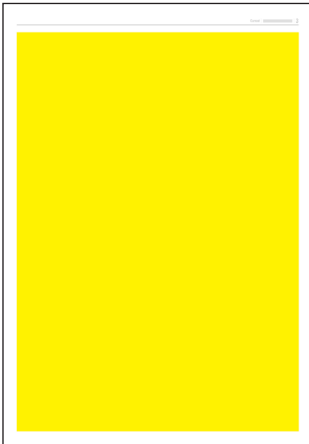


4.66x13.5 (vert.)



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.)



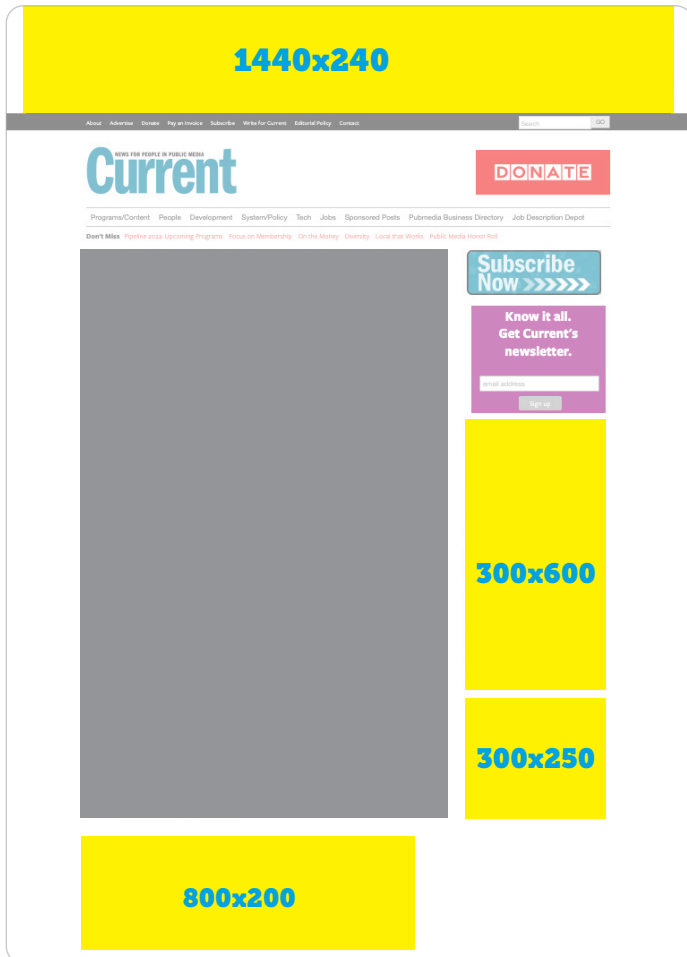
SEE PAGES 13-14 FOR COMPLETE DELIVERABLE SPECIFICATIONS

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

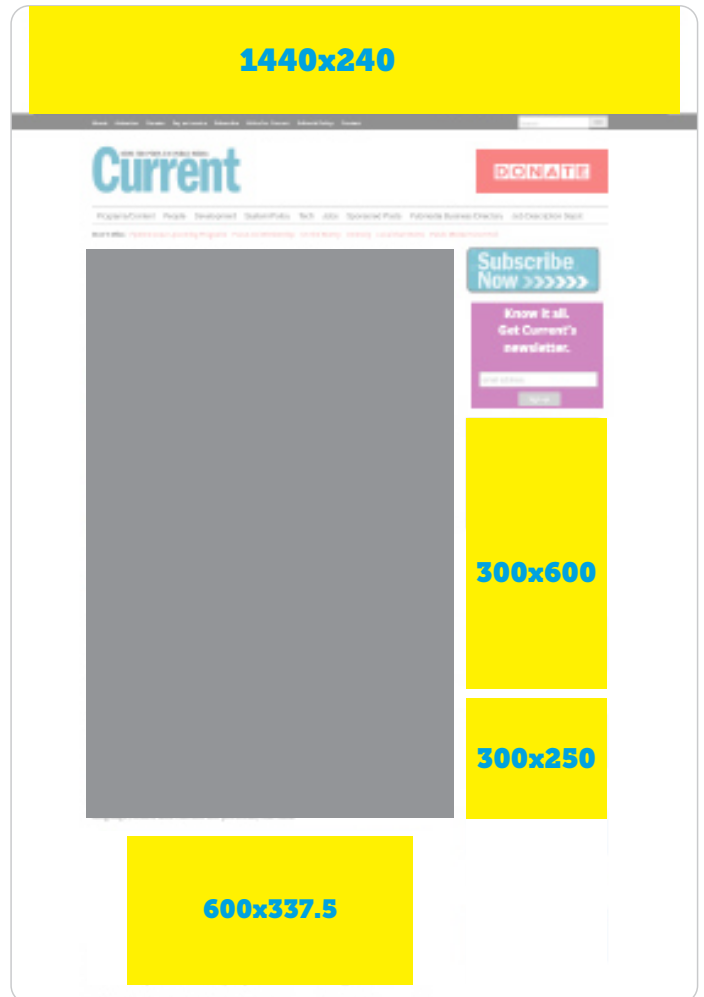
DIGITAL AD SPECIFICATIONS

(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!

EMAIL DIRECT MARKETING: NEWSLETTER DISPLAY

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

(DIMENSIONS IN PIXELS)

DIGITAL CREATIVE SPECIFICATIONS:

- Leaderboard 728w x 90h
- In-Story Ribbon: 600w x 200h
- 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

Current’s free newsletter is sent Mondays and Thursdays to over 5,700 subscribers.

Newsletters will **not** be sent on the following holidays: MLK; Memorial Day; Labor Day; Thanksgiving Day; December 22, 25 and 29.

THE BROKEN PROMISE APT KQED
FOR GENOCIDE AWARENESS MONTH IN APRIL

The latest pubmedia news and jobs from

NEWS FOR PEOPLE IN PUBLIC MEDIA
Current

Pipeline 2024: Our annual survey of shows coming to public TV
Our annual look at national programs coming to public television includes 142 series and specials.

Press Forward is talking about public media — and you won't like what they're saying

Take on the taboo with
Embodied WUNC
A weekly radio program for a new generation of public radio listeners.
Available via PRX. With host Anita Rao

EMAIL DIRECT MARKETING: SPONSORED EMAIL

Boost Your Reach and Conversions with Sponsored Email Marketing

Take your station or company’s visibility to the next level reaching decisionmakers in public media. By partnering with *Current*, you’ll tap into our engaged subscriber base with emails that seamlessly integrate your content—tailored for our public media audience. Each email features a transparent disclaimer, ensuring credibility while amplifying your message.

Email marketing is one of the most cost-effective tools for connecting with audiences, building brand awareness, and driving measurable results. Sponsored emails are your key to turning engagement into conversions.

OPPORTUNITIES TO EXPLORE:


- Promote Executive Job Searches
- Announce New Programs or Products
- Drive Registrations and Attendance to Webinars

Reach out to Kathy to discuss details and specifications.

Press Forward: Opportunities for Local Public Media Organizations

A Public Media Company Webinar
Wednesday July 10 3-4pm ET

Press Forward 10
MacArthur Foundation
Current



Dale R. Anglin
Director
Press Forward

Jim Brady
VP/Journalism
Knight Foundation

Silvia Rivera
Director, Local News
MacArthur Foundation

Tim Isgitt
CEO
Public Media Company

How Can Public Media Press Forward?

As newspapers across the country are shrinking or closing down, communities all over the U.S. are looking for news and information they can trust. Public media is rising to meet that urgent need. But expanding and sustaining local news is a daunting challenge. That’s why a group of foundations launched Press Forward, a half a billion dollar initiative to boost investment in local news.

Can public media get a piece of the Press Forward pie? You are invited to a webinar on Wednesday, July 10 to learn more about Press Forward directly from three of the people who are leading the way. This power panel will drill down into the details and answer your questions.

SIGN ME UP!

Who will be there?

Dale R. Anglin, Director, Press Forward
Jim Brady, VP/Journalism, Knight Foundation
Silvia Rivera, Director, Local News, MacArthur Foundation
Moderator: Tim Isgitt CEO, Public Media Company

Will you be there?

Join the conversation July 10 at 3pm ET, 2pm CT, 1pm MT, and 12pm PT. All are welcome, but space is limited. Reserve your spot today!

REGISTER

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.

ARTICLE PAGE:

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

NEWSLETTER:

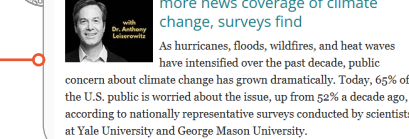
- **Placement:** Headline Post article in lineup
- **Includes:** Title, brief description and image / logo
- **Click-through:** Reader clicks for full story on Current.org Article page or a direct link to your website

INVESTMENT: \$1,600

Request Specification Document for more details

PRINT SPONSORED CONTENT AVAILABLE:

CONTACT KATHY FOR DETAILS



CELEBRATIONS & TRIBUTES

Honor those who have dedicated their careers to public media.

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

Current
 Why pubmedia should plan for an upcoming boost to local news funding
 The MacArthur Foundation's Press Forward campaign will provide an infusion of badly needed cash for local news. But that cash will likely flow to the prepared.

Storytelling series unites Southern stations with regional collaboration
 "The best stories are universal. It doesn't matter where they're set," said Arkansas PBS CEO Courtney Pledger.

Public Media Connect's Jim Wiener Retires
 Thank you for 43 years of amazing service to public media.
 — Your Public Media Connect Family

Pittsburgh Community Broadcasting Corp. offers buyouts to reporters
 "We are now facing some difficult decisions that may result in changes for us," said CEO Terry O'Reilly.

We're proud to join Current in saluting our colleague
Eboni Johnson-Kaba
 and all the 2024 Rising Stars in Public Media

b black public media

Mark Leonard
 General Manager/CEO

Congratulations on your retirement!

Your decade of dedication will forever be intertwined with Nebraska Public Media's rich history, especially as we celebrate our 70th anniversary in 2024!

Nebraska Public Media
 PBS NPR

To help foster a culture of gratitude in public media, Current offers 15% off any ad celebrating retirements, awards or staff achievements. Current's Universal Subscribers receive a 25% discount.

VIDEO DISPLAY ADS

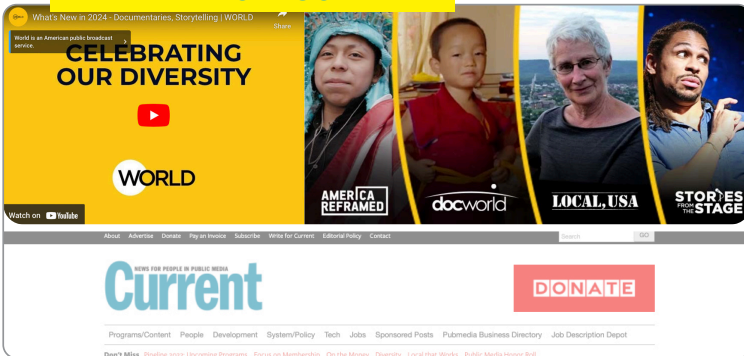
(DIMENSIONS IN PIXELS)

Sight, sound and motion, the most engaging way to reach an audience!

Repurpose your promotional videos for a program, product, or service, into an online video ad unit. Bring your brand and storytelling to life for your target audience.

VIDEO BILLBOARD

1440x450

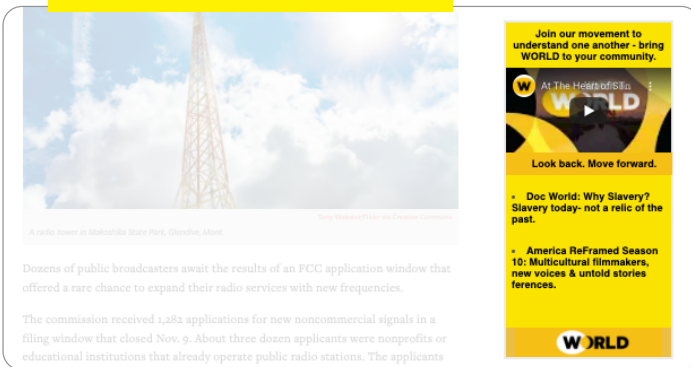


Video Billboard Specifications:

- Placement/Delivery: Header, Run of Site, 20,000 impressions over 30-day period
- YouTube Video URL required
- Image Right Panel: 900x450 pixels
- Click-through URLs: Video to YouTube, Right panel link to your designated landing page
- Third-Party Report

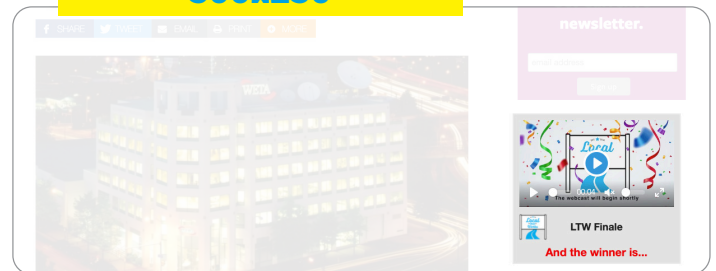
VIDEO FILMSTRIP

300x600



VIDEO MEDIUM RECTANGLE

300x250



Video Filmstrip & Rectangle Specifications:

- Placement/Delivery: Right Rail, Run of Site, 15,000 impressions over 30-day period
- YouTube or Vimeo
- Recommended 15-30 second video
- Click through URL
- Third-Party Reports

INTERESTED IN VIDEO OPTIONS? **REACH OUT TO KATHY** TO LEARN MORE ABOUT OUR CAPABILITIES AND VIDEO AD FORMATS.

SPECIALTY ADS

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

In-Story Ribbon Desktop & Mobile

IN-STORY 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.

TWO SIZES AVAILABLE

- In-Story Ribbon: 800x200
- Large In-Story Ribbon: 600x337.5



CUBE

Six high quality images in a rotating cube gallery are guaranteed clicks. When clicked, the cube will direct the reader to ONE site.

Includes:

- Advertiser Logo
- Six Images: JPG or PNG
- Captions optional. Navigation available with captions.

TWO SIZES AVAILABLE

- Regular: 300x250
- Large: 300x600

Sneaker Desktop & Mobile

SNEAKER

This ad unit "sneaks" up from the bottom of the page. It takes one image, a title and a description. Reader needs to click on "close."

The Sneaker is frequency capped to display two times to a reader in a 24-hour period.

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

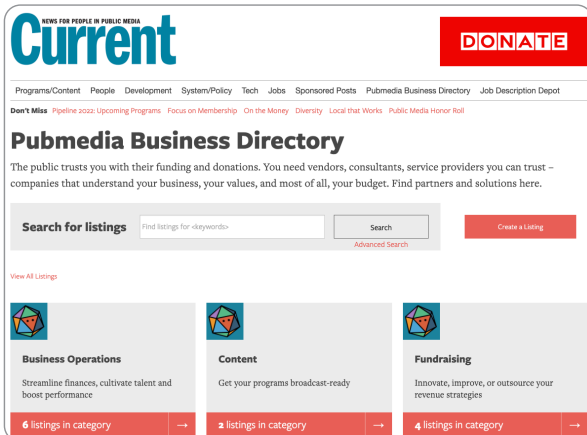
ANNUAL INVESTMENT: \$800

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

(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. 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

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.

PRINT 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.