

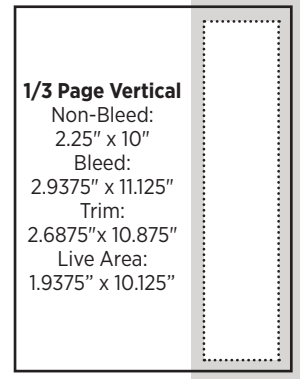
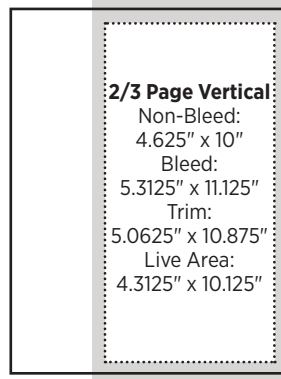
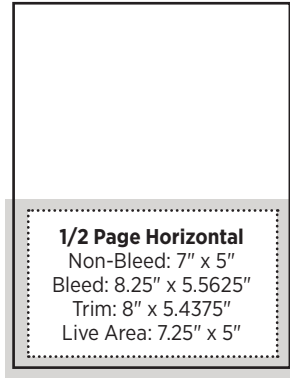
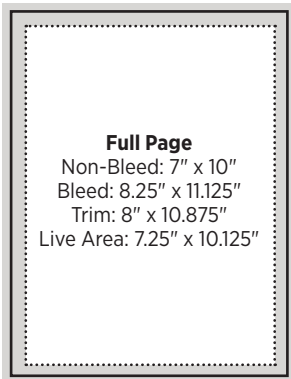
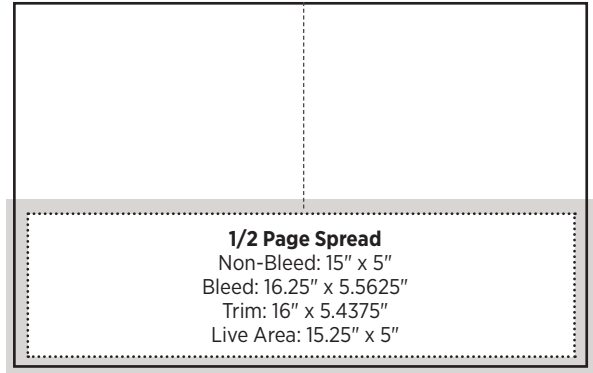
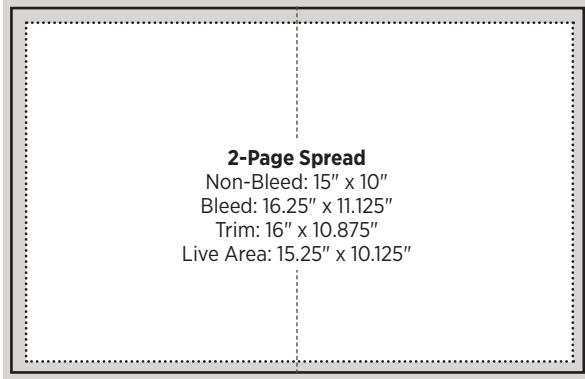
# PRINT SPECS

Connecting You with Key Christian Audiences

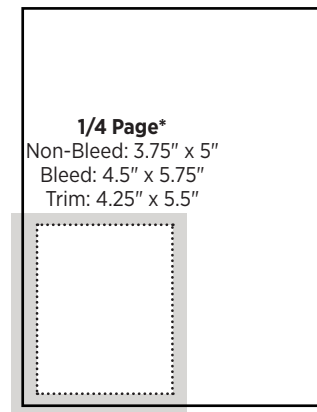
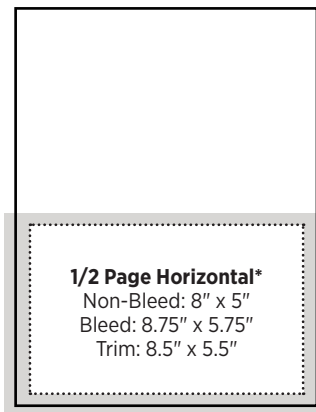
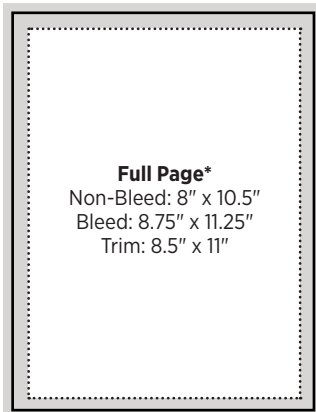


# Display Ad Dimensions

## Christianity Today



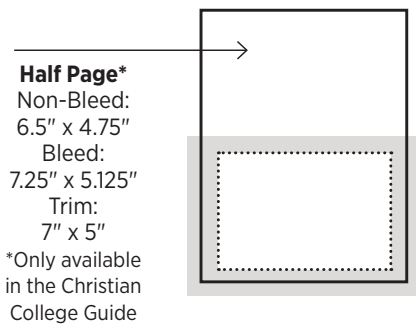
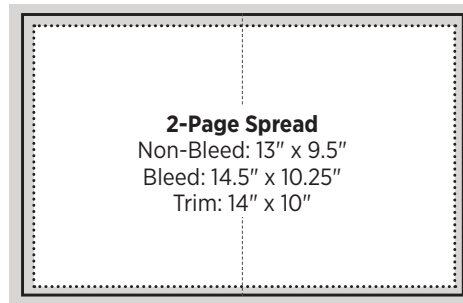
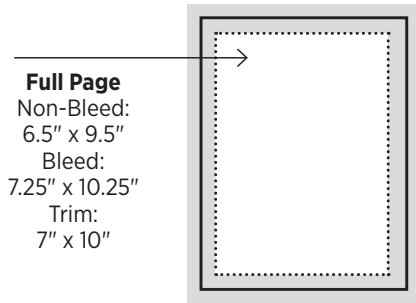
## Church Law & Tax Report



\*Two-color ads MUST be designed using the 2nd color specified by Christianity Today. Ask your Account Executive for the correct 2nd color for each issue.

# Display Ad Dimensions

## *CT Pastors, CT Women & Christian College Guide*



***Lent Devotional & Advent Devotional***

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**Full Page**  
 Non-Bleed: 4.875" x 6.75"  
 Bleed: 5.625" x 7.5"  
 Trim: 5.375" x 7.25"

For the Christian College Guide, CT Pastors, CT Women & Advent Devotional, please submit a URL for the digital version of these publications.

# Special Opportunities

## Christmas Gift Guide

Special advertising section available in November *Christianity Today* print, and online in November and December with clickable links to your landing page.

Materials to send to [specialsections@christianitytoday.com](mailto:specialsections@christianitytoday.com):

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

## Moms, Dads & Grads

Special advertising section available in April *Christianity Today* print and online in April and May with clickable links to your landing page.

Materials to send to [specialsections@christianitytoday.com](mailto:specialsections@christianitytoday.com):

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

## CT Spotlight

Special advertising section available in various issues of *Christianity Today* throughout the year relating to a specific theme. For more information, contact your Account Executive.

Materials to send to [specialsections@christianitytoday.com](mailto:specialsections@christianitytoday.com):

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

# Other Specifications

Christianity Today is committed to achieving high standards of quality in every aspect of our mission. To ensure that you receive a high level of printing and service, please adhere to the following guidelines in preparing your advertisements for production.

## FILE FORMATS

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

## 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.

## 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%.
- B/W ads: no rich black allowed
- 2-color ads (Church Law & Tax Report): must be designed using the 2nd color specified by Christianity Today. Ask your account executive for the correct 2nd color. We do not change incorrect colors.

## 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.

## FILE SUBMISSION

We prefer you use the Christianity Today dropbox to upload digital files: <https://www.hightail.com/u/CTIAdvertising>  
In the message box, identify your ad submission with:

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

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  
465 Gundersen Drive  
Carol Stream, IL 60188

- 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.