

THE CURRENT
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MEDIA KIT

THE CURRENT

HOW YOU BENEFIT

The Current is East Lansing's only full-color arts and culture magazine developed for and by Michigan State University students. With the Millennial generation currently holding about \$1.3 trillion in annual buying power, this locally owned and printed publication is perfect for reaching more than 45,000 students that call East Lansing home. *The Current* also has a thriving web presence and website that further expands the reach of this publication.

HOW STUDENTS BENEFIT

The Current is a unique publication that allows students to participate in every aspect of creating a printed magazine, from writing to editing and design. By targeting one of the biggest demographics in the country, Millennials, students learn how to market and aim a publication toward a specific audience as well as creating unique pieces for their portfolios. To complement the print edition, *The Current's* website allows students to expand their writing beyond the East Lansing audience and gain experience writing for a national audience of their peers.

WE'RE OUT THERE

Each issue of *The Current* can be found and read for free at more than 20 locations on MSU's campus and in East Lansing, including academic buildings, health buildings and local businesses. This focus on key places that students and faculty frequent allows us to reach our audience effectively and efficiently.

Print issues are placed on newsstands by the second week of the month, and the website is updated the same day that the publication is physically distributed. Our online presence on social media includes Facebook, Twitter and Instagram along with a website that sees us post content almost every day of the week.

THE CURRENT

REACH THE RIGHT AUDIENCE

Your ad is surrounded by relevant content: entertainment, food, arts, MSU students and faculty, events and so much more. *The Current's* articles are designed for a specific target audience:

WHO



MSU Students

MEDIAN AGE

21

LOCATION

Residence halls and academic buildings on Michigan State's campus, as well as other businesses in East Lansing

SOCIAL MEDIA



AVERAGE MONTHLY READERSHIP

21,000

MONTHLY WEBSITE VIEWS

442.92

THE CURRENT

ADVERTISING & RATE SPECIFICATIONS

AD SIZE	DIMENSIONS	4 MONTHS
Premium Positioning (Inside front cover, inside and outside back cover)	9.5 x 9.25" (+ 0.25" bleed)	\$1,000
Full-Page	9.5 x 9.25" (+ 0.25" bleed)	\$750
1/2 Page (vertical)	4.1667 x 8.5"	\$500
1/2 Page (horizontal)	8.5 x 4.125"	\$500
1/4 Page	4.1667 x 4.125"	\$445

*Pricing does not include production

ADDITIONAL OPPORTUNITIES

Magazine Inserts		\$2,500
Side Tower Ad	400 px W x 600 px H	\$100
Top Banner Ad	130 px W x 1200 px H	\$100
Page Sponsor		\$300
Video Ad (placement only)		\$175
Video Ad (production only)		\$1,800
Home Page Takeover	500 px W x 500 px H	\$625

DISPLAY RACK ADVERTISING

NUMBER OF RACKS PER MONTH	DIMENSIONS	2 MONTHS	3 MONTHS
1	8.5 x 11"	\$150	\$120
5	8.5 x 11"	\$600	\$450
10	8.5 x 11"	\$900	\$700
20	8.5 x 11"	\$1,400	\$1,000

*Pricing does not include production

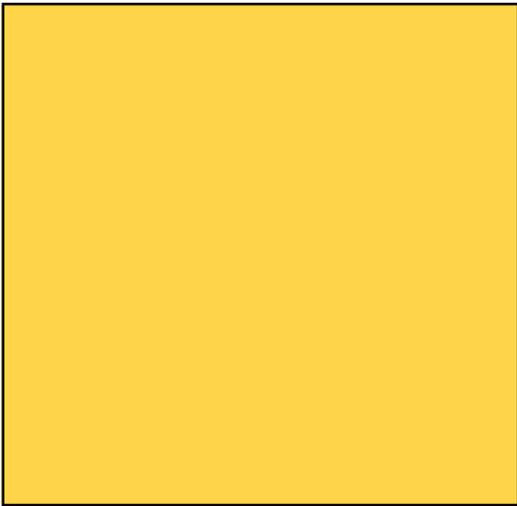
THE CURRENT

STAND OUT

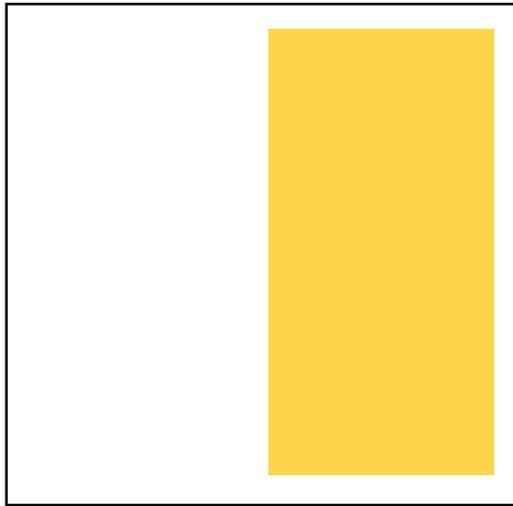
The format of this publication allows for creativity and attractiveness in design that will capture the eye of readers. With ad sizes ranging from full-page to 1/4 page, ads are guaranteed to suit your company's needs. *The Current* has a 50/50 content to ads ratio with competitive ad separation, ensuring that your ad stands out.

ADVERTISING SIZE OPTIONS

Full-Page



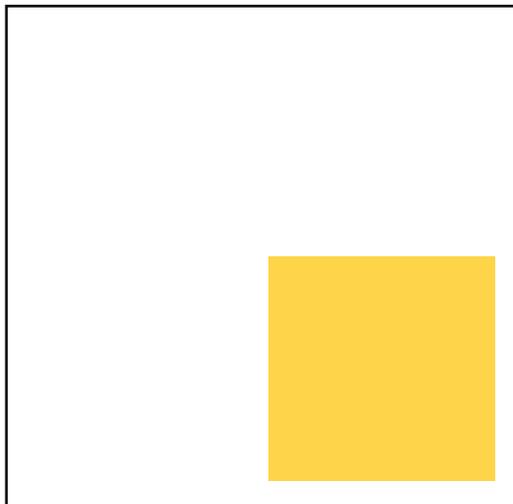
1/2 Page Vertical



1/2 Page Horizontal



1/4 Page



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AD SUBMISSIONS

- PDF or Illustrator .eps submissions of all art materials are the preferred delivery methods.
- Ensure that all fonts are embedded and all colors are converted to CMYK.
- Must include .125" bleed outside the trim edge on full-page ads.
- We recommend saving at 300 DPI.
- Please avoid small or thin reverse text on four-color backgrounds.
- Advertiser assumes all liability for content, including font and art usage in its ads.

SPECIAL POSITION

For inside front cover, inside back cover, outside back cover, or fixed positions, call the sales department at (517) 203-3333 or ask your account representative for pricing and availability.

CLOSING DATES

Space reservations are required by the first of the month preceding the publication. Camera-ready materials are due by the 5th of the month preceding the publication ads will run in. There will be a \$65 late fee for all ads that come in after the 5th.

IN-HOUSE AND PRODUCTION

Target your customers with eye-catching and award-winning designs by our in-house graphic designers. There is an \$85 hourly fee for this service with a one-hour minimum. This service includes two rounds of edits and post-production. Following its run, the ad is yours to use where you see fit.

SENDING MATERIALS

Email materials to your account representative; please compress large files using either ZIP or Stuffit before emailing.

THE CURRENT

ISSUE THEMES

Spring: Refresh, rebirth, new beginnings

- Local nonprofits that help people pick themselves back up
- What students and staff are up to, new developments, groundbreaking research

Summer: Harvest, health, relaxation, prosperity

- Local places that can help you relax
- How students and staff are spending their three months of summer (class, work, vacation, internships, etc.)

Fall: Welcome Home/Back, Spartans

- Bring on the bucket list, back to school
- Your favorite fall things (football, feasts, family, friends, fun)

Winter: Finding your way

- Navigating campus, class, life and places
- Winter Warrior (Habitat for Humanity), from school break to breaks from class, to breaking ground for new buildings on/around campus