

KEEP



Current

Current media kit 2011

The best way to reach decision-makers and professionals in public media

Advertise in the print publication And Now on Current.org

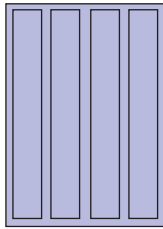
Current Newspaper, a biweekly newspaper has a paid circulation of 4,000 and a readership estimated at twice that number. Our unique group subscription plan makes it widely available in public television and radio stations around the country.

Current.org delivers over 25,000 unique visitors every month from every state in the US. It averages 62,000 page views per month.*

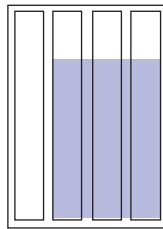
*Google Analytics 12 Month Average April 1, 2010-March 31, 2011.

Print display dimensions

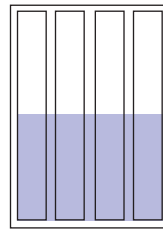
Sizes at right show the live areas. Bleeds are not available. However, double-truck ads *do* print across the gutter.



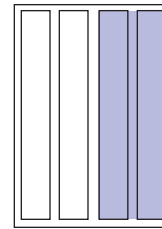
Full page
10 x 14"



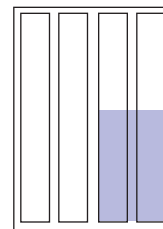
Junior page
7.5 x 10"



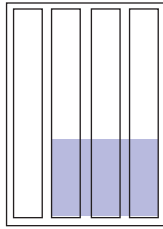
Horiz. half page
10 x 7"



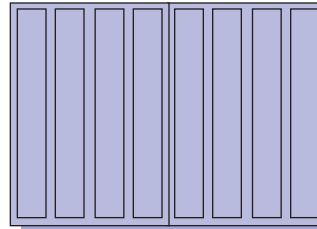
Vert. half page
5 x 13.5"



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, 2011

		Full Page	Junior Page	Half Page	Little Junior	Quarter Page
Open Rate	B&W	\$1,538	\$988	\$838	\$536	\$473
	1 Color (\$200)	\$1,738	\$1,188	\$1,038	\$736	\$673
	4 Color Process (\$300-\$600, depending on size)	\$2,138	\$1,588	\$1,238	\$836	\$773
3-6 Insertions Save 10%	B&W	\$1,384	\$889	\$754	\$482	\$425
	1 Color (\$200)	\$1,584	\$1,089	\$954	\$682	\$625
	4 Color Process (\$300-\$600, depending on size)	\$1,984	\$1,489	\$1,154	\$782	\$725
7-13 Insertions Save 15%	B&W	\$1,308	\$840	\$712	\$455	\$402
	1 Color (\$200)	\$1,508	\$1,040	\$912	\$655	\$602
	4 Color Process (\$300-\$600, depending on size)	\$1,908	\$1,440	\$1,112	\$755	\$702
14-20 Insertions Save 20%	B&W	\$1,231	\$790	\$670	\$428	\$378
	1 Color (\$200)	\$1,431	\$990	\$870	\$628	\$578
	4 Color Process (\$300-\$600, depending on size)	\$1,831	\$1,390	\$1,070	\$728	\$678
20+ Insertions Save 25%	B&W	\$1,154	\$741	\$628	\$402	\$354
	1 Color (\$200)	\$1,354	\$941	\$828	\$602	\$554
	4 Color Process (\$300-\$600, depending on size)	\$1,754	\$1,341	\$1,028	\$702	\$654

Your checklist for carefree display advertising

If there's a good chance your organization will buy THREE or more ads in the next 12 months, consider setting up an annual contract for a frequency discount. See above.

Reserve space *and* color ink before reservation deadline. If you reserve via e-mail or fax, confirm by phone (or ask us to) so you'll be sure *Current* received your reservation.

Assign a professional designer who knows print reproduction. We can help in a pinch.

Protect your designer's work — Take heed of "Defensive design to avoid color gremlins," page 5.

Online Advertising Rates for Current.org

We now offer online sponsorship spots on Current.org.

- 1 Ads typically run for one month and rotate with up to three other sponsors. However, we can customize a plan to suit your needs.
- 2 All ads are placed “run of site” on our home page, recent article selections, jobs page, blog page, and TV Pipeline page.
- 3 Current.org averages 62,000 page views and over 25,000 unique visitors each month throughout the entire site.
- 4 Current sponsors average over 14,000 impressions each month.

	Leaderboard (728 x 90)	Medium Rectangle (300 x 250)	Small Button (125 x 125)
Monthly Sponsorship	\$1,100	\$885	\$495
No commitments			
Monthly Sponsorship	\$995	\$795	\$370
Rate If Run with Print Ad in Same Month			
Monthly Sponsorship	\$885	\$710	\$330
Rate If Run with 6 Times or Greater Print or Online Frequency Contract			



The screenshot shows the Current.org website layout. At the top, there is a PRX logo and the text "Like a story? Share it. PRX: Making public radio more public." Below this is a navigation menu with links like Home, About Current, Jobs, Calendar, Opportunities, Pipeline2011, and Documents. The main content area features a "Help shape Current" survey link, a featured story about KQED rewards, and several advertisements including DMW Direct Fundraising, ASOC Center for Social Media, and Investigative Reporting. Three yellow callout boxes on the right side of the screenshot point to specific ad placements: "LEADERBOARD 728 x 90" at the top, "MEDIUM RECTANGLE 300 x 250" in the middle, and "SMALL BUTTON 125 x 125" at the bottom.

Print & Online

"Tipping Point Marketing" at its best...Current newspaper and Current.org work best in tandem. According to our 2011 Readership Survey, 21% report reading us mostly online, and 30% indicate reading us mostly in print. However, over 80% of print readers say they visit our website at least once a month. **Our rates are designed to encourage a print/online package—giving you access to the total publicmedia audience and reinforcing your message through multiple platforms.**

Current Classifieds Where public media professionals look first

Our rates always include a listing in both print and online, giving your ad exposure among active job-hunters while also reaching professionals who come across your ad while browsing the print edition.

Your ad gets a quick start and long run. You can get the online ad started within a day's time, and run it in the next print edition. We'll keep it online until you've filled the opening (or for 6 weeks, whichever comes first).

To place a job notice:

- Download Classifieds Insertion Order (PDF) from current.org/advertise and fill it out with your exact billing address and purchase order number (if any).
- Fax it to 877-745-8776 and send the text of your ad to unwin@current.org. Make sure your faxed order has been received by *Current*.

Deadlines: There's no deadline for the online version of your ad: It can start the next business day. For print, copy must be received by noon Eastern time on classified deadlines listed on page 8, usually the Wednesday before the next cover date.

RATES:

Standard classifieds consist of text with standardized bold headings--Job Title on the first line, Organization and Location on the second line. All text is one size and the ad will appear in our standard inline format. No graphics. **Rate: \$1.15 a word, \$30 minimum. You may opt to run the same ad in a second consecutive issue at 50% off.**

Enhanced classifieds stand out with a frame and 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.) NOTE NEW RATE! You may opt to run in a second consecutive issue at 50% off.**

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 in the ad. We will relay responses to you. Surcharge: \$20 plus shipping costs.

Programming/Production

Digital Media Manager KUNC, Community Radio for Northern Colorado, Greeley

Are you seeking an opportunity to help a dynamic public radio station move to the new frontiers of digital service? KUNC, Community Radio for Northern Colorado, invites you to become its first Digital Media Manager. The position requires taking a leadership role in ensuring current and future use of digital media is designed around the needs and wants of listener/users. Work daily with content staff to adapt broadcast content and original content for all digital platforms. Position requires a Bachelor's degree or equivalent work experience, ability to perform under deadline pressure, maintain standards of objectivity, balance and fairness, and a demonstrated understanding of digital media platforms. A complete job description is available at kunc.org. Please submit a completed KUNC Application Form, resume, and cover letter to KUNC, Human Resources, 1901 56th Ave., Ste 200, Greeley, CO 80634 or email to hr@kunc.org. KUNC is an equal opportunity employer and encourages workplace diversity.

**Standard Classifieds
example**

Milwaukee Public Television Friends Executive Director

Milwaukee Public Television Friends (MPTV Friends), the fund raising organization for Milwaukee Public Television, seeks an Executive Director.

Proven leadership in administration, strategic and financial planning, fundraising, board development, entrepreneurial ventures, oral and written communication and commitment to diversity required. Experience in public broadcasting and familiarity with the policies and procedures of a community/college licensee is desirable. Experience with capital campaigns a plus.

Reporting to a volunteer Board of Directors, The Executive Director is responsible for overseeing a \$5.5+ million annual budget, planning, leading, directing and evaluating overall management of staff of 20; administrative, programmatic, educational, development and external relations activities of the organization, as well as effective liaison with the college (licensee), community, state and national entities and Friends Board.

This position develops strategies, implements plans and oversees: on-air fundraising drives, direct in-house mail programs, telemarketing, annual televised Auction, online and e-fundraising, member benefits and events, donor acknowledgements, matching gifts, investment of endowment and operating funds, member services and the volunteer program. For a complete position description, visit mptvfriends.org/employment

Deadline to apply is June 1, 2011, or until filled. Applications must include (1) a letter describing how training and experience relate directly to the outlined job responsibilities and qualifications, (2) a detailed professional resume, (3) letters and/or contact information from at least three professional references. Applications should be directed to: Chair, Executive Director Search Committee, MPTV Friends, 700 West State Street, Milwaukee, WI 53233, fax 1-414-297-8007 or schaffes@matc.edu. MPTV Friends is an affirmative action/equal opportunity employer that strives to enhance its ability to develop a diverse staff and to increase its potential to serve a diverse membership. All applications are welcomed and encouraged and will receive consideration.



**Boxed Classifieds
example**

Samples are not shown at actual size.

Directory of Services Continuous exposure in print & online at affordable cost

Join the 'A' list of vendors who can always be found in the Directory of Services
877-745-8776

Keep your name in front of your customers every issue so you're there when they need you
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. **And now, every Directory of Services ad comes with an online enhancement. Call to ask for details.**

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

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	\$50 per issue	\$95 per issue
Price per issue, 12-month plan	\$45 per issue	\$85 per issue

Need a hand?
We build membership programs specifically for public media.

- > Strategic Planning
- > List Services
- > Message Development
- > Direct Mail/Online Campaigns
- > Management of Complex Membership Programs
- > Campaign Analysis

We've served more than 50 stations for over 40 years, and we'll help *your* membership reach its fullest potential.

Call Tom Hurley at 508-202-4007 or visit dmwfundraising.com

DMW | Direct
FUNDRAISING

Double Ad example

www.creativepr.org
888.233.5650

Program Directors...
Discover NEW CONTENT

Producers...
INCREASE your carriage

Getting GREAT RADIO heard

Single Ad example

Payment options

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

You can call us to pay by credit card:
301-270-7240, ext. 38.

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.

Advertisers with overdue bills must pay up and prepay before we accept further ads. New advertisers may be required to prepay at first.

Technical specs: Print

To reserve ad space and color

Send us your insertion orders in writing before reservation deadlines (page 8), generally 7 days before cover date. Download the insertion order form from our website at Current.org/advertise, fill it out and fax or e-mail it to us. When you reserve space, you must choose black-and-white, "single-color" or four-color printing.

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 prevent the use of color on certain pages.

Specify your color needs when you reserve space.

- **Four-color process:** \$600. Required if you wish to include full-color photos. Colors are created with CMYK inks (cyan, magenta, yellow and black).
- **Single color:** \$200 per color. 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 accepted for reproduction

Preferred format: high-resolution PDF. Must include all images, *fonts*, color separations. Flatten (merge layers) in your design software before creating PDF. Create PDF with high-res "Press Quality" setting, not "High Quality Print" or other settings.

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.)

Formats not accepted: ads in Corel or Microsoft Publisher file formats, ads composed entirely in Microsoft Word or delivered on paper, film or negatives.

Image scans within publishing 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. Type 1 or OpenType preferred.

Not accepted as display ads

Current doesn't accept:

- advertorials or ads designed to look like *Current* articles,
- help-wanted or positions-wanted ads (except in the classifieds section).

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.

Watch your color space! 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. Avoid printing small text (12 point or smaller) with multicolor builds or putting small or fine white text on backgrounds built with multiple inks. Safer: Print small type in a single ink. Don't create small 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 all the colors you see on the 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.

Materials delivery options

E-mail: For file sizes smaller than 3MB or so. Include all fonts used. To protect the file, compress it 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. Call us for FTP address.

DropBox.com to us. 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.

Express delivery of discs: Burn all files onto a CD or save on USB thumbdrive. To protect your art, *please* maintain a backup copy in your office and ship by Federal Express or similar trackable carrier.

Delivery address:

Current Advertising Dept.
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912-4423

Advertising contact:

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

Technical specs: Online

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

We can assist in a pinch, but we urge you to assign your own 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 Button ads

Design

Professional-quality graphics only

Your choice of three sizes and prices. See sizes above.

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: 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. That is, art for the wide Leaderboard ads must not have red backgrounds because they appear at the top of the page on Current.org’s red background (RGB color #990000). Other ads must not have white backgrounds unless they have borders.

Behavior

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

Ad should not trigger pop-unders (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: You can ask your designer to create an ad that expands beyond its size in response to a deliberate click by the website visitor. (We suggest a link that labeled “EXPAND AD” or “CLOSE” 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.

2011 Publication Schedule

Deadlines

ISSUE NUMBER & COVER DATE USUALLY A MONDAY	SPECIAL ISSUES AND BONUS DISTRIBUTION AT MAJOR CONFERENCES IN PUBLIC MEDIA	DISPLAY AD RESERVATIONS USUALLY MON 5 PM EST, A WEEK PRIOR TO PUB DATE	DISPLAY AD ART USUALLY WED 5PM EST, 5 DAYS PRIOR TO PUB DATE	PRINT CLASSIFIED ORDER AND COPY USUALLY TUE 5 PM EST, 6 DAYS PRIOR TO PUB DATE
1 – Jan. 10 L	NETA 2011 Conference, Nashville, Jan. 11-13	Jan. 3	Jan. 5	Jan. 4
2 – Jan. 24		Jan. 17	Jan. 19	Jan. 18
3 – Feb. 7	American Public Television 50th Anniversary	Jan. 31	Feb. 2	Feb. 1
4 – Feb. 22 H		Feb. 14	Feb. 16	Feb. 15
5 – March 7	Integrated Media Assn. Conf. at South by Southwest, Austin, March 10-11 AMPPR Public Radio Music Conference, New York City, March 10-11	Feb. 28	March 2	March 1
6 – March 21		March 14	March 16	March 15
7 – April 4	APTS Capitol Hill Day, Washington, DC, April 3-5 PBS Technology Conference, Las Vegas, April 6-8 Assn. of Public Radio Engineers, Las Vegas, April 7-8	March 28	March 30	March 29
8 – April 18		April 11	April 13	April 12
9 – May 2		April 25	April 27	April 26
10 – May 16	PBS Annual Meeting, Orlando, May 16-19 Non-COMM Triple A Music Conference, Wilmington, Del., May 19-21	May 9	May 11	May 10
11 – May 31 H	Public Broadcasting Management Assn., Nashville, May 31-June 3 NFCB Community Radio Conference, San Francisco, June 1-4	May 23	May 25	May 24
12 – June 13	Public Radio News Directors Inc. Conference, Arlington, Va., June 24-25	June 6	June 8	June 7
13 – June 27	Bonus Edition in DEI PMDMC Tote	June 20	June 22	June 21
14 – July 11	DEI Public Media Development & Marketing Conf., Pittsburgh, July 14-16	FRI July 1 H	July 6	July 5
15 – July 25		July 18	July 20	July 19
16 – Aug. 8	Pledge Pipeline 2011 Issue *NEW* (survey of pledge programs in development)	Aug. 1	Aug. 3	Aug. 2
17 – Aug. 29 L		Aug. 22	Aug. 24	Aug. 23
18 – Sept. 19 L	Public Radio Program Directors Conf., Baltimore, Sept. 20-23	Sept. 12	Sept. 14	Sept. 13
19 – Oct. 3		Sept. 26	Sept. 28	Sept. 27
20 – Oct. 17	Pipeline 2012 issue (survey of public TV programs in development) NETA Conference, October 18-20 Kansas City	Oct. 10	Oct. 12	Oct. 11
21 – Nov. 7	American Public Television Fall Marketplace, Memphis Nov. 10-13	Oct. 31	Nov. 2	Nov. 1
22 – Nov. 21 L		Nov. 14	Nov. 16	Nov. 15
23 – Dec. 12	Year-end issue	Dec. 5	Dec. 7	Dec. 6

H Date delayed by holiday L Issue published after interval longer than two weeks

Now in our 31st year as Public media's meeting place

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

Current is a service of the American University School of Communication

Current Newspaper 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912-4423