

artwork specifications



Contents

3 *print specifications*

- 4 Definitions
- 5 CT Magazine
- 6 CT Marketplace Ads
- 7 Leadership Journal
- 8 Christian College Guide
- 9 Gift Guides for Book Lovers
- 10 Annual Spotlight Guides
- 11 Other Print Specifications

12 *digital specifications*

- 13 Banner Ads
- 14 Eblasts
- 15 Publisher Picks Eblasts
- 16 Native Ads
- 17 Podcast Ads
- 19 In-Banner Video Ads

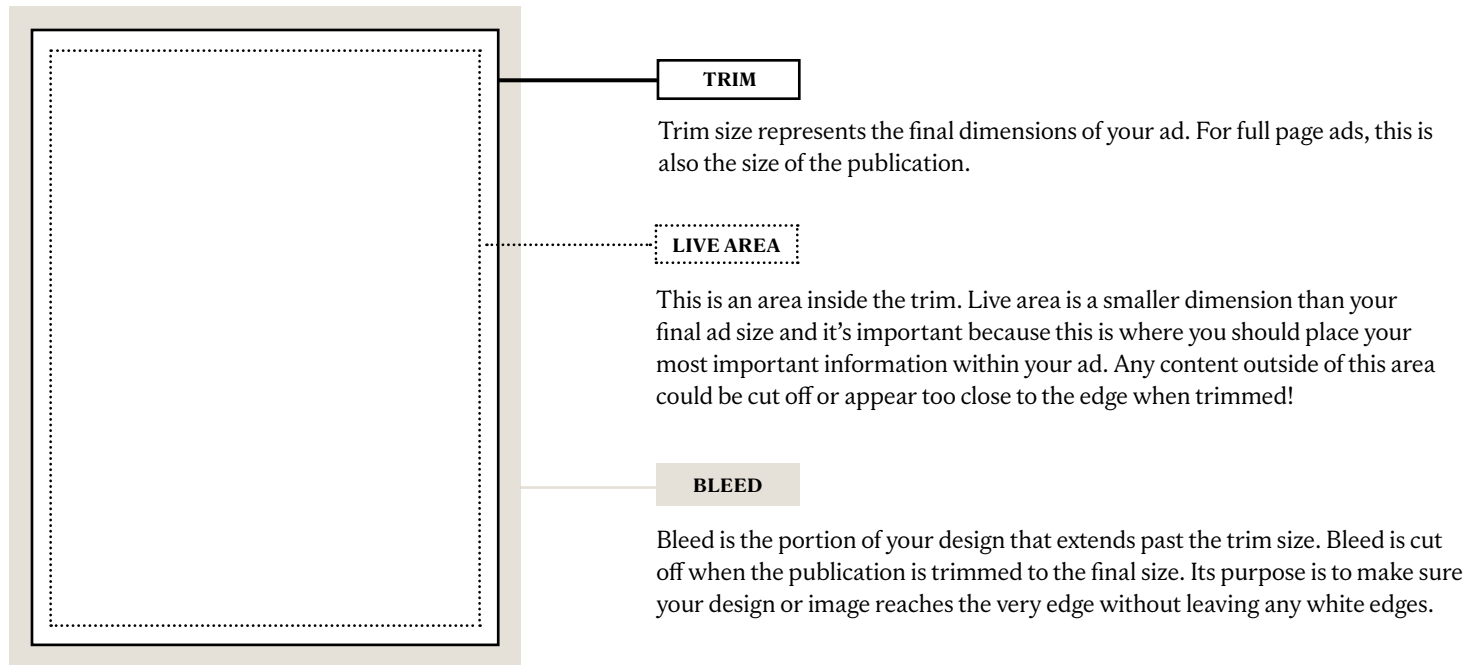
20 *meet our team*

print specifications



print specifications

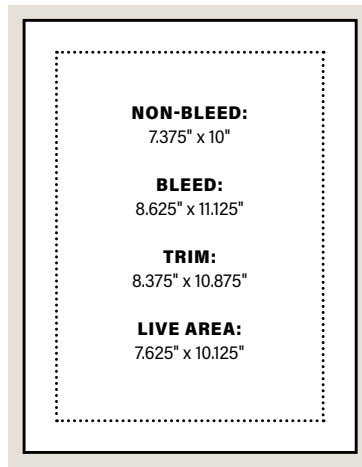
Definitions*



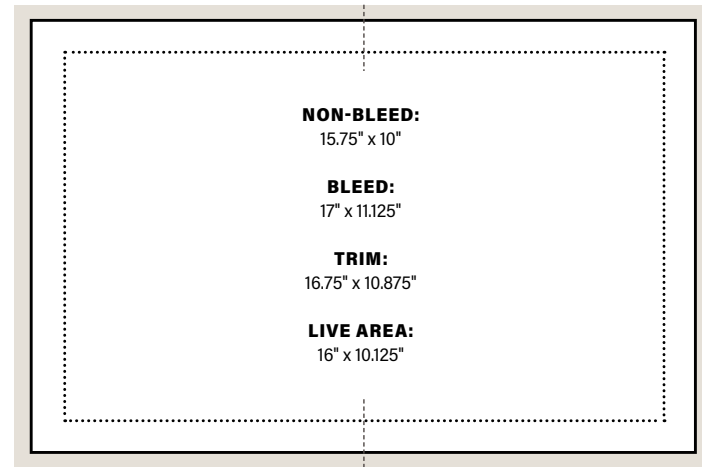
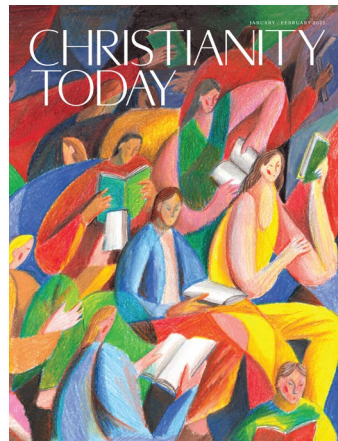
* Source: **Trillion**

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

ADVERTISING MARKETPLACE

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



9780802870726 | \$27.99 9780802870715 | \$24.99 9780802870707 | \$22.99

Learn more on www.eerdmans.com

REAL BAD GUYS
JIMMY NEEDHAM
ILLUSTRATED BY SEBASTIAN MURTHA

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

How do REAL BAD GUYS Become GOOD?

A fun, engaging story for middle-grade readers that explains our sin problem and its solution.

Available wherever books are sold.
JimmyNeedham.com/RealBadGuys

ADVERTISING MARKETPLACE

Pastoral Intelligence
Why Your Emotional Health is the Key to Your Leadership

Dr. Muelner Graham lays out the connection between emotional health and healthy church leaders. Pastoral Intelligence will be essential and theological awareness to your personal leadership.

Available at Amazon

Restoring the Restoration
The Christian Church, what went wrong?

Restoring the Christian Church started as early as 1800 AD, and has never stopped. This book is a fresh look at what has happened since those early reformation and what needs reformed today. If you want a church that is growing, holding, mature Christian, and led by the Holy Spirit, this book is for you!

Available on Amazon or at RobertNeillHay.com

The Blessings in Suffering

is a personal testimony and a message to anyone who is going through hardship that God loves your prayer and will turn your suffering into blessings.

Available at Barnes & Noble • Amazon
www.theblessingsinsuffering.com

Ruth Duvall Crawford's Wonderful Career in Music and Evangelism

Learn about Ruth Crawford's original contributions to evangelical gospel music in her pioneering ministry with Percy Crawford. During the mid-20th century, she wrote. Ruth was able to make huge strides in the field of Christian music, raising the status of women in performance to parity with men.

Available at Amazon

◀ 1/4 PAGE ADS

HEADLINE:
Up to 8 words

BODY COPY:
Up to 60 words

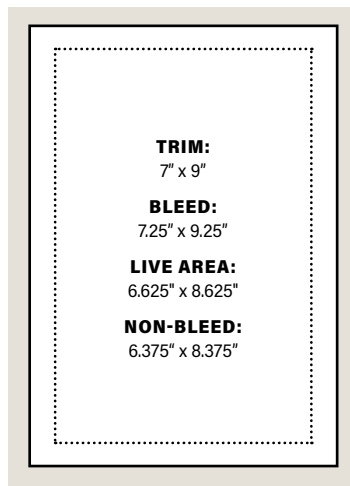
CALL-TO-ACTION:
Up to 2-3 words

IMAGE AREA:
300 dpi; jpg/tif/png

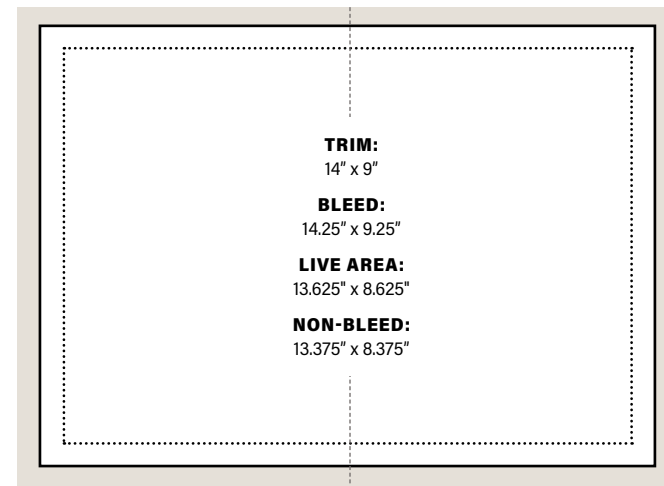
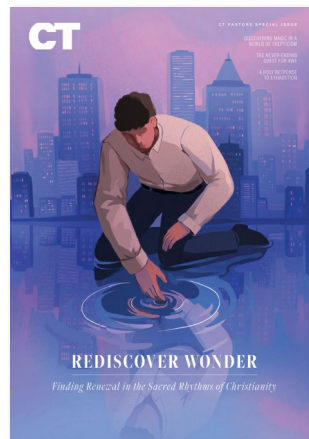
IF CREATING YOUR OWN AD:
3.41" x 4.5"; 300 dpi;
jpg/tif/png

print specifications

Leadership Journal



FULL-PAGE AD



TWO-PAGE SPREAD

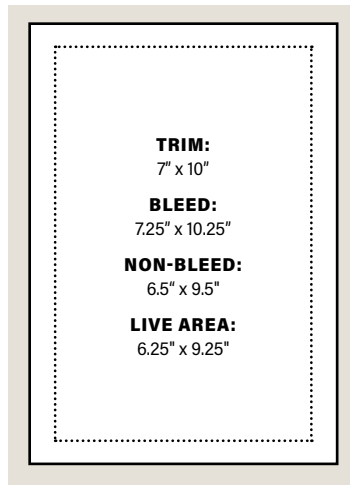
BLEED

TRIM

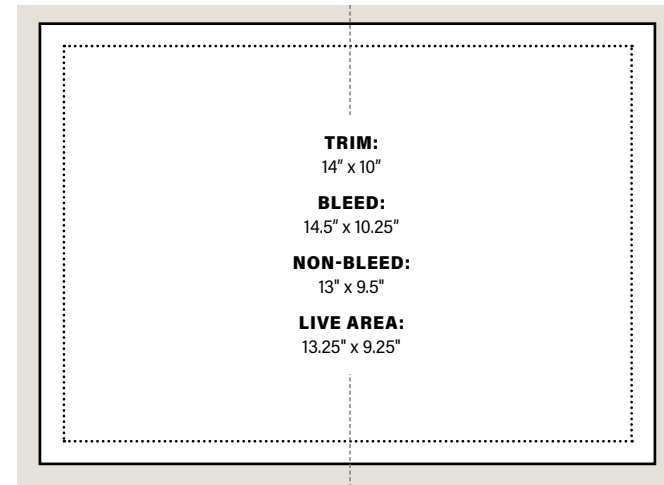
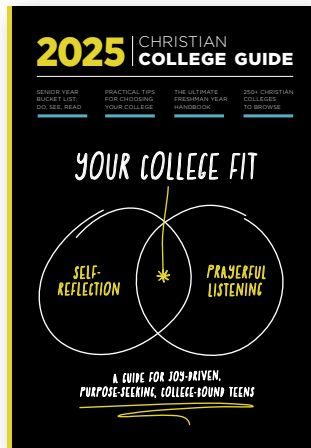
NON-BLEED

print specifications

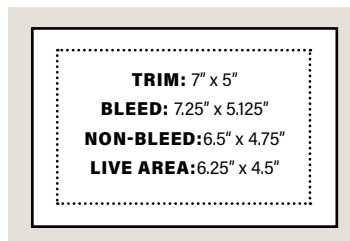
Christian College Guide



FULL-PAGE AD



TWO-PAGE SPREAD



HALF PAGE

SCHOOL PROFILE PAGE

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

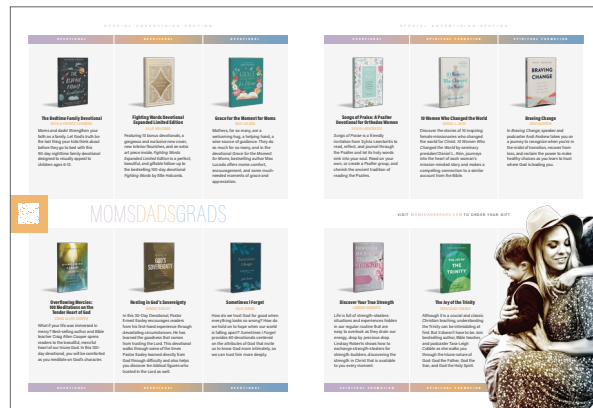
BLEED

TRIM

NON-BLEED

print specifications

MOMS, DADS & GRADS GIFT GUIDE



SUBMIT ARTWORK

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

Print Version:

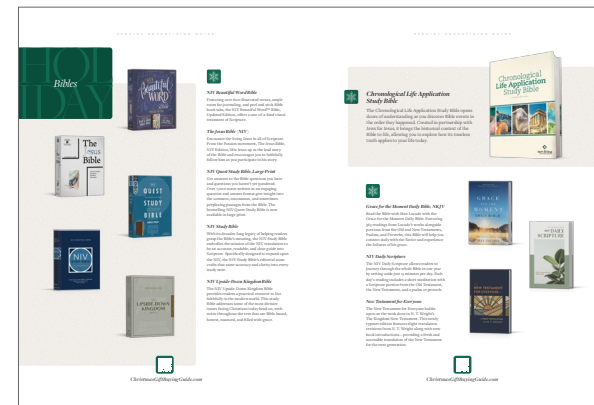
- Book title: 65 character maximum
- Body copy: 350 character maximum
- Image: high-res 2D book
- Artwork that includes spine and back cover; minimum 810 pixels wide; 300 dpi; jpg/tif/png/pdf
- URL for product

Online Version:

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

Gift Guides for Book Lovers

HOLIDAY GIFT GUIDE FOR BOOK LOVERS



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

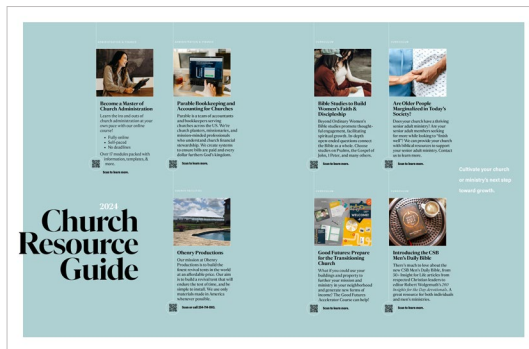
Online Version:

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

print specifications

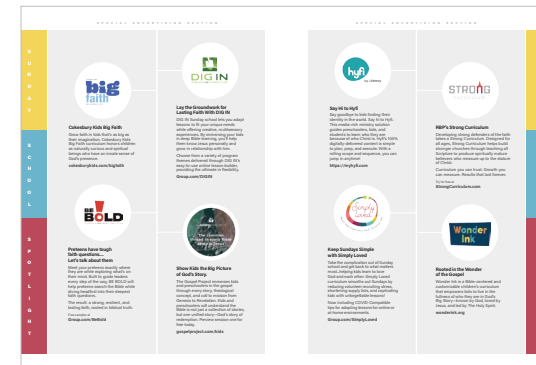
Annual Spotlights

CHURCH RESOURCE GUIDE



SUBMIT ARTWORK

CHURCH CURRICULUM GUIDE



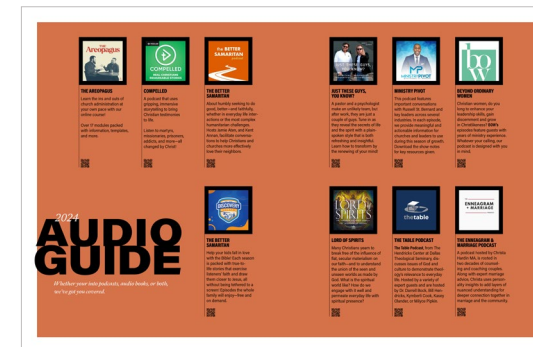
SUBMIT ARTWORK

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.

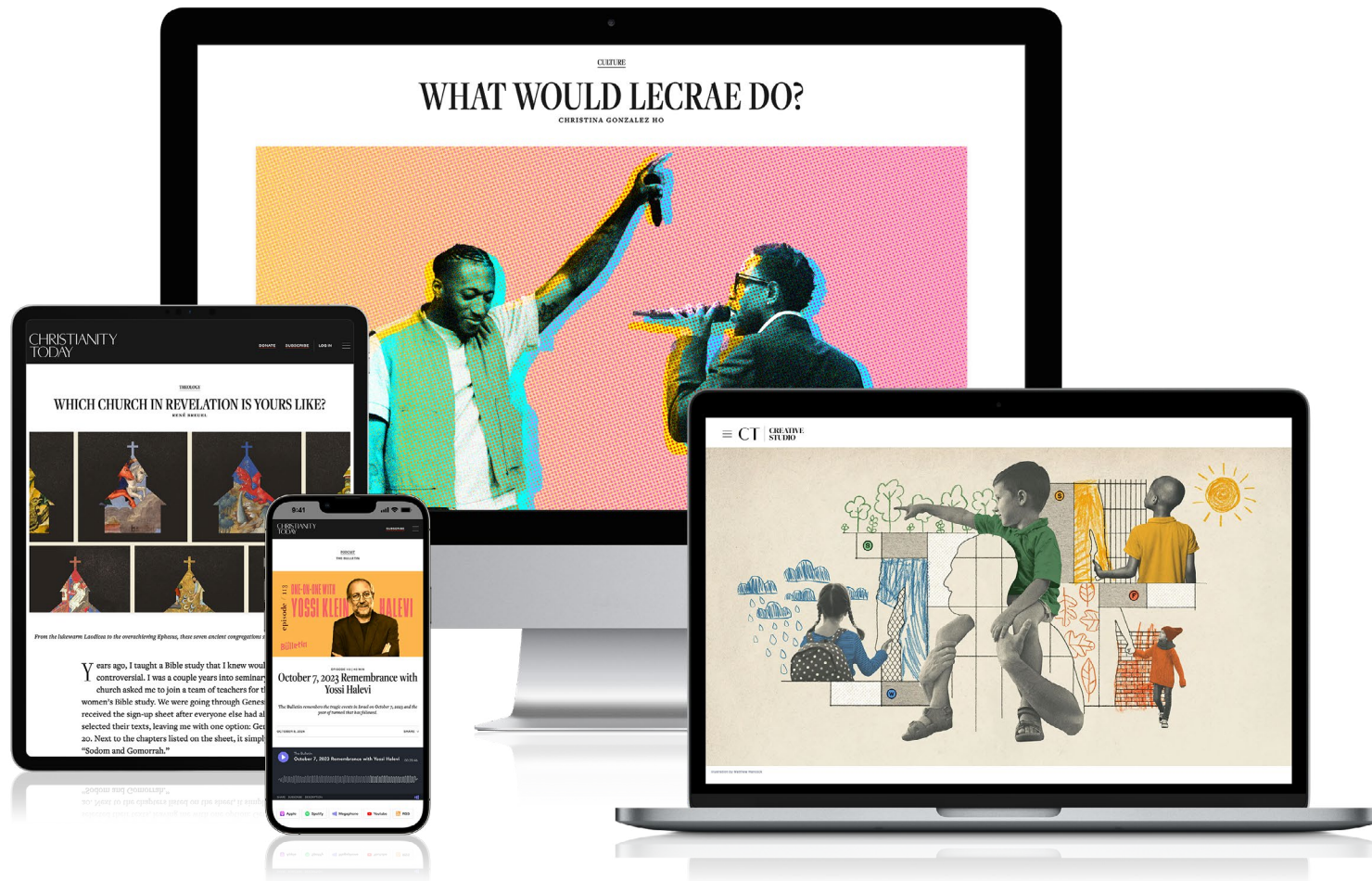
Inserts:

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.

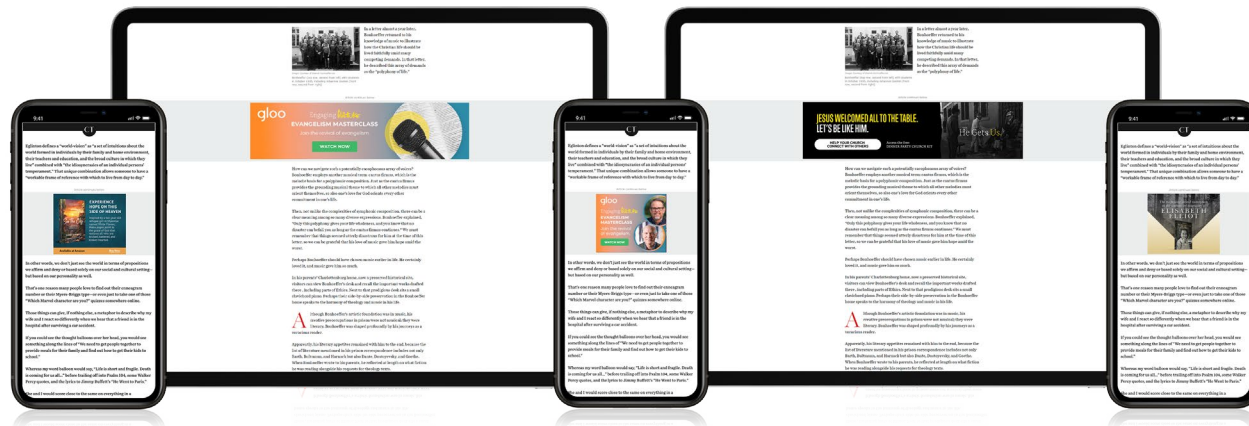
digital specifications



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

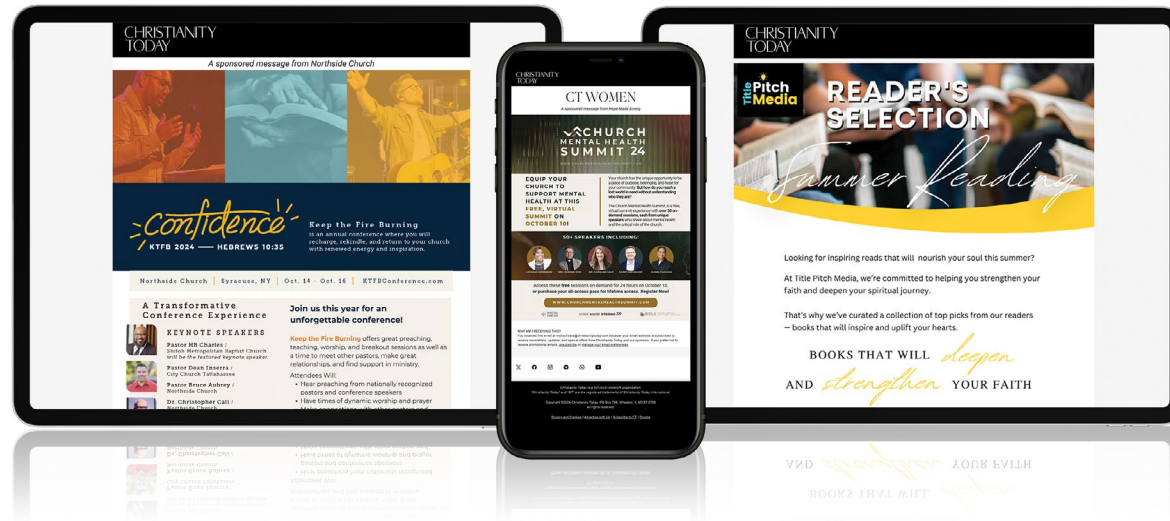
- Embedded URLs
- Transparent background or design that blends into page content
- Rapid "strobing" animation of any graphic, copy, or background element
- Faux functionality
- Containing harmful applications or malware, including ActiveX, viruses, exit pops
- Cross domain scripting
- Cookies set in 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)

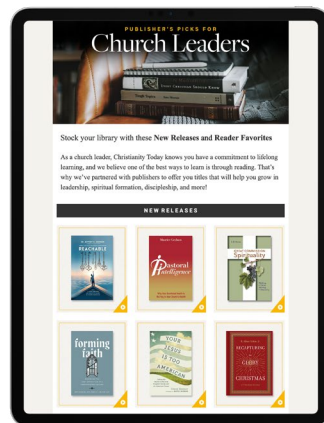
Submit artwork via email as attachment to: **InternetAds@ChristianityToday.com**

online specifications

ALL ARTWORK DUE 2 WEEKS PRIOR TO PUBLICATION DATE!

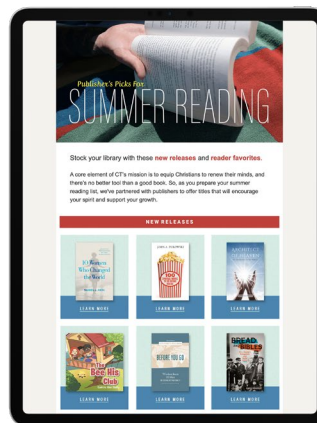
Publisher Picks Eblasts

FOR CHURCH LEADERS (Spring & Fall)



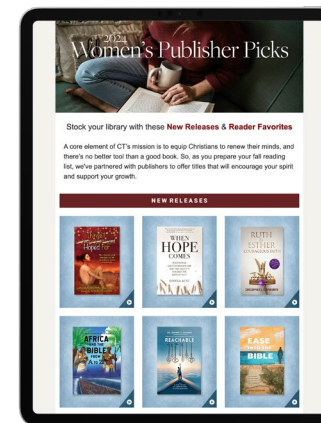
SUBMIT ARTWORK

FOR SUMMER READING



SUBMIT ARTWORK

FOR WOMEN



SUBMIT ARTWORK

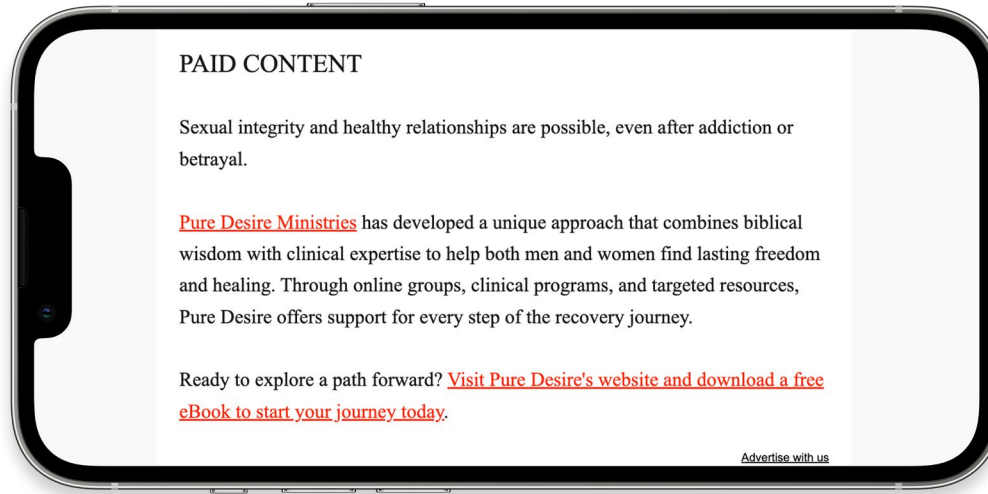
Materials Needed:

- 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



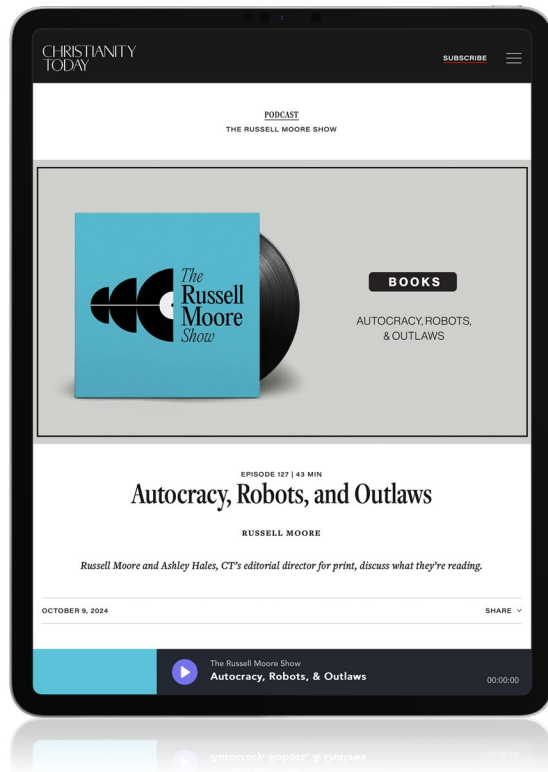
In order to better meet the needs of our clients and readers, we now have a team dedicated to creating your native newsletter ad placements. Based on the information you provide, we will create an ad that will resonate with our audience and drive our readers to engage with your CTA. You will have the 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**

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.

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")

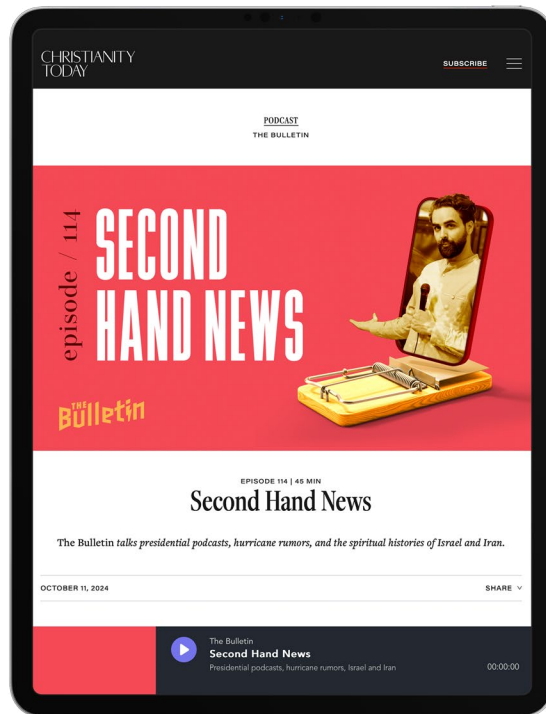
You can submit your pre-roll or post-roll script using this [form](#).

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

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.

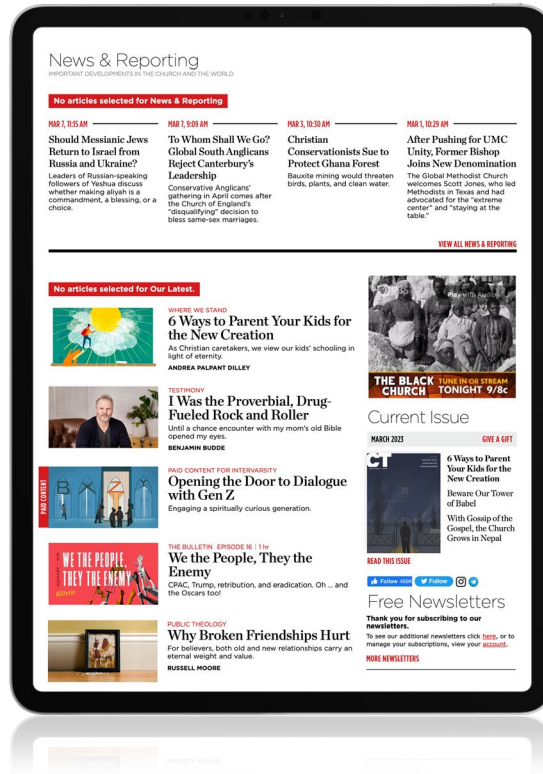
Trust us: your future grad will thank you. View your free copy and help your child build a strong foundation for their future at MoreCT.com/CollegeGuide. That's MoreCT.com/CollegeGuide.

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

online specifications

In-Banner Video



- Unit Size: 300×250 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

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.



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Walter Hegel
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Kim Clay
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