

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**, or call 301-270-7240, ext. 36.

Display rates through June '09 Rates may change July 2009. Rates are net: Agency discounts do not apply.

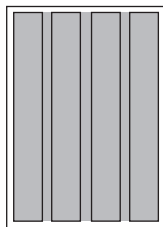
Frequency	1 insertions	4-6	7-10	11-14	15-23	24-29	30+
Discount	Full Price	5%	8%	12%	16%	20%	25%
Full Page	\$1395	1325.25	1283.40	1227.60	1171.18	1116	1046.25
Junior Page	896	851.20	824.32	788.48	752.64	716.80	672
Half Page	760	722	699.20	668.80	638.40	608	570
Little Junior	486	461.70	447.12	427.68	408.24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

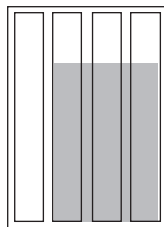
Employment ads: We accept help wanted ads only in the classifieds section.

Display dimensions

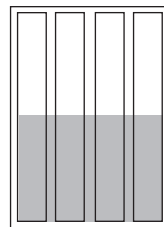
To separate partial-page ads from *Current* articles, your designer should outline the ad with a border, rule or other graphic element.



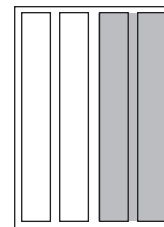
Full page
10 x 14"



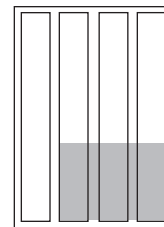
Junior page
7.5 x 10"



Horiz. half page
10 x 7"



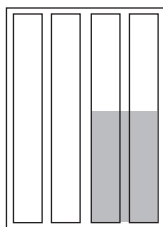
Vert. half page
5 x 13.5"



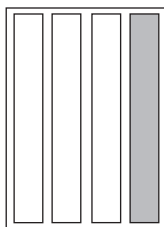
Little junior page
7.5 x 5"

Sizes at right show live area.

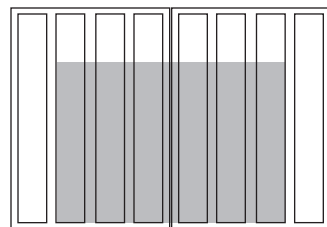
Bleeds are not available. However, double-truck ads *do* print across the gutter.



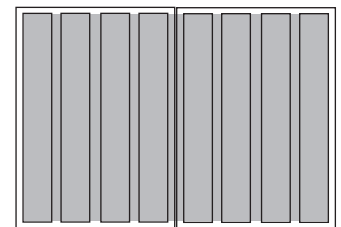
Quarter page
5 x 6.75"



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, 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 and all linked artwork (photos, logos, etc.)

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.

