

ONLINE SPECS

Connecting You with Key Christian Audiences



Online Ad Banners

728 x 90

300 x 600

300 x 250

600 x 250

320 x 50

300 x 250

300 x 250

Mobile Interstitial

BANNER AD SPECIFICATIONS

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Format: .gif, .jpg, .png, rich media, HTML; standard 3rd party ad tags

Art Deadline: Due 2 weeks prior to online publication date in full working order and compatible with all major browsers and platforms. (On-time launch is not guaranteed for materials received late). Subject to review and approval by Christianity Today, and any revisions will be the responsibility of the advertiser/agency.

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.

Submitting Artwork: Send via email as attachment to: InternetAds@ChristianityToday.com, or place the art on your website and send URL via email to InternetAds@ChristianityToday.com.

GENERAL SPECIFICATIONS

- Banner dimensions: 728×90, 300×250, 300×600, (as specified in contract)
- Maximum file size: 200Kb
- Mobile Banner dimensions: 320×50 (no Rich Media or HTML); maximum file size: 50Kb
- Mobile Interstitial ad dimensions: 300x250; .jpg, .gif, .png (no Rich Media or HTML); maximum file size: 200Kb
- Maximum of three creative banners per media plan line item
- Tested by designer across all major browsers and versions prior to submission
- Compliant with all applicable laws, regulations, and principles, including the Self-Regulatory Program for Online Behavioral Advertising
- Includes the following:
 - Encased in 1-pixel black border to distinguish ad from page content
 - URL link
 - Alternate text (optional): maximum 70 characters
- 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

GENERAL RICH MEDIA SPECIFICATIONS

- All General Specifications listed above apply
- No loop maximum, but total animation time for all loops combined cannot exceed 20 seconds

FLASH SPECIFICATIONS

- All General Specifications listed above apply
- Published as Flash 10 or earlier
- Self-contained and requiring no external files (unless streaming media)
- SWF files may not contain any encrypted or obfuscated code or URLs
- Submit with published SWF file:
 - Back-up image (see general specifications)
 - Click-thru URL
 - Minimum version of Flash supported
 - Third-party ads must include instructions for Christianity Today ad server to register clicks
- Clickable areas within your SWF file must contain no specific URLs and be configured as follows:
 - Set the URL to: clickTAG, with “Expression” checked
 - Set the target window to: windowTAG, with “Expression” checked
 - ActionScript 2 coding only (AS3 not allowed)
 - ActionScript code must appear as:

```
on (release)
{
    if (clickTAG.substr(0,5) == “http:”)
    {
        getURL(_root.clickTAG, “_blank”);
    }
}
```

AUDIO SPECIFICATIONS

- User-initiated by click; host-initiated audio not allowed
- Contain visible stop/play and pause or mute functionality

VIDEO SPECIFICATIONS

- Includes stop/play/pause button
- Flash-based if housed on ChristianityToday server

- Approved vendors of video within ad, if any: Atlas, EyeWonder, Eyeblander, Klipmart, Motif, PointRoll, Unicast, United Virtualities
- May be host initiated
- Maximum playtime for host-initiated: 15 seconds
- Maximum playtime for user-initiated with a click: 30 seconds
- File size restrictions (polite download): 2MB Broadband, 500Kb Narrowband

SUBLOADING GUIDELINES

- Video and animation may be host initiated, but may only start after ad unit's "shell" has loaded completely
- Regardless of where sub-loaded creatives are hosted, the initial flash/.swf ad must have the absolute path to call any sub-loading (.swf, .flv, etc.) files
- Maximum file size for sub-loaded Video files: 2MB
- Maximum file size for sub-loaded Flash animation files: 300Kb

HOVER AD SPECIFICATIONS

- All General Specifications listed above apply
- See also General Rich Media Specifications
- Banner dimensions: 550x480
- Maximum file size: 200Kb (550x480)
- Must open new browser window for destination page on click; JavaScript code for "close on click" in Flash is: `javascript:hidePromo ();`

- Any form included for collecting user data must submit data directly to a website operated by the advertiser/agency. Christianity Today will not collect any submitted data and is not responsible for lost data due to any cause
- Placement: Below the branded page header; precise page placement is at the discretion of Christianity Today
- Delivery: Timing and frequency is managed by Christianity Today according to established policy
- For more information see **IAB Guidelines**

HTML5

"HTML5 ads are like mini web pages and contain multiple file types that combine different types of technologies such as HTML, JavaScript, Cascade Style Sheets (CSS), Web Fonts, shared JavaScript libraries, SVG, WebGL and other assets like images and video files."

—Courtesy of IAB Guidelines

- Must be served via approved 3rd party tags
- All standard and rich media ad specs apply
- Must also follow new IAB HTML5 Advertising Guidelines as found here <http://www.iab.com/html5>
- These guidelines are still evolving and subject to change

NEWSLETTER AD SPECIFICATIONS

Newsletter advertising is Roadblock format. The advertiser receives all placements in a given newsletter:

Header: 728x90, maximum file size: 40kb

Side: 300x600, maximum file size: 40kb

Mobile: 320x50, maximum file size: 15kb

GENERAL SPECIFICATIONS

- Static .gif or .jpg (non-animated)
- Banners must be encased in a 1-pixel black border
- Include URL for linking (no embedded URLs)
- Include alt text – maximum 70 characters

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SUBMITTING ARTWORK

Send via email as attachment to:

InternetAds@ChristianityToday.com, or place the art on your website and send URL via email to **InternetAds@ChristianityToday.com**.

NATIVE AD SPECIFICATIONS

- 1. Title Text:** maximum of 50 characters, including spaces.
- 2. Body Text:** maximum of 200 characters, including spaces.
- 3. Static image:** matching the sizes listed below. The file should be a jpg, png, or gif no larger than 100kb.
- 4. Click URL:** (can be any length) preferably leading to an article, blog or other media content.
- 5. Vanity URL:** (this is a visible short-link and should be the same root domain as the click url).

List	Image Size
Building Church Leaders	70x90
Christian Bible Studies	220x123
Church Finance Today	220x220
Church Law & Tax Update	220x220
Church Management Update	220x220
Connection	240x135
CT Books	130x130
CT Direct	240x135
CT Entertainment	240x135
CT Weekly	240x135
CT Women	240x135
En Espanol	240x135
Galli Report	240x135
Gifted for Leadership	220x123
Ignite Your Faith	240x135
CT Pastors	240x135
Local Church Outreach	220x123
Managing Risk	220x220
Marriage & Risk	240x135
Men of Integrity	240x135
Preaching Today	220x123
Small Groups	240x135

E-BLAST SPECIFICATIONS

GENERAL SPECIFICATIONS

- Maximum file size (HTML plus images): 200 kb
- Maximum width: 700 pixels
- Maximum height: flexible
- All images must be housed on Christianity Today servers for proper delivery
- Christianity Today's newsletter header & footer will be added
- Please include your company name and/or logo somewhere within your ad for branding.
- Not allowed:
 - Background images or transparent images
 - Sound
 - Flash
 - JavaScript
 - Animation
- We recommend table-based layouts to ensure proper viewing across all platforms. More information:
<https://www.campaignmonitor.com/blog/post/3472/div-tags-in-html-email-newsletters/>

HTML VALIDATION

- HTML must be successfully validated by one of these free options:
 - Online service:
<http://htmlhelp.com/tools/validator/>
<http://validator.w3.org>
 - Software:
<http://www.htmlvalidator.com/lite/>
 - Firefox extension: <https://addons.mozilla.org/en-US/firefox/addon/html-validator/>

TEST TO AVOID SPAM FILTERS:

(Recommended)

- <http://www.rensch.com/products/spamcheck.html>

SUBMISSION PROCEDURES

- Materials must be submitted at least one week (5 business days) prior to scheduled mailing date
- **If submitting an HTML file** – send to InternetAds@ChristianityToday.com in the following format:
 1. Zipped folder containing:
 - a. Validated HTML file
 - b. Images
 2. Email Subject Line
 - Maximum 70 characters including spaces.
 - Learn more: **Email Subject Lines - Tips and Best Practices**
 3. Specified source of HTML validation

If submitting a static image and URL – send to InternetAds@ChristianityToday.com in the following format:

1. Eblast image (as an email attachment)
2. Click-through URL
3. Email Subject Line
 - Maximum 70 characters including spaces.
 - Learn more: **Email Subject Lines - Tips and Best Practices**
4. Desired Alt Text
 - Maximum 20 characters including spaces.
 - Learn more: **Alt Text - Tips and Best Practices**

CHRISTIANCOLLEGEGUIDE.NET

STANDARD PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- Campus photo – 225x150; 10kb max; .jpg or .gif
- Side banner – 300x250; 40kb max; .jpg or .gif
- Mobile banner – 320x50; 15kb max; .jpg or .gif
- School information form

PREMIUM PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- Campus photo – 225x150; 10kb max; .jpg or .gif
- Side banner – 300x250; 40kb max; .jpg or .gif
- Top banner – 728x90; 40kb max; .jpg or .gif
- Mobile banner – 320x50; 15kb max; .jpg or .gif
- Rotating featured promo copy – 65 words max
- Testimonials (6 max):
 - Copy – 125 words max
 - Large image – 410x230 pixels; 50kb max; .jpg or .gif
 - Thumbnail image – 108x59 pixels; 15kb max; .jpg or .gif
- Videos (5 max):
 - Aspect ratio: either 16:9 at 640x360 minimum or 4:3 at
 - Video formats accepted: .AVI, .FLV, .MOV, .MPEG, .MP4
- School information form

Submit all items to:

OnlineEdGuides@ChristianityToday.com

SEMINARYGRADSCHOOL.COM

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