2019 Media Kit
Rates & Specifications
Effective January 1, 2019

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Current.org

Reach your audience wherever they get their 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
- Announce and link to new programs and podcasts

FAST FACTS

Average Monthly Pageviews: 115,000
Average Monthly Unique Visitors: 50,000
Twitter Followers: 9,000+
Facebook Followers: 2,800+

ADVERTISING SALES: KATHY BYBEE HARTZELL 727.433.2527 KATHY@CURRENT.ORG
Current is the only independent 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’re a producer looking to boost your program carriage, a vendor or consultant working with public media organizations, or have a conference, webinar or special event you need to promote, there is no better place to advertise.

Current connects you to the people making public media happen.

Current will publish 10 editions in 2019.

Current informs and inspires the public media community!
Our Content

Current is public media’s #1 source for news, opinion and thought leadership. Current covers programming, technology, development, innovation, people, organizations and events.

**Local that Works** is an annual contest that spotlights station-based efforts to strengthen local identity, engage new and diverse audiences, generate new revenue streams, and convene stakeholders to solve community problems. Current produces stories (case studies) on many of these innovative initiatives, as well as an online database of all submissions.

**Pipeline** is Current’s annual catalog of upcoming public television content produced or distributed by PBS, ITVS, American Public TV, NETA, National Minority Consortia, 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.

**Currently Curious** is one of our efforts to engage our inquisitive readers. We ask our audience, “What would you like to know about public media that we can find out for you?” Readers submit questions and some of these queries become assignments for our reporters.

**PublicMediaJobs.org** is Current’s career portal and the leading source for jobs in public radio and television. Reach the most jobseekers nationwide by posting your job announcement with us. Boost your visibility by choosing to have your open positions emailed in a Job Flash, shared on our home page, listed in the Current newsletter and noticed in a boxed display ad in our print editions. Current also hosts Virtual Career Fairs—opportunities for recruiters and jobseekers to connect online.
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 radio. The rest of our readers are policy-makers, funders and people based at national organizations and trade associations.

How Current readers access our web content

<table>
<thead>
<tr>
<th>JOB FUNCTION</th>
<th>FREQUENCY</th>
<th>TECHNOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% are in upper management</td>
<td>55% visit Current.org several times per month</td>
<td>90% read Current online</td>
</tr>
<tr>
<td>32% are involved in content</td>
<td>30% visit several times each week</td>
<td>34% access Current via print and online editions</td>
</tr>
<tr>
<td>17% work in development</td>
<td></td>
<td>25% access on mobile</td>
</tr>
</tbody>
</table>

(all statistics based on 2018 reader survey)
Current

Advertising Opportunities

Print.
Digital.
Newsletter.
Jobs.
Print Publication Schedule

Guaranteed Premium Placements:
- Center Spread
- Page Three (3)
- Inside Back Cover
- Back Cover

Investment: $250 flat rate per insertion
Please submit all creative on or before deadlines to: Kathy@current.org
All print editions are also distributed digitally through ISSUU.

<table>
<thead>
<tr>
<th>Issue #</th>
<th>Publication Date</th>
<th>Conference Bonus Distribution</th>
<th>Format</th>
<th>Reservation Deadline</th>
<th>Creative Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January 21</td>
<td>NETA</td>
<td>Print</td>
<td>January 9</td>
<td>January 14</td>
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<tr>
<td>2</td>
<td>February 25</td>
<td>APTS</td>
<td>Print</td>
<td>February 13</td>
<td>February 18</td>
</tr>
<tr>
<td>3</td>
<td>April 1</td>
<td>PBS Tech Con</td>
<td>Print</td>
<td>March 20</td>
<td>March 25</td>
</tr>
<tr>
<td>4</td>
<td>May 27</td>
<td>PBS Annual</td>
<td>Print</td>
<td>May 15</td>
<td>May 20</td>
</tr>
<tr>
<td>5</td>
<td>June 10</td>
<td></td>
<td>Digital Only</td>
<td>May 29</td>
<td>June 3</td>
</tr>
<tr>
<td>6</td>
<td>July 8</td>
<td>PMDMC</td>
<td>Print</td>
<td>June 26</td>
<td>July 1</td>
</tr>
<tr>
<td>7</td>
<td>August 26</td>
<td>PRPD</td>
<td>Print</td>
<td>August 14</td>
<td>August 19</td>
</tr>
<tr>
<td>8</td>
<td>September 23</td>
<td></td>
<td>Digital Only</td>
<td>September 11</td>
<td>September 16</td>
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<tr>
<td>9</td>
<td>October 14</td>
<td>PR SuperRegional</td>
<td>Print</td>
<td>October 2</td>
<td>October 7</td>
</tr>
<tr>
<td>10</td>
<td>November 11</td>
<td>APT Fall Marketplace</td>
<td>Print</td>
<td>October 30</td>
<td>November 4</td>
</tr>
</tbody>
</table>

2019 Rates

<table>
<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>Half Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$3,300</td>
<td>$1,725</td>
<td>$1,400</td>
<td>$1,075</td>
</tr>
<tr>
<td>2-4 Insertions</td>
<td>$3,036</td>
<td>$1,587</td>
<td>$1,288</td>
<td>$988</td>
</tr>
<tr>
<td>(Save 8%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-8 Insertions</td>
<td>$2,904</td>
<td>$1,518</td>
<td>$1,232</td>
<td>$946</td>
</tr>
<tr>
<td>(Save 12%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9-12 Insertions</td>
<td>$2,805</td>
<td>$1,466.25</td>
<td>$1,190</td>
<td>$913.75</td>
</tr>
<tr>
<td>(Save 15%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12+ Insertions</td>
<td>$2,640</td>
<td>$1,380</td>
<td>$1,120</td>
<td>$860</td>
</tr>
<tr>
<td>(Save 20%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Print and Online display insertions may be combined for discount levels.

Newsletters and Sponsored Content excluded.
Celebrations & Tributes

It’s important to honor those who have dedicated their careers to public media and show appreciation for staff accomplishments.

An ad in Current is a lovely way to thank leaders and other longtime staffers for their unique spirit and 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)**

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>1/3 PAGE</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>9.5 x 13.5</td>
<td>9.5 x 6.75 (horiz.)</td>
<td>9.5 x 4.525</td>
<td>4.66 x 6.75</td>
</tr>
<tr>
<td><strong>Vertical</strong></td>
<td>4.66 x 13.5 (vert.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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

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Provide a click-through URL for all print ads to enable subscribers to connect with you.
Creative Choices:
Tailor-made campaigns and media planning will target your message for the right time, at the right place and to the right consumer.

- **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**

Targeting available
**Specialty Ads**

Deliver a strong first impression with key visual landing spots guaranteed to grab readers’ attention.

**IN-STORY RIBBON:**
Positioned after fourth 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**

**Sticky Note Desktop & Mobile**

**Sticky Note Desktop & Mobile**

**STICKY NOTE:**
A text-only ad which appears as a “Post-it” note affixed to the top right corner of the screen. Frequency of the sticky is capped to prevent users from seeing it repeatedly on single visits.

**Exclusive Placement:**
One advertiser per flight

**Page Targeting available**

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**ADVERTISING SALES: KATHY BYBEE HARTZELL**
727.433.2527 | KATHY@CURRENT.ORG
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, 300x600, 300x250**

(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

| Ad Unit/Size               | Placement        | Impressions | Rate    | 2-4
Insertions (Save 8%) | 5-8
Insertions (Save 12%) | 9-12
Insertions (Save 15%) | 12+
Insertions (Save 20%) |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728x90</td>
<td>Page Header</td>
<td>15,000</td>
<td>$1,425</td>
<td>$1,311</td>
<td>$1,254</td>
<td>$1,211</td>
<td>$1,140</td>
</tr>
<tr>
<td>FilmStrip 300x600</td>
<td>Right Rail</td>
<td>15,000</td>
<td>$1,200</td>
<td>$1,104</td>
<td>$1,056</td>
<td>$1,020</td>
<td>$960</td>
</tr>
<tr>
<td>Medium Rectangle 300x250</td>
<td>Right Rail</td>
<td>15,000</td>
<td>$1,000</td>
<td>$920</td>
<td>$880</td>
<td>$850</td>
<td>$800</td>
</tr>
<tr>
<td>Roadblock 728x90, 300x600, and 300x250</td>
<td>Page Header + Right Rail</td>
<td>15,000</td>
<td>$3,669</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-Story Ribbon 800x200 (NEW)</td>
<td>4th Paragraph of Article</td>
<td>15,000</td>
<td>$1,200</td>
<td>$1,104</td>
<td>$1,056</td>
<td>$1,020</td>
<td>$960</td>
</tr>
<tr>
<td>Sticky Note (NEW)</td>
<td>Top Right Corner</td>
<td>15,000</td>
<td>$1,200</td>
<td>$1,104</td>
<td>$1,056</td>
<td>$1,020</td>
<td>$960</td>
</tr>
</tbody>
</table>

- Print and Online Display Insertions may be combined for discount levels
- Newsletters, Sponsored Content and Sticky Note excluded
Sponsored Content

Sponsored Content ads match the visual design of our website, and look and feel like natural content.

Located within the “river of news.” Labeled as SPONSORED wherever it appears. Provides relevant educational information to desired audience.

HEADLINE POST
- Placement: Prominent Homepage Fixed Position
- Includes: Title, brief description, 140x140 image / logo
- Flight: Seven (7) days on Homepage; Article page lives on indefinitely
- Click-through: Visitor clicks to read more on the Article page

ARTICLE PAGE
- Tell your story. Engage readers in a deeper way
- Include: Images, testimonials, links, video & more
- Remains online indefinitely

Purpose-led Education
by Timothy Van Cleve, NETA Vice President, Education

Margaret Mead said: “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

INVESTMENT: $1,200
- Combined Online & Newsletter placement
- Frequency discount not available for Sponsored Content
- Request Specification Document for more details
Sponsored Content Newsletter

Newsletter Sponsored Content is sold combined with Online placement.

NEWSLETTER

- Placement: Headline Post fourth 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: $1,200

- Combined Online & Newsletter placement
- Frequency discount not available for Sponsored Content
- Request Specification Document for more details
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.

**2019 NEWSLETTER RATES**

<table>
<thead>
<tr>
<th>Ad Unit/Size</th>
<th>Weekly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728x90</td>
<td>$500</td>
</tr>
<tr>
<td>Skyscraper 160x600</td>
<td>$450</td>
</tr>
<tr>
<td>Medium Rectangle 300x250</td>
<td>$400</td>
</tr>
<tr>
<td>Roadblock 728x90, 160x600, 300x600</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

List Quantity: 6,300

Open Rate*: 31.6%
Click Rate*: 11.7%

*MailChimp Statistics

Current

NHPR president Betsy Gardella announces retirement after investigation
Gardella told staffers that she would work off-site until the end of the year.

How a trio of revived local websites is expanding public radio’s audience
After a purchase earlier this year, the Gothamist websites are helping major-market stations step up their journalism and reach younger readers.

Public television pioneer Rick Brennfeld dies at 87
Brennfeld’s work in the early 1960s helped shape the case for the Public Broadcasting Act.
Direct Marketing: ISSUU Sponsorship

Current utilizes ISSUU, a leading platform for presenting print publications in digital formats. Subscribers are able to read and scroll through the paper online, click on your ads linking to your website.

This email alerts all Current subscribers that a new digital edition is available.

**EXCLUSIVE!** One advertiser per notice.

**FAST FACTS**

Distribution 6,700 and growing!

*MailChimp Stats

AD UNIT: 600W X 300H

**INVESTMENT:** $1,000

- Placement: Header
- Availability: 10 Issues per year
Contact

Working together, we can develop a tailored multimedia package to meet your objectives and your budget.

Current’s target audience is premium space for announcing a new program or special series, expanding program carriage, engaging key decision-makers within public media, and promoting products and services that help boost revenue to sustain the system.

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.

No advertorials, please. Do not irritate Current editorial graphics or use our regular print typefaces
(Polaris Condensed, 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 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.