

Current media kit 2012

Reaching public media decision-makers in print and online

Current is the only publication dedicated exclusively to covering public media, including public television and public radio. **Current**, the biweekly newspaper, has a readership of more than 8,000 public media professionals. The website **Current.org** attracts more than 24,000 unique visitors* per month. There's no better way to expose your message to this highly targeted audience of public media decision-makers and keep it top-of-mind.

*Current.org Google Analytics 9-month average, Jan. 1-Sept. 30, 2011

Keep



An editorially independent service from American University School of Communication

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

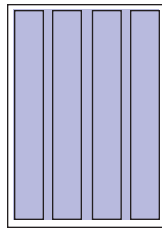
Advertising Director: Kathleen Unwin, 877-745-8776, ext. 1, unwin@current.org

1

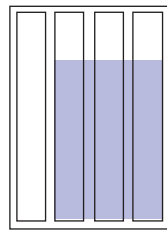
Print Display Ad Sizes

Diagrams at right show width and height of the “live” areas that contain your artwork.

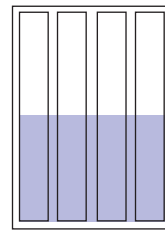
Bleeds are not available except across the gutter between the two pages of a double-truck ad on the center pages.



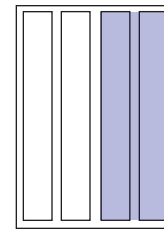
Full page
10 x 14”



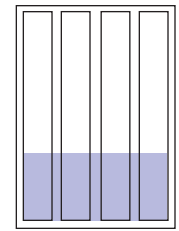
Junior page
7.5 x 10”



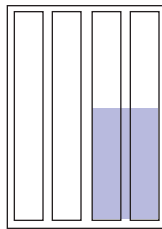
Horiz. half page
10 x 7”



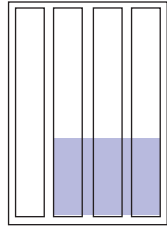
Vert. half page
5 x 13.5”



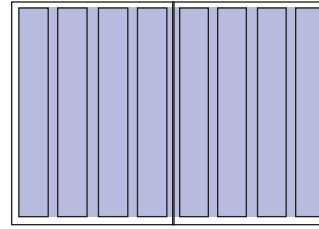
A new option:
One-third page
10 x 4.5”



Quarter page
5 x 6.75”



Little junior page
7.5 x 5”



Full double truck
21.25 x 14”
(Call for rate and availability)

Print Display Ad Rates, 2012

		Full Page	Junior Page	Half Page	Third Page	Little Junior	Quarter Page
Open Rate (No Contract)	B&W	\$1,538	\$988	\$838	\$700	\$536	\$473
	With 1 Color	\$1,738	\$1,188	\$1,038	\$900	\$736	\$673
	With 4 Color	\$2,138	\$1,588	\$1,238	\$1000	\$836	\$773
2-4 Insertions Saves 10% on Your Space	B&W	\$1,384	\$889	\$754	\$630	\$482	\$425
	With 1 Color	\$1,584	\$1,089	\$954	\$830	\$682	\$625
	With 4 Color	\$1,984	\$1,489	\$1154	\$930	\$782	\$725
5-9 Insertions Saves 15% on Your Space	B&W	\$1,308	\$840	\$712	\$595	\$455	\$402
	With 1 Color	\$1,508	\$1,040	\$912	\$795	\$655	\$602
	With 4 Color	\$1,908	\$1,440	\$1,112	\$895	\$755	\$702
10-15 Insertions Saves 20% on Your Space	B&W	\$1,231	\$790	\$670	\$560	\$428	\$378
	With 1 Color	\$1,431	\$990	\$870	\$760	\$628	\$578
	With 4 Color	\$1,831	\$1,390	\$1,070	\$860	\$728	\$678
15+ Insertions Saves 25% on Your Space	B&W	\$1,154	\$741	\$628	\$525	\$402	\$354
	With 1 Color	\$1,354	\$941	\$828	\$725	\$602	\$554
	With 4 Color	\$1,754	\$1,341	\$1,028	\$825	\$702	\$654

Multiplatform Ads Have Bigger Impact

Our readers embrace our multi-platform products. You can extend your reach with a ad campaign that utilizes *Current* and Current.org in tandem.

According to our 2011 Readership Survey, you'd miss a significant slice of your target audience by using only online or only print: **27% read exclusively in print, 21% read exclusively online.** The vast majority use the products together.

Our print/online combo rates give you access to a broader public media audience and reinforce your message through multiple exposures.

Online Sponsorship Rates for Current.org

- Ads typically rotate “run of site” with up to four sponsors, appearing on home page, new and recent article pages, our blog, Pipeline and Jobs pages.
- Current.org averages more than 24,000 unique visitors delivering 60,715 pageviews per month.
- Packages are designed to give each sponsor an estimated 10,000 monthly impressions.

See sizes, page 4.	Leaderboard (728 x 90 pixels*)	Medium Rectangle (300 x 250 pixels)	Small Rectangle (300 x 60 pixels)
Monthly Sponsorship No print ad commitment	\$700 (Upper) \$450 (Lower)	\$650	\$175
Monthly Sponsorship Combo with print-ad buy	\$595 (Upper) \$410 (Lower)	\$553	\$158
Monthly Sponsorship With 6-time contract (print and/or online)	\$560 (Upper) \$380 (Lower)	\$520	\$149

Sitewide Ad Takeover – a new option

- Make a major impact by taking over all ad units on Current.org for a day. You'll build as many as 5,000 impressions quickly.
- Site ad takeovers are subject to inventory availability. Please call to discuss your options.
- You'll need to provide creative for three different ad sizes: Leaderboard (728 x 90 pixels), Medium Rectangle (300 x 250) and Small Rectangle (300 x 60). We can rotate different creative in and out at your request.

Daily Takeover-All Units No print ad commitment	\$400
Daily Takeover-All Units Combo with print-ad buy	\$340
Daily Takeover-All Units With 6-time contract (print and/or online)	\$320

Online Ad Sizes

Upper Leaderboard
728 x 90 pixels

Medium Rectangle
300 x 250 pixels

This design . . .
is a miniature of a prototype
for our new Current.org home page.
The new site is due to debut
late in 2011.

Small Rectangle
300 x 60 pixels

Lower Leaderboard
728 x 90 pixels

Current Classifieds Job Ads Where public media professionals look first

Tap into the most comprehensive resource for public media job-seekers. Every ad appears in print and online, giving your message exposure across the total market — active job seekers as well as professionals with jobs in the field who may browse the listings and recognize an opportunity in your opening.

Get a quick start and a long run. Within a day or less after you send us your ad text and completed insertion order, your opening will be listed at Current.org/jobs, and it will appear in the next *Current* print edition. And it will keep appearing online, either until you've filled the opening or for six weeks, whichever comes first.

To place a job notice

- Download a Classifieds Insertion Order (PDF) from current.org/advertise and fill it out with your exact billing address and purchase order number (if any).
- Fax the PDF to 877-745-8776 or email it to unwin@current.org. Then send the text of your ad to that email address, either in the body of the email or as an attached Microsoft Word document.
- We will send tearsheet and invoice to you after publication. If you pay by credit card, we will process the week of publication.

Standard classified

Example, actual size

**Producer/Reporter
Upstate New York
Local Journalism Center,
WMHT, Troy, NY**

The Upstate NY Local Journalism Center (LJC) Multimedia Reporter is a producer/reporter focusing on innovation and technology and their impact on the upstate New York economy — www.innovationtrail.org. The producer/reporter will write, produce and edit balanced and engaging audio, visual, online and new media news and feature story content for television and radio broadcast, online and on-demand audiences. The producer/reporter will contribute to collaborative reporting and engagement activities with other LJC reporters and stations. For complete job announcement and position requirements, go to www.wmht.org. To apply, send cover letter and resume to Valerie Flouton at vflouton@wmht.org or WMHT, 4 Global View, Troy NY 12180. WMHT is an Equal Opportunity Employer.

Deadlines

Online: There's no deadline for putting your ad online. It can start the next business day.

Print: See page 8. Copy must be received by 5 p.m. Eastern time on classified deadline days, usually the Tuesday before the next cover date.

Rates

Standard classifieds consist of text with standardized bold headings — job title on the first line, organization name and job location on the second line. No graphics. All text is one size — no bold or italics, please. Rate: \$1.15 a word, 50-word minimum.

Replay that ad. You'll get a second consecutive issue at 50% off.

Boxed classifieds stand out with varied fonts and your logo or art. Have the artwork prepared by your designer or ask Current to set the type at no extra charge under your guidance. Rate: \$50 per column-inch. (A column-inch is 1 inch high, 1 column wide. For example, a typical quarter page ad is 13.5 column inches or \$675.)

Replay that ad. You'll get a second consecutive issue at 50% off.

Boxed classified

Example, actual size, 2 columns

Senior Producer WNED Public Broadcasting Buffalo, NY

WNED-TV, Buffalo/Toronto is looking for a Senior Producer to develop and produce television documentaries for regional and national public television broadcast. WNED is a bi-national public television station serving Western New York and Southern Ontario, including Toronto. WNED produces documentaries for national PBS broadcast on a range of content areas including history, culture, and exploration/travel.

The Senior Producer will join a successful national production team. The ideal candidate for this position will have significant television producing experience that is demonstrated by having produced several documentaries for national distribution.

For detailed job description, visit www.wned.org. Qualified applicants may submit cover letter and resume to hr@wned.org or WNED, HR Dept., 140 Lower Terrace, Buffalo, NY 14202. Applicants must be prepared, if selected for interview, to provide samples of full-length nationally-distributed productions. WNED is an Equal Opportunity Employer.



Directory of Services For vendors: continuous exposure at affordable cost

Join the 'A' list of vendors who can always be found in the Directory of Services. It keeps your name in front of your best prospects every issue so you're there when they need you.

Contact Kathleen Unwin at
877-745-8776 or
unwin@current.org
for more information

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 below) and published in every issue of Current, is the most economical way to maintain visibility in the field.

And now every Directory of Services ad comes with **an online enhancement on our home page.** Call to ask for details.

To place a Directory of Services ad

1. Call to discuss the length of your run, other details: 877-745-8776, ext. 1.
2. Reserve your space by faxing the Directory of Services insertion order form to us. (Download the PDF form at current.org/advertise.)
3. Have your designer prepare a black and white camera-ready ad and email it to us at least 7 days before the first issue date.

Single DOS ad (actual size)

Sizes and prices

	Single ad	Double ad
Size in inches	2.25 wide x 1.5 high	2.25 wide x 3 high
Size in picas (1/6 inch)	14.5 x 9 picas	14.5 x 20 1/4 picas
Price per issue, 6-month plan	\$45 per issue	\$90 per issue
Price per issue, 12-month plan	\$40 per issue	\$80 per issue

Payment options

Credit card, prepayment and billing options are listed on the insertion order (blank forms at current.org/advertise).

We mail invoices within days after publication along with tearsheets of ads. Payment is due 30 days after bill date. Invoices reflect net rates — agency discounts do not apply.

Double DOS ad (actual size)

Preparing and Submitting Print Materials

To reserve ad space and color

Send us your insertion orders in writing before reservation deadlines (see schedule, page 9), generally 7 days before cover date. Download the PDF form from our website at Current.org/advertise. Fill it out and fax or email it to us.

Placement: We will try to place your ad on your preferred page. For a \$100 surcharge, we will hold a specific page for your ad. Note that press limitations sometimes don't permit color on certain pages.

Color: When you reserve space, you must specify color needs so that we can reserve press capacity.

- Four-color process: (See rate card for pricing.) Required if you wish to include full-color photos. Colors are created with CMYK inks (cyan, magenta, yellow and black).

- Single color: (See rate card for pricing.) We don't offer spot color (ink mixed to order), but here's a similarly affordable option: Save by using only a single hue plus black ink. Your designer will use the usual CMYK process to create the single color.

Design and composition

We can assist in a pinch, but we urge you to assign your own professional designer to prepare materials. Our design rates are \$75 per hour. We also charge per hour for labor if you submit copy with serious technical problems that you can't fix before deadline.

Materials for reproduction

Preferred format: high-resolution PDF.

- Must include all images, fonts, color separations.
- Flatten (merge layers) in design software before making PDF.
- Create PDF with high-resolution "Press Quality" setting, not "High Quality Print" or other settings.
- Be sure to turn OFF "printer's marks."
- Be sure the color settings are set to CMYK if a four color ad.

Use true black or greyscale in Black and White ads.

Second choice: native PC or Mac files created in — Adobe InDesign or Quark XPress 4 or lower. Always include fonts and all linked artwork (photos, logos, etc.).

Less preferred formats: Adobe Illustrator, later Quark versions, or Photoshop (600 dpi minimum). Always include fonts and all linked artwork (photos, logos, etc.)

Scanned image file types within submitted PDFs:

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

Fonts: Always include with art. OpenType or Type 1 fonts preferred.

Defensive design to avoid color gremlins

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

Watch your color builds. The guideline for maximum ink density for color build areas for the web-press is a total of 220%. Please be mindful to 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 run the risk of bleeding or rub off.

Make it CMYK! If your ad will print in process color, use only CMYK images. Be sure that you have converted all RGB color images (such as logos) to CMYK. Designers do slip up, creating regrettable errors.

Protect your legibility. For small print (12 point or smaller) use black plate only. (**For small print, don't take chances by building black or other colors from multiple inks.**) Likewise, don't reverse small white print out of a multi-ink background. Most risky of all: fine, thin typefaces printed small and with multiple 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; its presence 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, screen it 80% or 90% and compensate by choosing darker ink.

Don't expect printing to match all the colors you see on your computer screen. PDFs and other RGB computer files show a different range of hues than CMYK inks are capable of printing. Some RGB and spot colors cannot be recreated in CMYK. Color will always be much "hotter" on a screen than it will be as ink on paper. Process ink colors are transparent and the ink absorption factor on an uncoated paper diffuses color.

Options for delivering materials

Email: For PDF sizes smaller than 3MB or so. To protect files, compress using Zip or Stuffit before sending. Send to: unwin@current.org.

FTP to our prepress vendor, Electronic Ink: Better for larger files. For FTP help, consult your nearest techie. Please call for our FTP address, login and password.

Send via DropBox.com: For people who don't already know FTP or have a techie who does, this is an easier way to send large files. Requires free but quick-to-obtain registration.

Preparing Online Materials

Acceptance

Deadline: Submit creative material at least **3 business days** before your requested run date. This allows *Current* to troubleshoot the file and its links to make sure the ad works as expected.

Current reserves the right to decline or revoke acceptance of any insertion, graphic, text or URL.

File formats and weights

Ads may be submitted as JPEG, GIF, animated GIF or Adobe Flash files.

Maximum file size of initial download: 40 KB (kilobytes) for Medium Rectangle or Leaderboard, 30KB for Small Rectangles.

Design

Professional-quality graphics only. We urge you to assign a web designer to handle the technical end of your ad creation.

Your choice of three sizes and prices. See sizes, page 4.

Use image specs for the Web, not print: 72 dots per inch, RGB color. Full color is free!

If ad is animated, maximum animation time: Single loop of 15 seconds

No repetitive animation or rapid “strobing,” flashing or blinking of any text or graphic elements. No repetitive animation unless it is very subtle.

No transparent backgrounds. Ad must not blend into other screen content.

Functional web elements must work as users expect, including buttons, dropdowns and listboxes. Content visible through transparent layers must be accessible to users.

No, advertorials, please. Do not imitate *Current* editorial graphics or use our regular print typefaces, including Franklin Gothic and Cheltenham Condensed.

Set apart your ad from the web-page background. Your ad must be set apart by a border or clearly contrasting background colors.

Behavior

If your ad includes audio, it should not start playing unless the website visitor actively initiates the playback. A readily visible audio “on” and “off” switch is required.

Ad should not trigger pop-up windows (pop-up windows that open underneath other windows).

Target for click-throughs: We encourage advertisers to create their own landing pages as targets for their clickable ads. All click-through links must open in a new browser window with a fixed

width no larger than 764 pixels, including 4-pixel margins on left and right sides.

Expanding ads: Ads that expand beyond their original size are permitted only if they respond to a deliberate click by the website user. (We suggest a link labeled “EXPAND AD” or “RETRACT AD” to toggle between the two sizes.) However, passing the mouse over an ad should not activate expansion.

Ad serving and analytics

No third-party servers. *Current* will serve your ad using our ad server vendor, Google DoubleClick for Publishers. Alternatively, you may serve the ad from your own site. But we cannot work with a third-party server.

Analytics: On your request, we’ll provide Google DoubleClick data to confirm your ad’s exposure (“impressions”) as well as clicks and click-through rates.

You can also arrange ad-tracking by a third-party vendor of your choice.

Flash compatibility problems

If your ad uses Adobe Flash for animation or video, you may face some known compatibility issues with certain web browsers. Please advise your web developer to use the appropriate input clickTAG to avoid the possibility of your ad triggering unwanted popup browsers.

If you use Flash 8 or 9

```
on (release) {
    if (_root.clickTAG.substr(0,5)
        == "http:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

The code above is ActionScript 2.0 code. Do not export your SWF (Flash) file for Flash 10 or use ActionScript 3.0 at this time! Today’s browsers have compatibility problems with the new Flash security model, which prevents the clickTAG from working properly with them. Also, you should be aware that Flash 8 and 9 use case-sensitive clickTAG parameter names. Make sure to change them if your ad server requires another variation such as clickTag or ClickTag, and make sure that all occurrences of the parameter name are exactly the same.

If you use Flash 4, 5, 6

```
on (release) {
    if (clickTAG.substr(0,5)
        == "http:") {
        getURL(clickTAG, "_top");
    }
}
```

The code above is ActionScript 2.0. With these older versions of Flash, it is no longer recommended that you export your SWF (Flash) file for them. If you must do so, however, it is important not to use `_blank` for the target frame to open a new browser window. If you use Internet Explorer 7 or higher with the Flash 10 plugin, it will incorrectly block your clickTAG as a popup due to backwards compatibility problems with the new Flash security model, so you must use `_top` as shown in this code.

Publication Schedule 2012 With advertising deadlines

ISSUE NUMBER & COVER DATE <small>USUALLY MONDAYS</small>	SPECIAL ISSUES AND BONUS DISTRIBUTION AT MAJOR CONFERENCES IN PUBLIC MEDIA	DEADLINE FOR DISPLAY SPACE RESERVATIONS FOR PRINT <small>USUALLY MON- DAYS, A WEEK BEFORE PUB DATE</small>	CLASSIFIEDS COPY DEADLINE FOR PRINT <small>USUALLY TUESDAYS, 6 DAYS BEFORE</small>	DISPLAY AD CREATIVE MATERIALS DEADLINE <small>USUALLY WEDNESDAYS, 5 DAYS BEFORE</small>
1 – Jan. 17 †		Jan. 9	Jan. 10	Jan. 11
2 – Jan. 30	Special: Fundraising in a Broken Economy	Jan. 23	Jan. 24	Jan. 25
3 – Feb. 13		Feb. 6	Feb. 7	Feb. 8
4 – Feb. 27	APTS Public Media Summit, Feb. 26-28, DC IMA/SXSW, March 7-8, Austin, TX	Feb. 17	Feb. 21	Feb. 22
5 – March 12		March 5	March 6	March 7
6 – March 26	Special: What's Working Online	March 19	March 20	March 21
7 – April 9	PBS Tech Conf./NAB, April 11-13, Las Vegas, NV Assn of Public Radio Engineers/NAB, Las Vegas	April 2	April 3	April 4
8 – April 23	Grantmakers in Film and Media, April 29-May 1, Los Angeles	April 16	April 17	April 18
9 – May 14 ‡	PBS Annual Meeting, May 14-17, Denver Non-COMM Triple-A Music conf, May 17-19, Philadelphia	May 7	May 8	May 9
10 – May 29 †	Public Broadcasting Management Assn., May 30-June 1, Las Vegas	May 21	May 22	May 23
11 – June 11	Natl. Fedn. of Community Broadcasters, June 13-16, Houston	June 4	June 5	June 6
12 – June 25	Public Radio News Directors Inc., June 28-30, Houston	June 18	June 19	June 20
13 – July 9	DEI Public Radio Development & Mktg Conf., July 12-14, Seattle	July 1	July 2	July 3
14 – Aug. 6 ‡	Pledge Pipeline	July 30	July 31	Aug. 1
15 – Aug. 20		Aug. 13	Aug. 14	Aug. 15
16 – Sept. 10 ‡	PRPD Public Radio Programming Conf, Sept. 11-14, Las Vegas Tentative: AMPPR Conference	Aug. 31	Sept. 4	Sept. 5
17 – Sept. 24		Sept. 17	Sept. 18	Sept. 19
18 – Oct. 9 †	Pipeline 2013: Survey of future national public TV programming	Oct. 1	Oct. 2	Oct. 3
19 – Oct. 22	NETA Conference, October 30-November 2, St. Louis Third Coast Intl Audio Festival, Chicago	Oct. 15	Oct. 16	Oct. 17
20 – Nov. 5	APT Fall Marketplace, Nov. 7-10, Sanibel Harbour, Fort Myers, FL	Oct. 29	Oct. 30	Oct. 31
21 – Nov. 19		Nov. 12	Nov. 13	Nov. 14
22 – Dec. 3	Special: The Year's Best	Nov. 26	Nov. 27	Nov. 28
23 – Dec. 17		Dec. 3	Dec. 4	Dec. 5

† Issue published on a Tuesday after Monday holiday ‡ Issue published after interval longer than two weeks

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