

# *artwork specifications*



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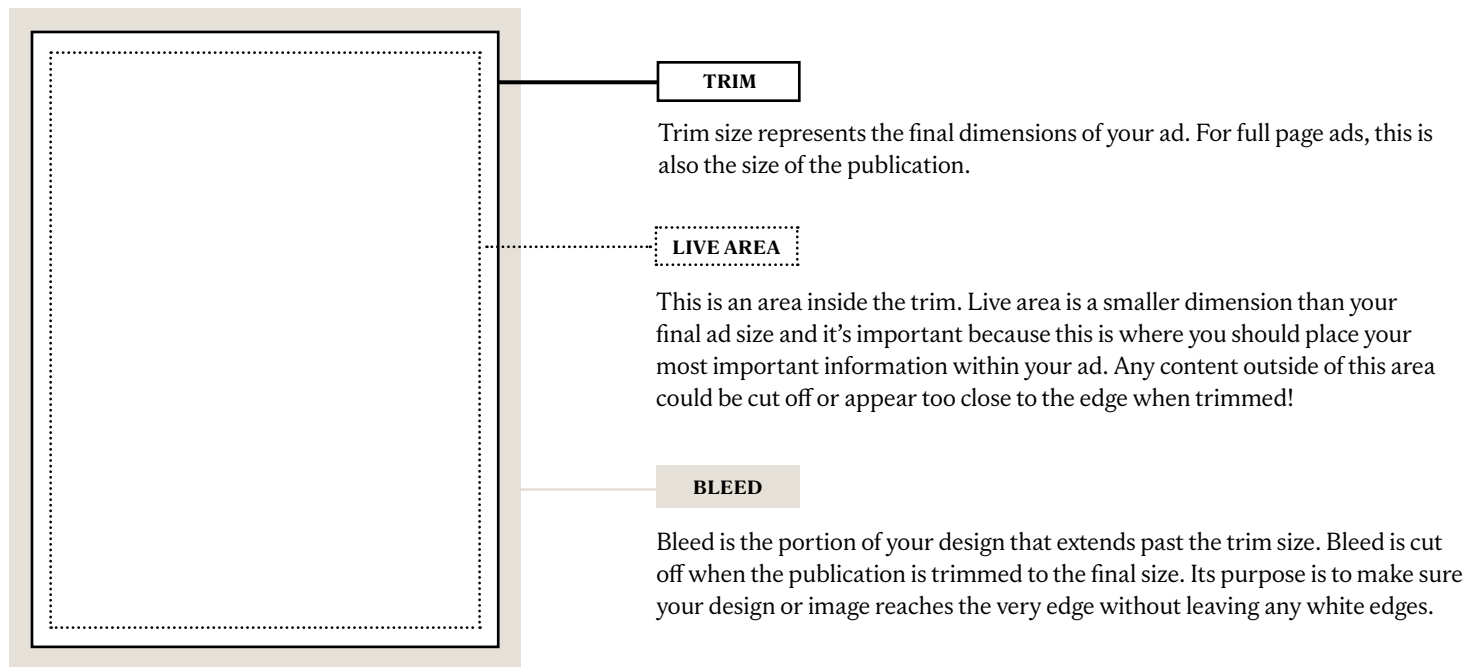
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# print specifications

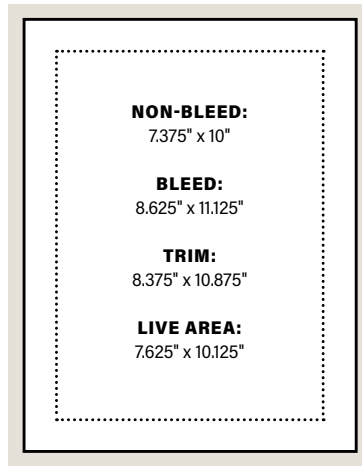




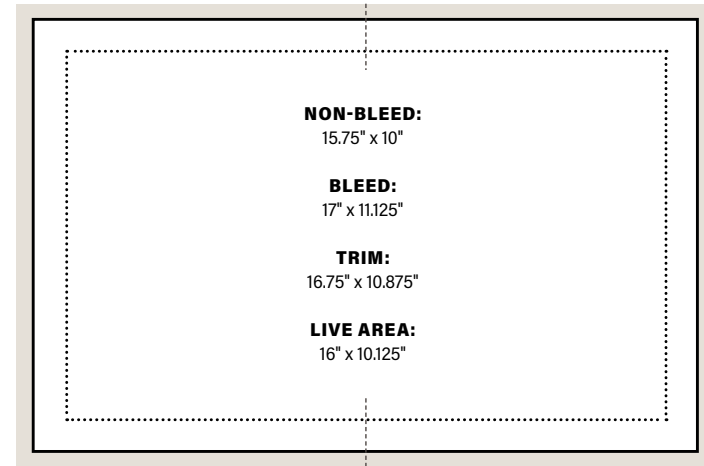
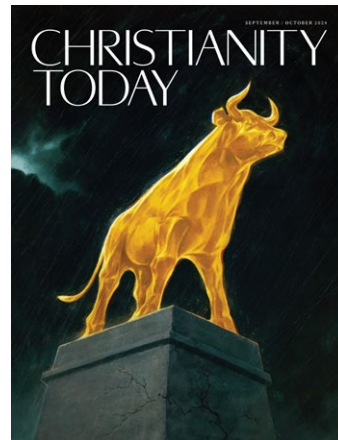
\* Source: **Trillion**

# *print specifications*

CT Magazine



**FULL-PAGE AD**



**TWO-PAGE SPREAD**

BLEED

TRIM

NON-BLEED

# print specifications

## CT Marketplace Ads

### 1/2 PAGE ADS

**HEADLINE:**  
Up to 8 words

**BODY COPY:**  
Up to 75 words

**SUBHEAD:**  
up to 18 words

**CALL-TO-ACTION:**  
2-3 words

**AD SIZE:**  
7" x 4.5"  
300 dpi; jpg/tif/png

The Legacy of Billy Graham  
Discover Graham's groundbreaking crusades, his global influence, and the powerful story of Ruth Bell Graham.

ONE SOUL AT A TIME  
THE MESSAGE OF BILLY GRAHAM

WHY I LOVE TO SING  
THE MESSAGE OF BILLY GRAHAM

Learn more on [www.eerdmans.com](http://www.eerdmans.com)

Why Your Emotional Health is the Key to Your Leadership  
Dr. Maurice Graham lays out the connection between emotional health and healthy church leaders. Pastoral Intelligence will be emotional and theological awareness into your pastoral leadership.

Restoring the Restoration: The Christian Church, what went wrong?  
Restoring the Christian Church started as early as the 1600s, and has never stopped. This book is a fresh look at what has happened since those early reformations and what needs reformed today. If you want a church that is growing, building mature Christians, and led by the Holy Spirit, this book is for you!

How do REAL BAD GUYS Become GOOD?  
A fun, engaging story for middle-grade readers that explains our sin problem and its solution.

"This book isn't just smart, funny, and entertaining...it's important."  
—Dallas Jenkins, creator of The Chosen

Ruth Davall Crawford's Wonderful Career in Music and Evangelism  
Learn about Ruth Crawford's original contribution to evangelical gospel music in her pioneering ministry with Percy Crawford. During the mid 20th century, Gospel music both rose and made huge strides in the field of Christian music, raising the status of women in performance to parity with men.

The Blessings in Suffering  
is a personal testimony and a message to anyone who is going through hardship that God loves your prayers and will turn your suffering into blessings.

### 1/4 PAGE ADS

**HEADLINE:**  
Up to 8 words

**BODY COPY:**  
Up to 60 words

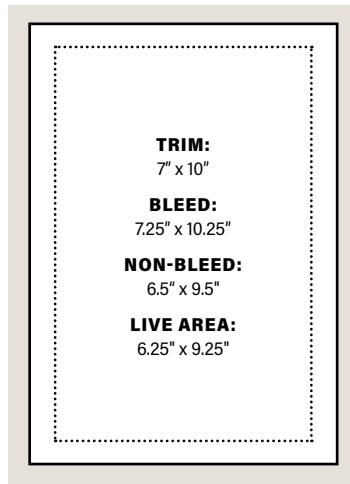
**CALL-TO-ACTION:**  
Up to 2-3 words

**IMAGE AREA:**  
300 dpi; jpg/tif/png

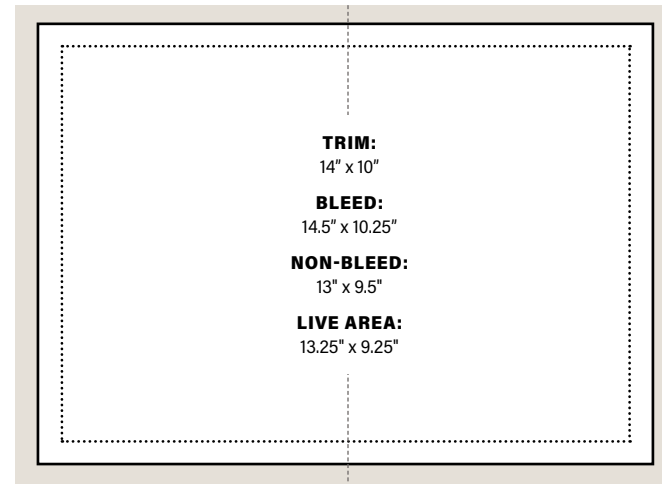
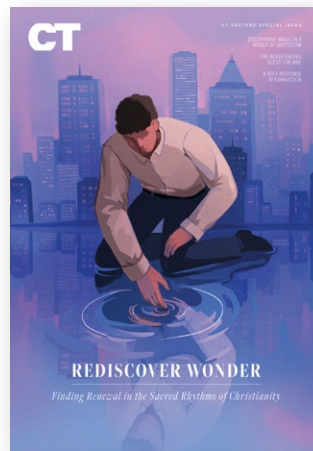
**IF CREATING YOUR OWN AD:**  
3.41" x 4.5"; 300 dpi;  
jpg/tif/png

# print specifications

## Leadership Journal



**FULL-PAGE AD**



**TWO-PAGE SPREAD**

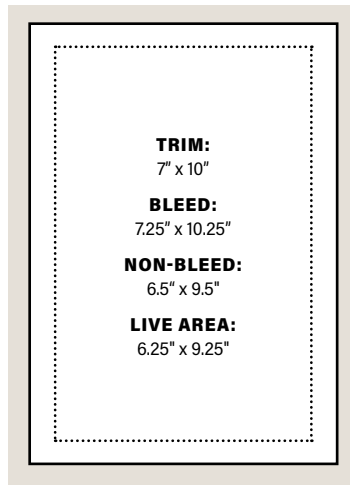
BLEED

TRIM

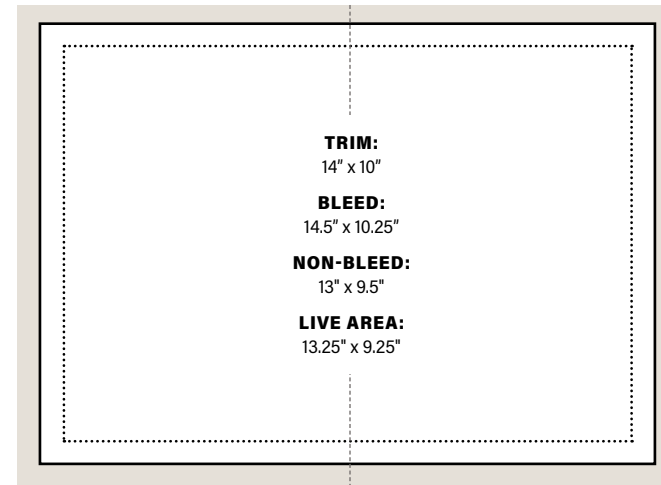
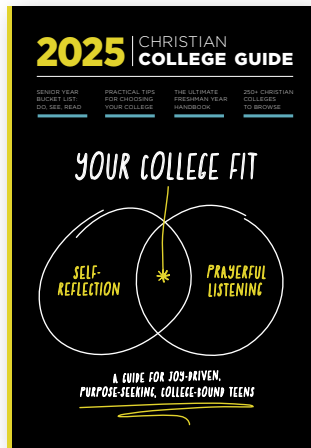
NON-BLEED

# print specifications

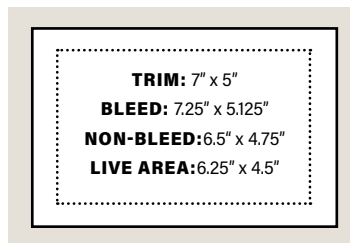
## Christian College Guide



**FULL-PAGE AD**



**TWO-PAGE SPREAD**



**HALF PAGE**

### SCHOOL PROFILE PAGE

Submit your materials for the **CCG School Profile** page [here](#)

BLEED

TRIM

NON-BLEED



# print specifications

# Gift Guides for Book Lovers

## MOMS, DADS & GRADS GIFT GUIDE

The image shows a grid of book recommendations for the 'MOMS, DADS & GRADS GIFT GUIDE'. Each book is presented with a small image of the cover and a short description. The books include:

- The DadDad Family Devotional**: A devotional for fathers to read with their children.
- Fighting Back Against Cultural Confusion**: A guide to navigating the complexities of modern culture.
- Great for the Woman for Women**: A resource for women to find community and support.
- Simple of Faith: A Family Devotional for the Home**: A family devotional to strengthen faith at home.
- 10 Women Who Changed the World**: A collection of stories about influential women.
- Reading Change**: A guide to reading for personal growth.
- Open-Hearted Bible Study**: A guide to studying the Bible with an open heart.
- Great for the Husband Study Bible**: A study Bible designed for husbands.
- Study Bible**: A comprehensive study Bible.
- Open-Hearted Bible Study**: A guide to studying the Bible with an open heart.
- Great for the Husband Study Bible**: A study Bible designed for husbands.
- Study Bible**: A comprehensive study Bible.

**SUBMIT ARTWORK**

Available in March/April *Christianity Today* print and online with clickable links to your landing page.

### Print Version:

- Book title: 65 character maximum
- Body copy: 350 character maximum
- Image: high-res 2D book
- Artwork that includes spine and back cover; minimum 810 pixels wide; 300 dpi; jpg/tif/png/pdf
- URL for product

### Online Version:

- Endorsement/Quote: 30 word maximum
- Backcover Copy: 100-200 words
- URL for product

## HOLIDAY GIFT GUIDE FOR BOOK LOVERS

The image shows a grid of book recommendations for the 'HOLIDAY GIFT GUIDE FOR BOOK LOVERS'. Each book is presented with a small image of the cover and a short description. The books include:

- Bibles**: A collection of various Bible editions.
- The Bible**: A comprehensive Bible.
- The Bible Study Bible**: A study Bible with extensive commentary.
- The Bible Study Bible**: A study Bible with extensive commentary.
- Open-Hearted Bible Study**: A guide to studying the Bible with an open heart.
- Great for the Husband Study Bible**: A study Bible designed for husbands.
- Study Bible**: A comprehensive study Bible.
- Open-Hearted Bible Study**: A guide to studying the Bible with an open heart.
- Great for the Husband Study Bible**: A study Bible designed for husbands.
- Study Bible**: A comprehensive study Bible.

**SUBMIT ARTWORK**

Available in November/December *Christianity Today* print and online with clickable links to your landing page.

### Print Version:

- Book title: 65 character maximum
- Body copy: 350 character maximum
- Image: high-res 2D book
- Artwork that includes spine and back cover; minimum 810 pixels wide; 300 dpi; jpg/tif/png/pdf
- URL for product

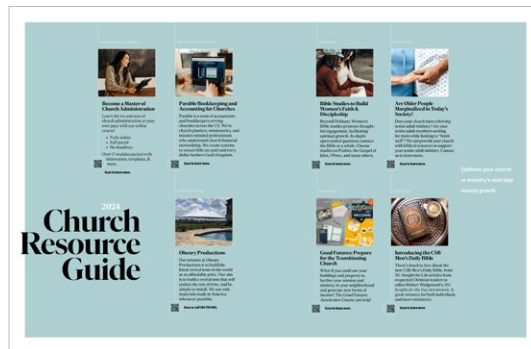
### Online Version:

- Endorsement/Quote: 30 word maximum
- Backcover Copy: 100-200 words
- URL for product

# print specifications

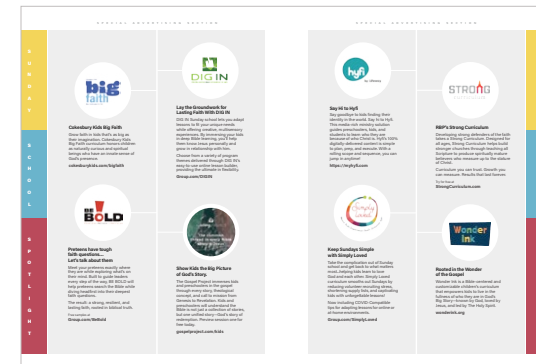
# Annual Spotlights

## CHURCH RESOURCE GUIDE



**SUBMIT ARTWORK**

## CHURCH CURRICULUM GUIDE



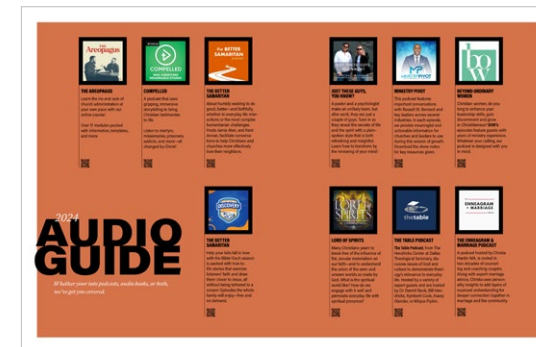
**SUBMIT ARTWORK**

Available in various issues of Christianity Today throughout the year relating to a specific theme.

### Materials Needed:

- 40–55 words of copy
- Product visual with minimum image size of 3" x 3"  
.tif, .eps, .psd or .png image
- Image and logo resolution of 300 dpi in CMYK
- Product URL for product

## AUDIO GUIDE



**SUBMIT ARTWORK**

# *print specifications*

## Other

### **File Formats:**

Preferred format: press-ready PDF  
Other accepted formats: hi-res EPS or TIF

### **Bleed:**

Minimum 1/8" bleed required; prefer 1/4". Make sure PDF includes bleed.

### **Live Area:**

For all bleed ads, keep live area 3/8" from trim on all sides. (All text should be 3/8" from trim).

### **Color:**

4-color ads: Pantone colors, other spot colors and non-CMYK elements must be converted to CMYK. 4-color solids should not exceed SWOP density of 300%.

### **General Guidelines:**

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images, logos, and other artwork.
- Do not nest PDF files within other PDF files.
- Do not nest EPS files within other EPS files.
- All supplied materials must be properly trapped.
- Ads should have no more than 150 words per full page (75 words per half-page). Ads submitted with more than this allotment will be reviewed for suggestions by the Christianity Today Advertising team.

### **File Submission:**

We prefer you use the Christianity Today dropbox to upload digital files: In the message box, identify your ad submission with:

- Publication and Issue
- Advertiser name
- Contact name and phone number

### **Proof Requirements:**

SWOP certified color proof required. If appropriate color proof does not accompany ad, printer will run to SWOP standards, and Christianity Today will not assume responsibility for unsatisfactory color.

Please overnight the required contract-quality color proof to us.  
You may also send your ad materials to:

**Christianity Today Production Manager**  
**Magazine Name/Issue Date**  
**P.O. Box 788**  
**Wheaton, IL 60187**

- All ad materials must be identified with: Advertiser name, magazine name/issue date, size and color of ad.
- It is assumed that output has been proofed and reviewed by you in accordance with industry standards prior to printing.
- Christianity Today cannot be responsible for any errors attributed to vendors' software or hardware.
- No consequential damages, third party liability, or other incidental or special damages can be assumed by Christianity Today.

All files are output at 100 percent. If required support documents are not included, extra charges will be incurred.

Call our production department with questions: 630.260.6200 x4315.

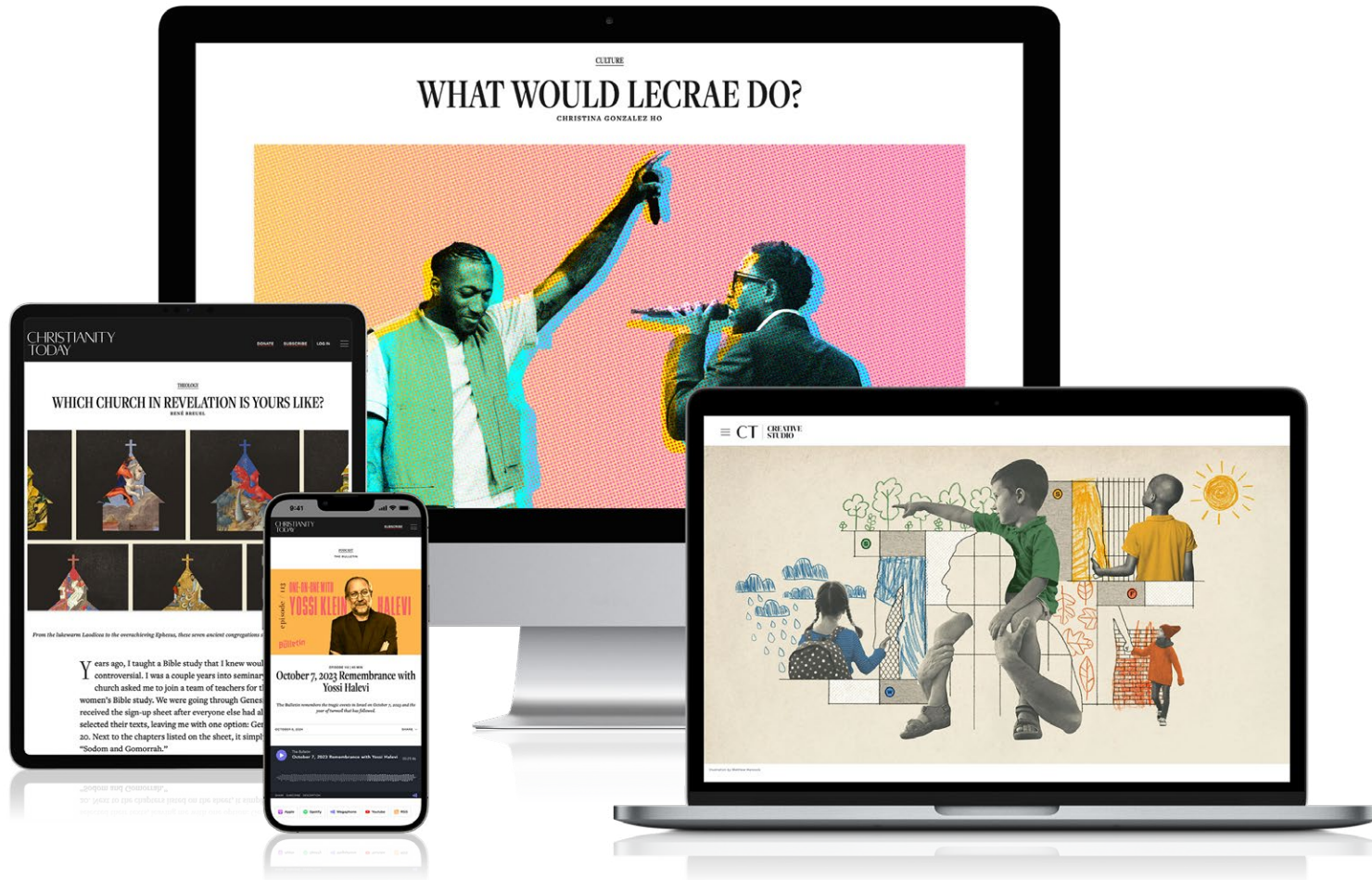
### **Inserts:**

Please contact the production manager at the Christianity Today offices (630.260.6200 x4315) for specifications. A sample or approved facsimile of an insert must be approved by the production manager before an insertion order is accepted. Please submit a sample with your order. A 10 percent surcharge will be added for inserts with a paper weight of more than 70 pounds.

When your insert has been approved and your insertion order officially accepted, the production manager will provide print run numbers, due dates, shipping instructions, etc. Please contact the production manager for specifications and questions.

Tipped-in inserts not accompanied by a full-page ad will incur a 10 percent premium to allow for special position requirements. When inserts must be tipped-in to the magazine, there will be an additional production charge based on the print run. Please request the current tip-in charge from your account executive prior to placing an insertion order and printing the inserts.

# digital specifications



# online specifications

ALL ARTWORK DUE 2 WEEKS PRIOR TO PUBLICATION DATE!

## Banner Ads



### Dimensions

- 300x250 and 970x250 pixels  
(Your insertion order will note the size you've reserved.)
- Maximum file size: 200kb
- Maximum of three creative banners per media plan line item

### Format

- .gif, .jpg, .png, rich media, HTML, standard 3rd party ad tags

### Includes the following:

- Encased in 1-pixel non-white border
- URL link
- Alternate text (optional): maximum 70 characters
- Brand logo on 970x250 pixel banners

### Impressions Policy

Christianity Today is not responsible for lost impressions due to malfunction of ads housed on third-party servers or late receipt of ad materials. Christianity Today impressions reports are the reports of record.

### Not allowed

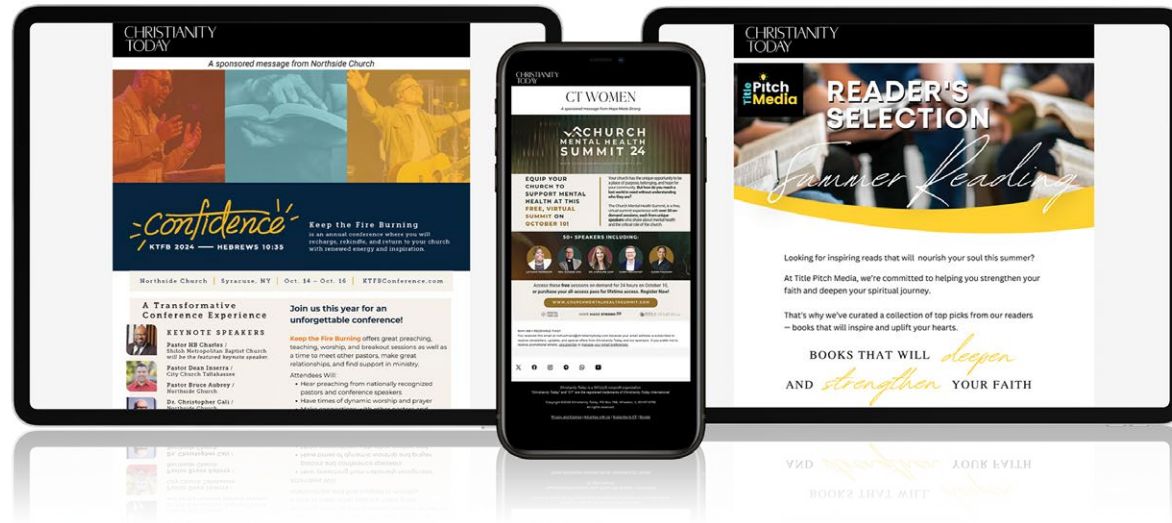
- Embedded URLs
- Transparent background or design that blends into page content
- Rapid “strobing” animation of any graphic, copy, or background element
- Faux functionality
- Containing harmful applications or malware, including ActiveX, viruses, exit pops
- Cross domain scripting
- Cookies set in unapproved domains
- 4th party ad serving
- Animated gifs for the 970x250 pixel banner size

Submit artwork via email as attachment to:  
**InternetAds@ChristianityToday.com**

# online specifications

ALL ARTWORK DUE 2 WEEKS PRIOR TO PUBLICATION DATE!

Eblasts



You may submit a full HTML file along with images (Christianity Today will host the images on our server) or one static image with a URL. Christianity Today's header and footer will be added to the e-blast. Please include your company name and/or logo within your ad for branding purposes. Please include a subject line that does not use all caps or "Re:" as they are often flagged as spam.

## Size Specifications

- Maximum width: 700px
- Maximum height: Flexible, 600px-800px recommended
- Maximum file size: 200kb (including images if sending an HTML file)

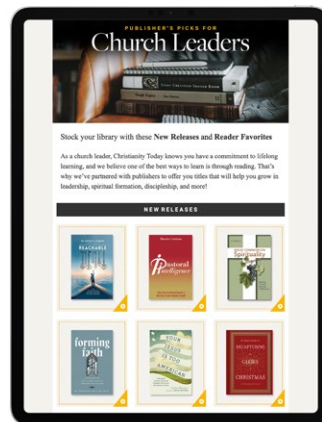
Submit artwork via email as attachment to: [InternetAds@ChristianityToday.com](mailto:InternetAds@ChristianityToday.com)

# online specifications

ALL ARTWORK DUE 2 WEEKS PRIOR TO PUBLICATION DATE!

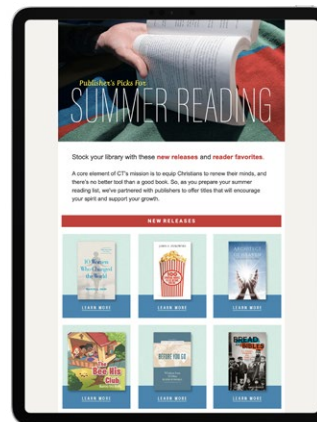
## Publisher Picks Eblasts

### FOR CHURCH LEADERS (Spring & Fall)



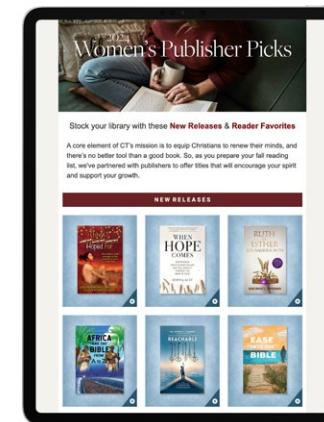
**SUBMIT ARTWORK**

### FOR SUMMER READING



**SUBMIT ARTWORK**

### FOR WOMEN



**SUBMIT ARTWORK**

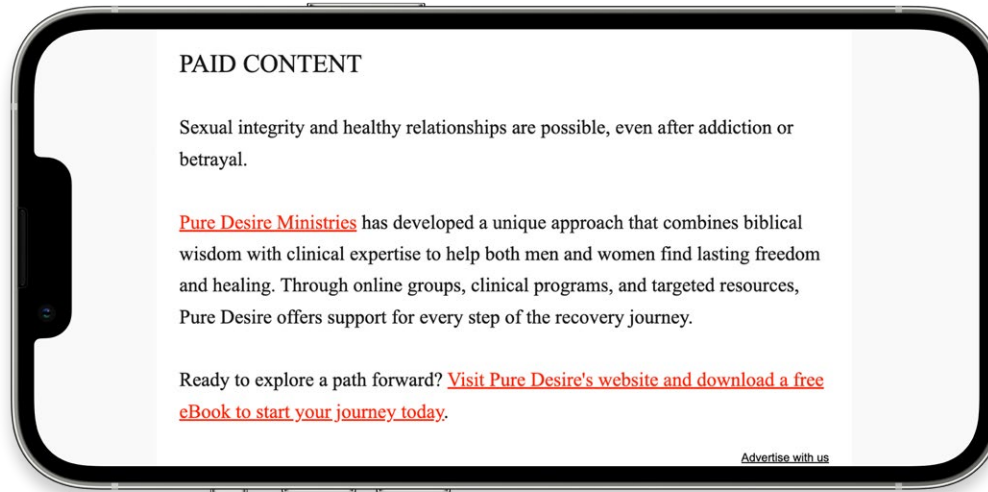
### Materials Needed:

- Flat artwork of book cover
- Minimum image size: 3" x 3"
- Image format: .tif, .eps, .psd or .png
- Resolution: 300 dpi
- URL to product page

# online specifications

ALL ARTWORK DUE 2 WEEKS PRIOR TO PUBLICATION DATE!

## Native Ads



In order to better meet the needs of our clients and readers, we now have a team dedicated to creating your native newsletter ad placements. Based on the information you provide, we will create an ad that will resonate with our audience and drive our readers to engage with your CTA. You will have the opportunity to approve this text before it goes live. To begin this process, **[please complete this form.](#)**

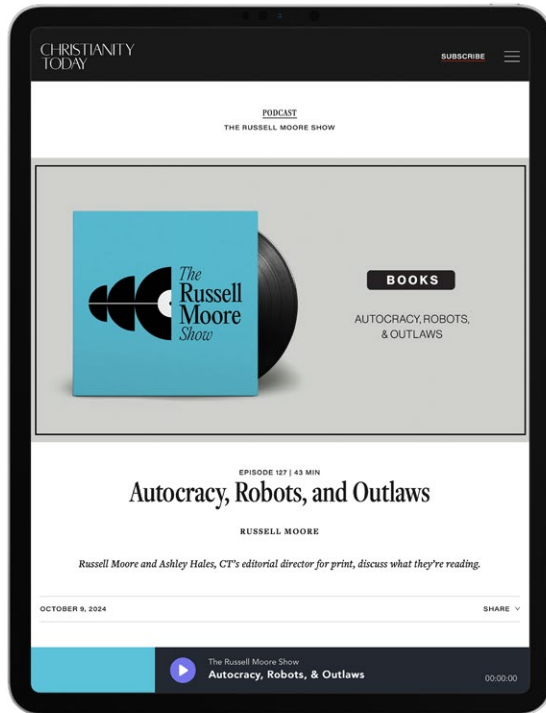
Submit artwork via email as attachment to: [InternetAds@ChristianityToday.com](mailto:InternetAds@ChristianityToday.com)



# online specifications

ALL ARTWORK DUE 2 WEEKS PRIOR TO PUBLICATION DATE!

## Podcast Ads



### 30-Second Pre-Roll or Post-Roll:

Please provide up to 75 words that you'd like read in the following format: "This paid message is from [product or organization]..." Be sure to include a call to action, ideally with a custom URL for your tracking purposes.

For example:

*This paid message is from Christianity Today's Christian College Guide. Helping your kid figure out college feels like trying to solve a Rubik's Cube blindfolded. You want to help, but where do you start?*

*In this year's Christian College Guide, you can explore over 250 Christian schools, learn one admission counselor's red flags, and navigate the financial-aid maze.*

*View your free copy and help your child build a strong foundation for their future at [MoreCT.com/CollegeGuide](https://MoreCT.com/CollegeGuide).*

Per our podcast ad policy, please avoid any qualitative or comparative language (best, better, most, compelling, amazing, etc.) or any language that implies a blatant endorsement of the product from our podcasts (i.e. "You should visit ChristianityToday.com")

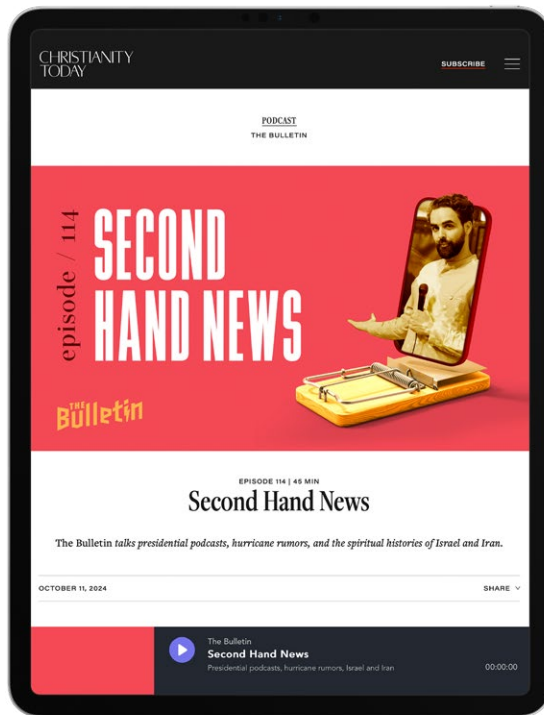
You can submit your pre-roll or post-roll script using this [form](#).

Submit artwork via email as attachment to: [InternetAds@ChristianityToday.com](mailto:InternetAds@ChristianityToday.com)

# online specifications

ALL ARTWORK DUE 2 WEEKS PRIOR TO PUBLICATION DATE!

## Podcast Ads



### Mid-Roll:

Please provide up to 150 words that you'd like read in the following format: "This paid message is from [product or organization]..." Be sure to include a call to action, ideally with a custom URL for your tracking purposes.

For example:

*This paid message is from Christianity Today's Christian College Guide. Helping your kid figure out college feels like trying to solve a Rubik's Cube blindfolded. You want to help, but you're not sure where to start. Between optional SATs, the rise of online learning, and wide-ranging tuition, it's enough to confuse your family and cripple your decision-making.*

*Enter the Christian College Guide. The CCG is your ultimate guide to finding a perfect college fit. In this year's issue, you can explore over 250 Christian schools, learn one admission counselor's red flags, and navigate the financial-aid maze.*

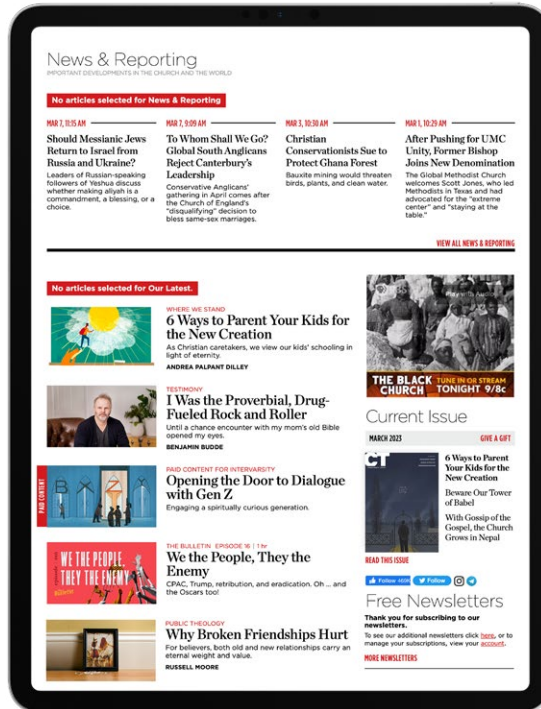
*Trust us: your future grad will thank you. View your free copy and help your child build a strong foundation for their future at [MoreCT.com/CollegeGuide](https://MoreCT.com/CollegeGuide). That's [MoreCT.com/CollegeGuide](https://MoreCT.com/CollegeGuide).*

Per our podcast ad policy, please avoid any qualitative or comparative language (best, better, most, compelling, amazing, etc.) or any language that implies a blatant endorsement of the product from our podcasts (i.e. "You should visit ChristianityToday.com") You can submit your mid-roll script using this [form](#).

Submit artwork via email as attachment to: [InternetAds@ChristianityToday.com](mailto:InternetAds@ChristianityToday.com)

# online specifications

## In-Banner Video



- Unit Size: 300x250 pixels
- Max Initial Load File Size: 200 KB
- Host Initiated Sub-Load File Size: 300 KB
- Frames per Second: Cannot exceed 24 fps
- Video Play Options: Host-initiated, 30 seconds max
- Host Initiated Video File Size: 2.2 MB file weight
- Formats: MP4 (preferred), MOV, FLV, MPG, AVI and DV format, or audio in MP3, AAC, WAV, ASF, PCM, M4A or AIFF format.

Submit artwork via email as attachment to: [InternetAds@ChristianityToday.com](mailto:InternetAds@ChristianityToday.com)

## meet our team

Caitlin and Walter will answer your questions and be your personal consultants to create your custom campaigns. They can consult with you on your ad creatives to ensure they will be best received by our audience. If you need additional help, our team can design the ads for you for a small fee.

**CT**  
*Seek the Kingdom.*



**Caitlin Edwards**  
Marketing & Sales Director  
[cedwards@christianitytoday.com](mailto:cedwards@christianitytoday.com)  
630.384.7226



**Walter Hegel**  
Senior Sales Manager  
[whegel@christianitytoday.com](mailto:whegel@christianitytoday.com)  
630.384.7234



**Jake Walsh**  
Publisher  
[jwalsh@christianitytoday.com](mailto:jwalsh@christianitytoday.com)



**Natalie Lederhouse**  
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**Joy Beth Smith**  
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**Claudia Gerwin**  
Accounts Receivable Coordinator  
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**Stacy Smith**  
Advertising Sales Administrator  
[ssmith@christianitytoday.com](mailto:ssmith@christianitytoday.com)



**Kim Clay**  
Digital Ad Operations Manager  
[kclay@christianitytoday.com](mailto:kclay@christianitytoday.com)



**Michael Chuchvara**  
Senior Marketing Designer  
[mchuchvara@christianitytoday.com](mailto:mchuchvara@christianitytoday.com)