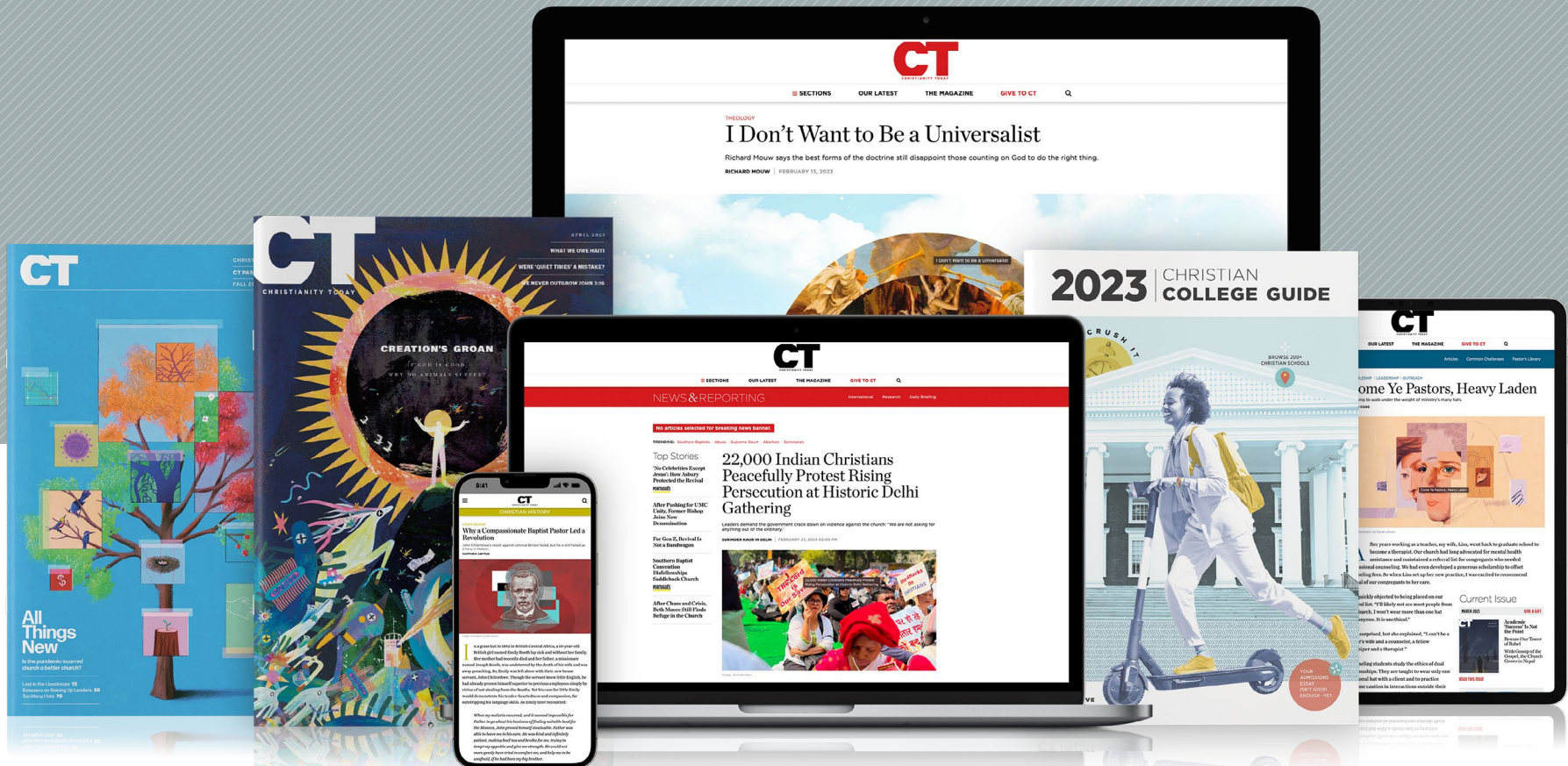


CHRISTIANITY TODAY

Artwork Specs



CTAdvertising

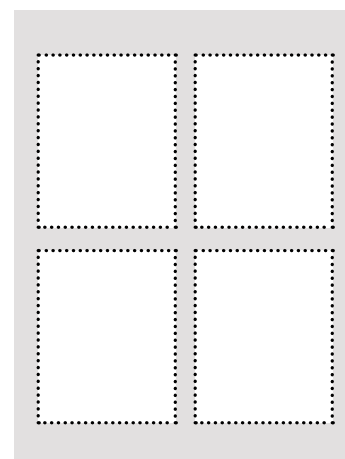
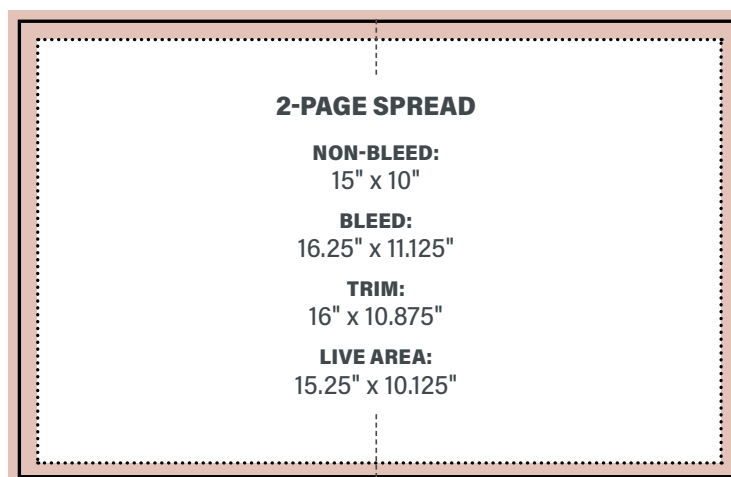
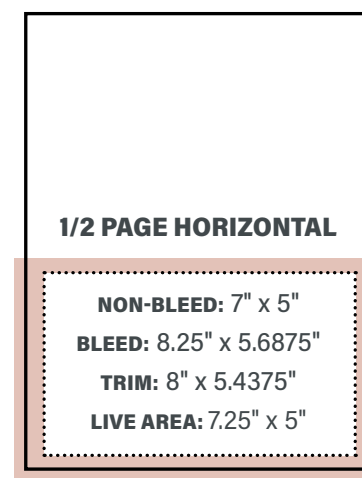
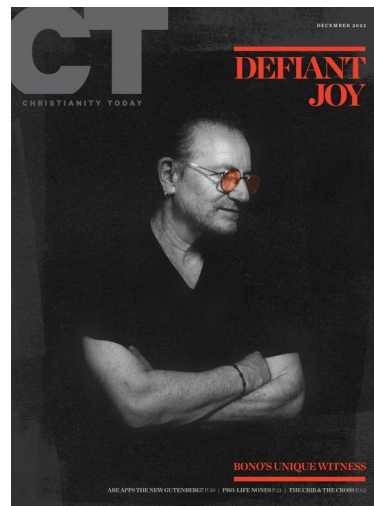
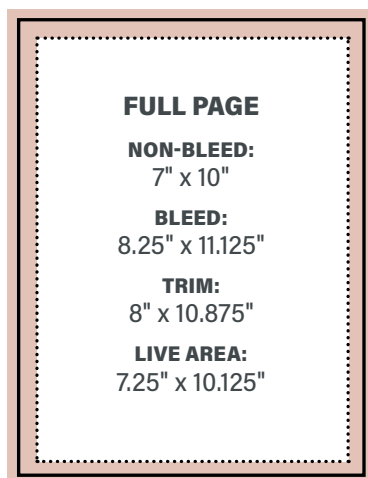
Print

SPECS



PRINT SPECS

Christianity Today



◀ 1/4 PAGE ADS

HEADLINE:
Up to 50 characters

BODY COPY:
Up to 45 words

CALL-TO-ACTION:
Up to 40 characters

IMAGE:
1.25" x 2"

IF CREATING YOUR OWN AD:
3.15" x 4"; 300 dpi;
jpg/tif/png

TRIM

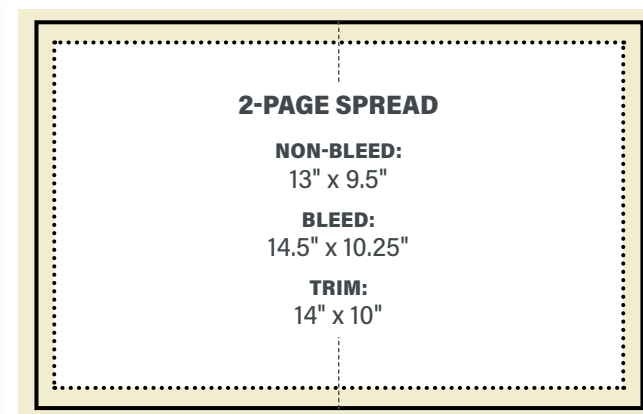
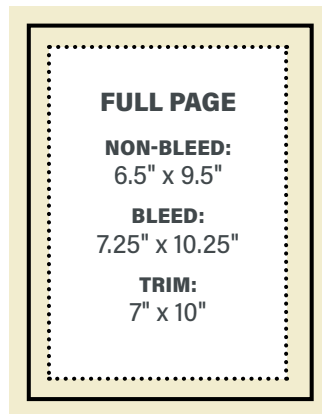
BLEED

NON-BLEED

PRINT SPECS

Special Issues

CT Pastors



TRIM

BLEED

NON-BLEED

PRINT SPECS

Special Issues

Christian College Guide

FULL PAGE

NON-BLEED:
6.5" x 9.5"

BLEED:
7.25" x 10.25"

TRIM:
7" x 10"



HALF PAGE

◀ **NON-BLEED:**
6.5" x 4.75"

BLEED:
7.25" x 5.125"

TRIM:
7" x 5"

2-PAGE SPREAD

NON-BLEED:
13" x 9.5"

BLEED:
14.5" x 10.25"

TRIM:
14" x 10"

SCHOOL PROFILE PAGE

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

TRIM

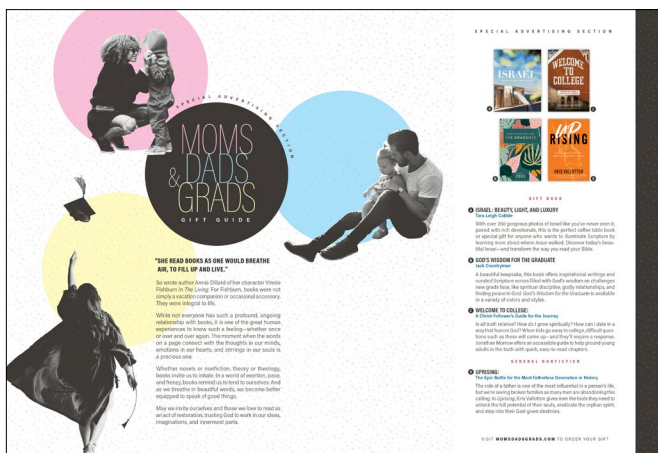
BLEED

NON-BLEED

PRINT SPECS

Gift Buying Guides

Moms, Dads & Grads Gift Guide



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

Print Version:

- 40-55 words of copy
- High-res 2D book cover image
- Minimum 810 pixels wide; 300 dpi; jpg/tif/png
- URL for product

Online Version:

- 25 words or less endorsement/quote
- 100-200 word back cover/summary copy
- Submit your materials directly **here**

Holiday Gift Guide for Book Lovers



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

Print Version:

- 40-55 words of copy
- High-res 2D book cover image
- Minimum 810 pixels wide; 300 dpi; jpg/tif/png
- URL for product

Online Version:

- 25 words or less endorsement/quote
- 100-200 word back cover/summary copy
- Submit your materials directly [**here**](#)

PRINT SPECS

Special Sections

Spotlights

Annual Podcast Guide

SPECIAL ADVERTISING SECTION

ANNUAL PODCAST GUIDE

Compelled
ANNUAL PODCAST

Considered the most influential, widely listened to, and most provocative of all podcasts, *Compelled* has set the standard for the church's most influential and provocative voices. Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

THE GODFATHER CHURCH
podcast

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

the table

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

theology

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

theology

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

VBS

SPECIAL ADVERTISING SECTION

Vacation Bible School

The Gospel of the Week
VBS

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

The Gospel of the Week
VBS

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

The Gospel of the Week
VBS

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

Church Resource Guide

SPECIAL ADVERTISING SECTION

SUNDAY SCHOOL SPOTLIGHT

The Gospel of the Week
VBS

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

The Gospel of the Week
VBS

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

The Gospel of the Week
VBS

Hosted by David Platt, the podcast explores the most pressing issues of the day, from the role of the church in society to the future of the Christian faith. Each episode is a thought-provoking exploration of the issues that matter most to the church today.

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 with resolution of 300 dpi in CMYK

PRINT SPECS

Other Print Specifications

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:
<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

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

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.

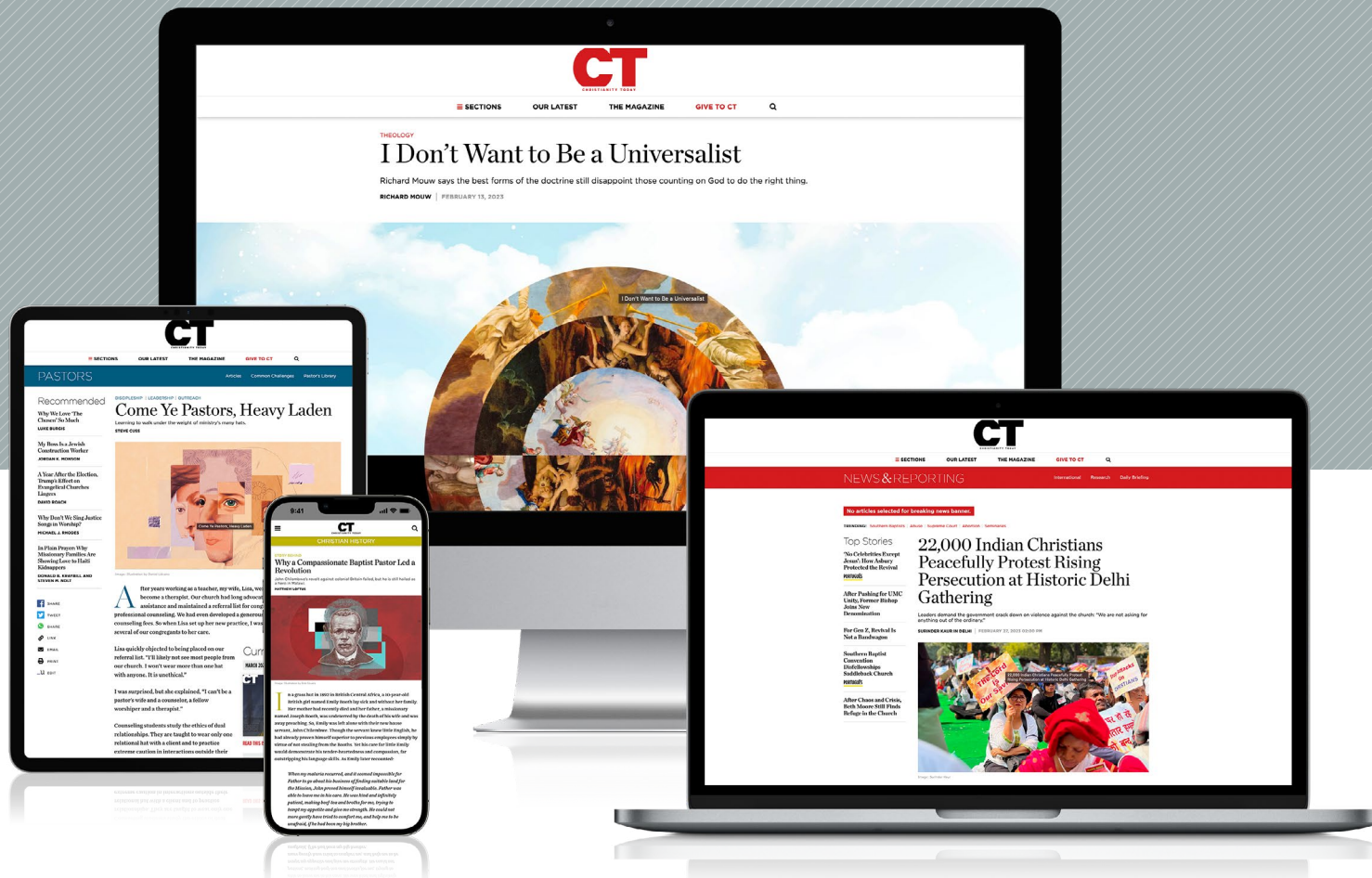
Inserts:

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.

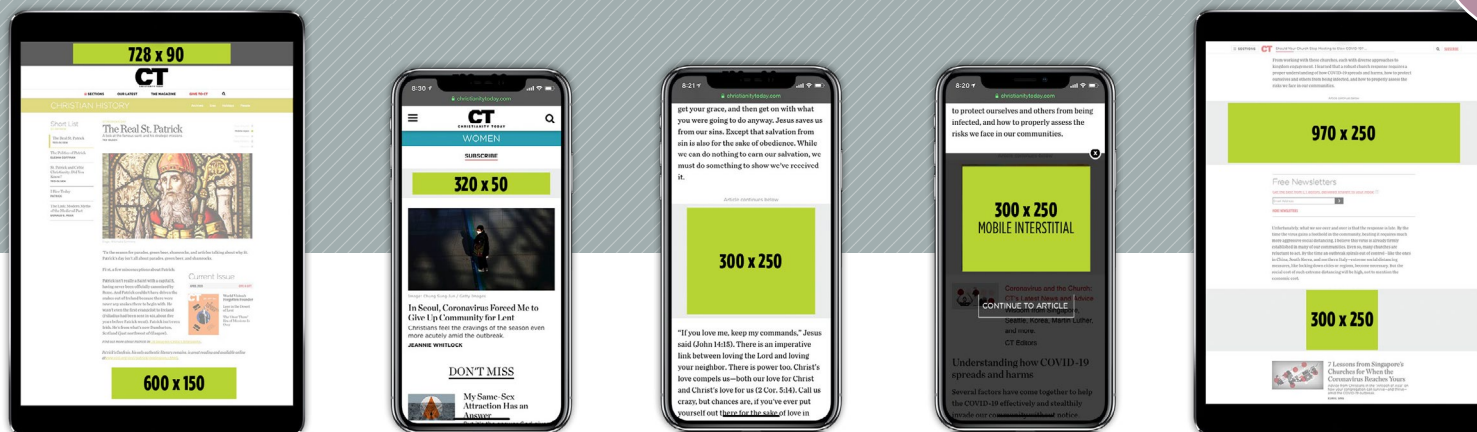
Tipped-in inserts not accompanied by a full-page ad will incur a 10 percent premium to allow for special position requirements. When inserts must be tipped-in to the magazine, there will be an additional production charge based on the print run. Please request the current tip-in charge from your account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

Online SPECS



ONLINE SPECS Banner Ads

All artwork due
2 weeks prior to
publication date



DIMENSIONS

- 728x90, 320x50, 300x250, 600x150, 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.

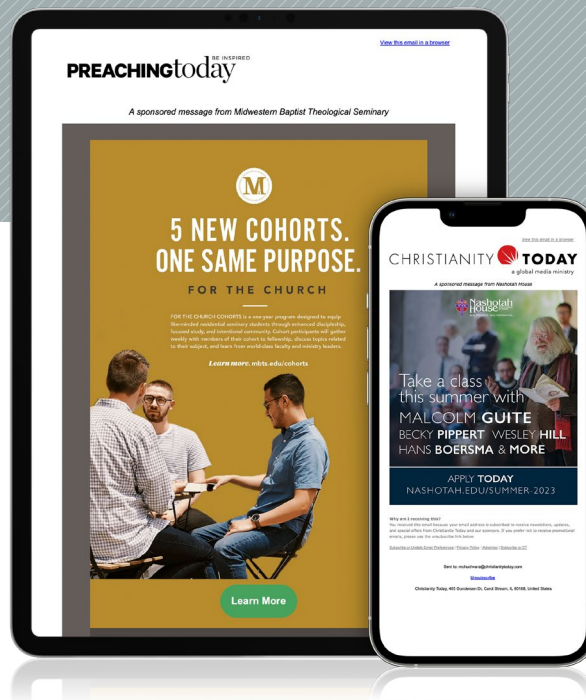
NOT ALLOWED

- 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 and ChristianityToday@YourBow.com

ONLINE SPECS Eblasts

All artwork due
2 weeks prior to
publication date



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

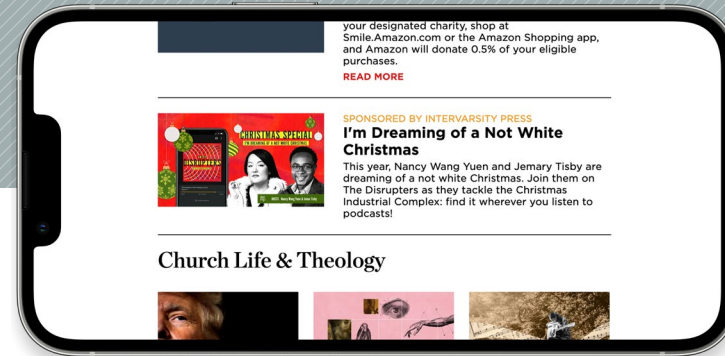
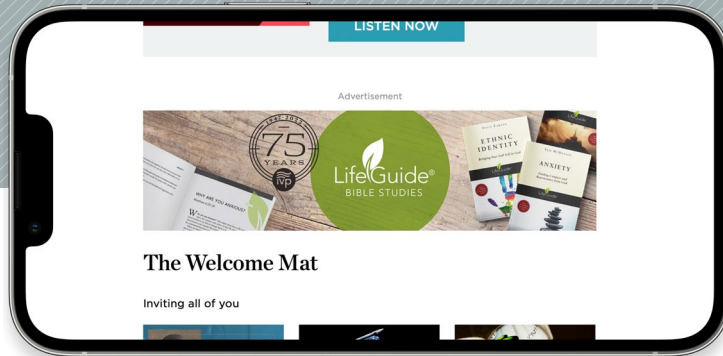
- Maximum width: 700px
- Maximum height: Flexible, 600px-800px recommended
- Maximum file size: 200kb (including images if sending an HTML file)

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

ONLINE SPECS

Newsletter & Native Ads

All artwork due
2 weeks prior to
publication date



Newsletter Ads



- Size: 600x150 px, max file size: 40kb (This size will deliver on both desktop and mobile.)
- Static .gif or .jpg (non-animated)
- 1-pixel non-white border
- Include URL for linking (no embedded URLs)
- Include alt text – maximum 70 characters

Native Ads



SPONSORED BY INTERVARSITY PRESS
I'm Dreaming of a Not White Christmas
This year, Nancy Wang Yuen and Jemary Tisby are dreaming of a not white Christmas. Join them on The Disrupters as they tackle the Christmas Industrial Complex: find it wherever you listen to podcasts!

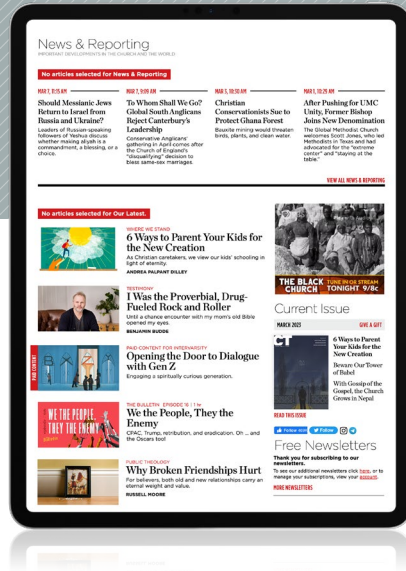
- Title Text: maximum of 50 characters, including spaces
- Body Text: maximum of 200 characters, including spaces
- Static image: provide a 16:9 ratio image (max size 5000 x 2813px / minimum 440 x 246px image).
- Click URL: preferably leading to an article, blog, or other media content (can be any length)

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

ONLINE SPECS

Video & Podcast Ads

All artwork due
2 weeks prior to
publication date



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.

Podcasts

PRE-ROLL OR POST-ROLL:

Please provide up to 300 characters or approximately 40 words that you'd like read in the following format: "This episode is brought to you in part by [product or organization], [description of product or company].[Call to action]."

MID-ROLL INTERVIEW:

Please provide up to 1,000 characters or approximately 150 words that starts with the following format: "This episode is brought to you in part by [product or organization], [description of product or company]." Be sure to include a call to action at the end, ideally with a custom URL for your tracking purposes.

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

Meet Our Team



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Senior Ad Sales Manager
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Caitlin Edwards

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Walter and Caitlin will answer your questions and be your personal consultants to create your custom campaigns.



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