

# Guide to advertising in **Current** 2008

A mighty good way to reach decision-makers and professionals in the \$2.4 billion field of public TV and radio

| ISSUE NUMBER & PUBLICATION DATE | SPECIAL ISSUES AND BONUS DISTRIBUTION AT MAJOR CONFERENCES IN PUBLIC BROADCASTING   | DISPLAY AD RESERVATION DEADLINE | DISPLAY AD ART DEADLINE | CLASSIFIED AD DEADLINE |
|---------------------------------|---|---------------------------------|-------------------------|------------------------|
| <b>1 – Jan. 22*</b> ‡           | NETA 2008 Conference, Columbus, Ohio, Jan. 22-25  | Jan. 11                         | Jan. 16                 | Jan. 14                |
| <b>2 – Feb. 4</b>               | PBS General Managers' Meeting & APTS Capitol Hill Day, Feb. 10-13   | Jan. 25                         | Jan. 30                 | Jan. 28                |
| <b>3 – Feb. 19*</b>             | AMPPR's Music Personnel Conference, Mobile, Ala., Feb. 17-20<br>IMA's PublicMedia08, Los Angeles, Feb 19-23                               | Feb. 8                          | Feb. 13                 | Feb. 11                |
| <b>4 – March 3</b>              | NPR Authorized Reps. Mtg, Chantilly, March 11-10  | Feb. 22                         | Feb. 27                 | Feb. 25                |
| <b>5 – March 24‡</b>            | NFCB's Community Radio Conference, Atlanta, March 26-29   | March 14                        | March 19                | March 17               |
| <b>6 – April 7</b>              | PBS Technology Conference, Las Vegas, April 9-11<br>Public Radio Engineering Conference, Las Vegas, April 10-12                           | March 28                        | April 2                 | March 31               |
| <b>7 – April 21</b>             |   | April 11                        | April 16                | April 14               |
| <b>8 – May 12‡</b>              | PBS Showcase Conference, Palm Desert, Calif., May 12-15   | May 2                           | May 7                   | May 5                  |
| <b>9 – May 27*</b>              | Pub. Broadcasting Management Assn. Conf., Las Vegas, May 27-30  | May 16                          | May 21                  | May 19                 |
| <b>10 – June 9</b>              | <b>Public Media issue</b> / Beyond Broadcast Conf., Washington, June 17   | May 30                          | June 4                  | June 2                 |
| <b>11 – June 23</b>             |   | June 13                         | June 18                 | June 16                |
| <b>12 – July 14‡</b>            | Public Radio News Directors Inc. Conference, D.C., July 16-19<br>DEI's Public Radio Development & Marketing Conf., Orlando, July 17-19    | July 7*                         | July 9                  | July 7                 |
| <b>13 – July 28</b>             |   | July 18                         | July 23                 | July 21                |
| <b>14 – Aug. 11</b>             |   | Aug. 1                          | Aug. 6                  | Aug. 4                 |
| <b>15 – Sept. 2‡*</b>           |   | Aug. 22                         | Aug. 27                 | Aug. 25                |
| <b>16 – Sept. 15</b>            | Public Radio Program Directors Conference, Los Angeles., Sept. 17-20  | Sept. 5                         | Sept. 10                | Sept. 8                |
| <b>17 – Sept. 29</b>            | PBS Development Conference, San Antonio, Oct. 1-4<br><b>DTV Forecast issue</b> / Iowa DTV Symposium, Oct. 7-9                             | Sept. 19                        | Sept. 24                | Sept. 22               |
| <b>18 – Oct. 14*</b>            |   | Oct. 3                          | Oct. 8                  | Oct. 6                 |
| <b>19 – Oct. 27</b>             |   | Oct. 17                         | Oct. 22                 | Oct. 20                |
| <b>20 – Nov. 10</b>             | <b>Pipeline09 issue</b> (survey of public TV programs in development)<br>American Public Television Fall Marketplace, Houston, Nov. 12-15 | Oct. 31                         | Nov. 5                  | Nov. 3                 |
| <b>21 – Nov. 24</b>             |   | Nov. 14                         | Nov. 19                 | Nov. 17                |
| <b>22 – Dec. 8</b>              |   | Dec. 1*                         | Dec. 3                  | Dec. 1                 |
| <b>23 – Dec. 22</b>             | Year-end issue  | Dec. 12                         | Dec. 17                 | Dec. 15                |

\* Date delayed by holiday ‡ Issue published after interval of more than two weeks.

Now in our 27th year as **Public broadcasting's meeting place**

Questions? Call Sherron Phillips, Ad Director 301-270-7240, ext. 36 [sherron@current.org](mailto:sherron@current.org)

More about *Current* newspaper online at [Current.org/current](http://Current.org/current)

Current Newspaper  
6930 Carroll Ave., Suite 350  
Takoma Park, MD 20912

## Your checklist for carefree display advertising

- If there's a good chance your organization will buy four or more ads in the next 12 months, consider setting up an annual contract for a frequency discount. See below.
- Reserve space and color press capacity before reservation deadline. If you use e-mail or fax, check by phone to make sure *Current* has received your reservations.
- Assign a professional designer who knows print reproduction. We can help in a pinch.
- Protect your design — Take heed of "Defensive design to avoid color gremlins," page 3.
- Send your artwork before art deadline. If you do, we can run a proof to check for glitches in your file.
- Submit a printed proof with your artwork so that our printers will know how the ad should look.
- Make sure we have your artwork by the art deadline (usually the Wednesday before publication date). Art delivered on time gets a better proofing. See "Why meet the art deadline?" on page 3. For more information, check our website, [Current.org/advertise](http://Current.org/advertise), or call 301-270-7240, ext. 36.

### Display rates through June '08 Rates may change July 2008. Rates are net: Agency discounts do not apply.

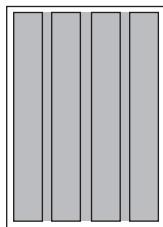
| Frequency            | 1 insertions | 4-6     | 7-10    | 11-14   | 15-23   | 24-29  | 30+     |
|----------------------|--------------|---------|---------|---------|---------|--------|---------|
| <b>Discount</b>      | Full Price   | 5%      | 8%      | 12%     | 16%     | 20%    | 25%     |
| <b>Full Page</b>     | \$1395       | 1325.25 | 1283.40 | 1227.60 | 1171.18 | 1116   | 1046.25 |
| <b>Junior Page</b>   | 896          | 851.20  | 824.32  | 788.48  | 752.64  | 716.80 | 672     |
| <b>Half Page</b>     | 760          | 722     | 699.20  | 668.80  | 638.40  | 608    | 570     |
| <b>Little Junior</b> | 486          | 461.70  | 447.12  | 427.68  | 408.24  | 388.80 | 364.50  |
| <b>Quarter Page</b>  | 429          | 407.55  | 394.68  | 377.52  | 360.36  | 343.20 | 321.75  |

**Take advantage of our frequency discounts:** Advertisers can get more exposure for the dollar with *Current's* frequency discounts above. You can begin a customized 12-month contract any time during the year. Advertisers are eligible for these discounts only after committing to a frequency level in a signed contract.

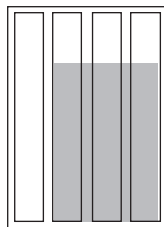
**Employment ads:** We accept help wanted ads only in the classifieds section.

### Display dimensions

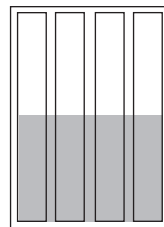
To separate partial-page ads from *Current* articles, your designer should outline the ad with a border, rule or other graphic element.



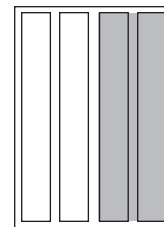
**Full page**  
10 x 14"



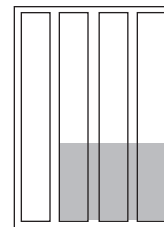
**Junior page**  
7.5 x 10"



**Horiz. half page**  
10 x 7"



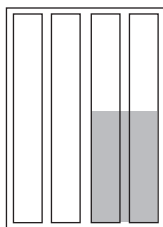
**Vert. half page**  
5 x 13.5"



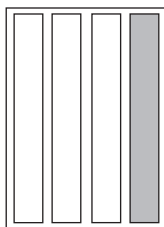
**Little junior page**  
7.5 x 5"

Sizes at right show live area.

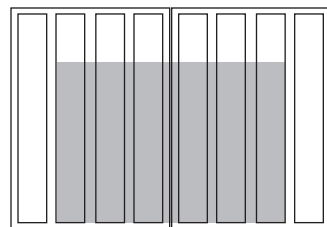
Bleeds are not available. However, double-truck ads *do* print across the gutter.



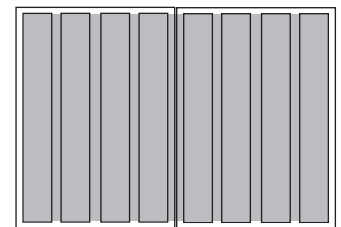
**Quarter page**  
5 x 6.75"



**Vert. qtr. page**  
2.4 x 13.5"



**Junior double truck**  
16 x 10"



**Full double truck**  
21.25 x 14"

# Display ads Broadcast your message in public broadcasting's meeting place

## To reserve ad space and color

**Send us your insertion orders in writing before reservation deadlines** (page 1), generally 10 days before cover date. Download the insertion order form from our website at [Current.org/advertise](http://Current.org/advertise), fill it out and fax it to us. When you reserve space, you must choose black-and-white, spot-color or four-color printing.

## Color and other additional charges

**Color ink charges:** Space rates (page 2) include only black ink. Color inks are not available on every page. Specify your color needs when you reserve space.

■ **Single color:** \$200 per color. We don't offer spot color, but here's an option with similar economy and results.

Your designer creates the single color from standard four-color CMYK inks (cyan, magenta, yellow and black).

■ **Four-color process:** \$600. Required if you wish to include full-color photos. Colors created with CMYK inks.

**Premium placement pages:** *Current* generally chooses pages for ads, but we will try to give specific premium placements — pages 3 and 5, center spread, inside back page and back page — when advertisers request them. If a page is available, the fee to guarantee placement is \$100. Some pages are often taken months ahead. Reserve early and in writing.

**Design & composition:** An option at \$50 per hour. We can assist in a pinch, but we urge you to assign your own professional designer to prepare materials. We also charge per hour for labor if you submit copy with serious technical problems that you can't fix before deadline.

## Materials accepted for reproduction

**Preferred format: high-resolution PDF.** Must include all images *and fonts*, color separations. Flatten (merge layers) in your design software before creating PDF. Create PDF with "press" setting, not "print."

**Also accepted: PC or Mac files created in—**

- Preferred: Adobe InDesign or Quark XPress 4 or lower.
- Less preferred: Adobe Illustrator, later Quark versions or Photoshop (600 dpi minimum). Always include fonts.

**Not accepted:** Corel or Microsoft formats.

**Delivery media:**

- E-mail or FTP (see "Delivering artwork," page 4).
- CD, floppy disk or 100 MB or 250 MB Zip disk.
- Hard copy—artwork on paper accepted only for black-and-white ads. Film and negatives not accepted.

**Image scans:**

- TIF format preferred.
- Scan photos at 200-300 dots per inch.
- Scan solid black-and-white line art at 600-1200 dpi.

**Fonts:** Type 1 or OpenType preferred. Always include.

## Proofs: required with your art!

■ Most reliable way to get what you plan: Make a color matchprint, examine it and submit it so our printer will know how the ad should look.

■ Less reliable: hard-copy proof from color printer.

■ Still less reliable: PDF file e-mailed to us.

■ Barely adequate for B&W: fax.

## Not accepted as display ads

*Current* doesn't accept:

■ Advertorials or ads designed to look like *Current* articles

■ Help wanted or positions wanted ads

(You should place them as Classifieds.)

## Defensive design to avoid color gremlins

Newspaper web offset printing isn't guaranteed to equal magazine quality, especially for an entire press run. It can be quite good. When it's not, *defensive design* can save your ad.

**If your ad will print in process color, use only CMYK images.** Check that you have converted all RGB color (such as logos) to CMYK. Designers do slip up, creating last-minute worries (at best) and sometimes damaging ads.

**Protect your legibility.** Avoid printing small text (12 point or smaller) with multicolor builds or putting small white text on backgrounds built with multiple inks. Safer: Print small type in a single ink. Don't create black text with four inks.

**Minimize registration problems.** Colors can slip out of alignment for part of a press run. With dark type over lighter background, don't knock out the background; it can help you avoid gaps. Don't abut fine rules to objects in other colors.

**Beware of large areas of a single ink.** They can give you uneven color for at least part of a pressrun. Building the background color from multiple inks helps your odds. If you must use a large solid area of one ink, use an 80% or 90% screen and compensate by choosing darker ink.

**Don't expect printing to match colors you see on screen.** PDFs and other RGB computer files show a different range of hues than CMYK inks can print. Beware: Some RGB and spot colors cannot be recreated in CMYK.

## Why meet the art deadline?

■ **Procrastination is a hideous character flaw!** Also:

■ **Security for your design.** Even experienced designers sometimes make errors that don't show in proofs or PDFs. Most ads *received before art deadline* undergo a thorough proofing that can catch hidden glitches. The proofs are processed by the same RIP that will create the printing plates. This proofing is your best insurance.

■ **Security for your reservation.** While we try to accommodate late artwork, *Current* reserves the right to cancel ads if artwork is not submitted by deadline.

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## Delivering artwork and paying bills

**Express delivery:** Use it to deliver not only your electronic files but also your color proofs. To protect your art, *please* maintain a backup copy in your office and ship by Federal Express or similar trackable carrier. Our address:

Kelsang Menla  
Advertising/Production Director  
*Current*  
6930 Carroll Ave., Suite 350  
Takoma Park, MD 20912

Phone:  
301-270-7240, ext. 36  
Fax: call for fax number  
menla@current.org

**Electronic delivery:** Alternatively, you can send files up to 2 MB to the e-mail address above. Send larger files via e-mail or FTP to our prepress house. For FTP connection info, ask us.

**Billing:** New advertisers may be required to prepay for first six months. We mail invoices within days after publication, payment due 30 days after bill date. Invoices reflect net rates—agency discounts do not apply. Advertisers with overdue bills must pay up and prepay before we accept further ads.

**Cancellations:** If you can't use reserved ad space, cancel before space reservation deadline. *Current* reserves the right to bill for ads canceled after the deadline.

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## Current Classifieds **Public broadcasting's comprehensive marketplace for jobs**

### To place a job notice:

■ Download Classifieds Insertion Order (PDF) from [current.org/classifieds](http://current.org/classifieds) and fill it out with your exact billing address and purchase order number (if any).

■ Fax it to 301-270-7241 and send the text of your ad to [classifieds@current.org](mailto:classifieds@current.org). Make sure your faxed order has been received here.

■ If price is less than \$100, we require payment before deadline by check or credit card.

■ If price is \$100 or more, we will send tearsheet and bill to you after publication.

**Deadlines:** Copy must be received by 5 p.m. Eastern time on classified deadlines listed on page 1, usually the Monday before the next cover date. Classifieds may be canceled without charge before deadline but are subject to

full charge if canceled after deadline.

**Ads appear online** at [Current.org/jobs](http://Current.org/jobs) at no extra cost.

**Standard classifieds** consist of text with standardized bold headings. All text is one size. No graphics. Rate: \$1.15 a word, \$30 minimum.

**Boxed classifieds** have varied fonts and logos designed to your preferences. Have the artwork prepared by your designer or ask *Current* to set the type at no extra charge under your guidance. Rate: \$62 per column inch.

For a position-wanted ad, you can have responses sent to a **blind box** at *Current's* office if you do not want to reveal your name or address. We relay responses to you. Surcharge: \$20 and shipping costs.

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## Directory of Services **For your brand: continuous exposure @ affordable cost**

Join the **'A'** list of vendors  
who can always be found in  
the Directory of Services  
301-270-7240, ext. 36

Keep **your name** in  
front of your customers  
without the cost of  
preparing display ads.

**Current Directory of Services**

If you have public broadcasters as regular customers, or would like to, here's a proven way of keeping your name in view. The Directory of Services, with ads about the size of a business card (samples at left) and published in every issue of *Current*, is the most economical way to maintain visibility in the field. We will bill you **\$43** per issue, payment for the full run due within 30 days.

**1** Call to discuss the length of your run and other details: Ad Director, 301-270-7240, ext. 36.

**2** Reserve your space by faxing the Directory of Services insertion order form to us. (You can download a PDF order form from [Current.org/advertise](http://Current.org/advertise).) We will bill you. Or take advantage of our introductory discount: **\$39** per issue if you pay by credit card when you order.

**3** Have your designer prepare a camera-ready ad and e-mail it to us at least 10 days before the first issue date. Or give us guidance to design an ad based on your logo or business card. Make the ads 14.5 x 9 picas (2.25 inches wide x 1.5 inches high).