

# currents

Arts & Humanities Bainbridge Magazine

Display Advertising  
Call for Reservations

July Aug Sept 2018 Issue



RESERVE  
DISPLAY AD  
SPACE BY  
**MAY 16**

AD FILES DUE  
**JUNE 1**

PAGES FOLLOWING:

- Rates & Sizes
- Digital Specs
- Design Fees
- Ad dimension examples

Currents is mailed  
**FREE** to every  
Bainbridge Island  
address!

Also available at  
many local venues in  
Kitsap County and at the  
Seattle and Bainbridge  
WSF Terminals

Published since 1991

Provide this PDF to your graphic designer or art director to achieve the best results possible for your ad. Or review and apply information regarding placement ready ad files below, or see "Need Design Help?"

## RATES & SIZES THROUGH SEPT. 2018

### DISPLAY AD DIMENSIONS AND AD RUN RATES \*\* ALL PAGES ARE FOUR COLOR PROCESS

(no spot, pantone or rgb)

Size A	3.625w x 2.125h	\$185.00
Size B	3.625w x 3h	\$260.00
Size C vertical	3.625w x 4.5h	\$320.00
Size C horizontal	7.5w x 2.1875h	\$320.00
Half Vertical	3.625w x 9.25h	\$420.00
Half Horizontal	7.5w x 4.5h	\$420.00
Full Page border	7.5w x 9.25h	\$750.00
Full Page bleeds	8.25w x 10.625 h+ .25	\$750.00
Inside Front Cover	8.25w x 10.625h + .25	\$1000.00
Back Cover border	7.5w x 7.375h	\$1000.00
Back Cover bleeds	8.25w x 7.375h + .25	\$1000.00

\* Less 10% for 501 (c) (3) nonprofit organizations

\*\* Prices apply for "camera-ready" (placement ready) files only

(See following pages for examples of ad size and shape)

### PUBLICATION PRINTING SPECIFICATIONS

Trim Size: ..... 8.25" x 10.625"  
Live Area: ..... 7.375" x 9.875"  
Color: ..... Four Color Process (CMYK)  
Maximum Ink Density: ..... 300%  
Line Screen: ..... 150Lpi  
Image Resolution: ..... Photos (300 dpi); Line Art (1200 dpi)  
Paper: ..... Matte Coated  
Binding: ..... Saddle-stitched  
Printing: ..... HeatssetWebOffset

### SPECIFICATION QUESTIONS

Jeanette Alexander, 206.842.6368  
or email: [jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com)

### HOW TO SUBMIT YOUR AD:

**Files SMALLER THAN 15 MB:** email to:  
[jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com)

**Files OVER 15 MB:** use this secure upload site:  
[www.hightail.com/u/JeanetteAlexander529334](http://www.hightail.com/u/JeanetteAlexander529334)

### AD SPACE RESERVATIONS

To reserve display advertising space, please contact Juliet Schlessler via email: [julietjs5@gmail.com](mailto:julietjs5@gmail.com) or call 206.780.5335.

Please specify ad size, whether artwork will be provided, and in what format. If you need help with design, please see below "Need Design Help?"

### DEADLINES for JULY-AUG-SEPT ISSUE 2018

Reserve ad space by **MAY 16**

If needed, request design help by **MAY 22**

Provide your placement ready Ad files by **JUNE 1**

Publication goes to print on **June 15**

**PAYMENTS:** A 50% DEPOSIT IS REQUIRED FOR FIRST TIME ADVERTISERS, due at the time of space reservation. This deposit is nonrefundable after reservation closing date above. Final payment of ads placed and any related design or production fee added is due upon receipt of a final invoice billed to you by Arts & Humanities Bainbridge.

### Placement Ready Ad Files

**Press Quality CMYK or Grayscale PDF at exact ad size is PERFECT!** (or 350 dpi JPEG at exact ad size). PDF works best as "press quality" CMYK, or grayscale, with fonts embedded or outlined.

**Alternate software accepted:** InDesign CC9.0 or lower (or IDML), Illustrator CC17.1 or lower, Photoshop CC14.2 or lower. **PLEASE include FONTS & LINKS.**

### CANNOT ACCEPT AD FILES IN THESE SOFTWARE PROGRAMS:

**Writer, Publisher, Corel, MS Word, Excel, PowerPoint, or Pages.**  
**Please follow ad size guidelines export to PDF.**

**REQUIRED MODIFICATIONS TO ADS:** Should a submitted file require modification to meet Currents ad specifications, the advertiser will be notified as soon as possible before print deadline. If we are unable to modify to meet specifications we will ask for resubmit if time allows.

*Should a submitted file require modification by Currents staff or the printer at the last minute (past the submittal date) the advertiser may be subject to production charges in addition to the ad run cost.*

**AD PROOFS:** We assume all ad files supplied are preapproved with no need to provide one. If you do want to see PDF proof of your submitted ad file can be emailed at no charge simply contact Jeanette at [jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com).

### Need Design Help?

Design/production services are in addition to our ad run cost, provided at \$64 per hour plus any materials expenses (a 25% discount off standard hourly design rates as a courtesy to all Currents advertisers). Costs vary according to time required and materials provided by the advertiser. Please provide enough information in order for Jeanette to estimate the cost.

Contact Jeanette Alexander at:

[jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com)

# currents DISPLAY Ad Size Examples

PLEASE REFER TO SPECIFICATIONS FOR  
DIGITAL AD SUBMITTALS ON PREVIOUS PAGE.

For questions regarding prices and sizes, and to reserve display  
advertising space, please contact our ad sales manager:

Juliet Schlessler, 206.780.5335; email: [julietjs5@gmail.com](mailto:julietjs5@gmail.com)

If you need design and production of your display ad, contact  
Jeanette Alexander, 206.842.6368; Email: [jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com).

Additional fees will apply

Thank you to all advertisers who work with and support  
the arts and humanities. We couldn't do it without you!

**Size A**

**\$185.00**

**3.625w x 2.125h (inches)**

**Horizontal Only**

**SIZE C HORIZONTAL**

**\$320.00**

**7.5w x 2.1875 (inches)**

**Half Page Horizontal**

**\$420.00**

**7.5w x 4.5h (inches)**

**FULL PAGE BLEED FOUR COLOR PROCESS**

**\$750.00 inside back cover or \$1000.00 inside front cover**

**(Live area = 8 x 10.5) TRIM IS 8.25 x 10.625 plus need a .25 bleed excess for image that is to bleed to edge**

**FULL PAGE (without bleed) 7.5 x 9.25 - SAME RATES AS ABOVE**

**Size B**

**\$260.00**

**3.625w x 3h (inches)**

**Half Page Vertical**

**\$420.00**

**3.625w x 9.25h (inches)**

**Size C VERTICAL**

**\$320.00**

**3.625w x 4.5h (inches)**



ITAM AUC TERENATUREI PUBLICI TURBIS.  
CRETIFECIBUS BONENATQUO NULA  
CONSULIS TE, FES SILIN PERDIU INGULTO  
MOLTORIS TAM INPRATILINTE TERFITIA  
ICAVOCUP IMILICTUM NONSULUS, SENTERI  
VASTANT IAESSE ETRE RE DUM RE IGILINA,  
QUE CEPS, DIN SPERCE FACI CRIO NORIO  
IAM ATUM ETILIENT, PATIU

ECRWSS  
CURRENT RESIDENT  
BAINBRIDGE ISLAND WA 98110

14,000 issued each printing | Mailed to all addresses on Bainbridge Island, available on the Bainbridge-Seattle WSF, and several venues in Kitsap County

## Outside Back Cover

**\$1000.00**

**Bordered ad  
7.625" square (inches)**

### IF YOU WANT A BLEED AD BEYOND THE TRIM EDGE:

Live /Trim area is 8.25" w x 7.875" h inches

Keep all text within 8"w x 7.5h "safe" area

Add .25" excess artwork beyond in your file  
for a bleed to edge ad.