

Ad Size Specifications

CTI has various ad sizes: standard, non-standard and professional newsletter sizes. Please review the following list carefully and choose the correct size based on the magazine in which your ad is being placed.

Standard Sizes

Print Publications	Non-bleed	Bleed	Trim
2-page spread	15" x 10"	16-1/4" x 11"	16" x 10-3/4"
Full page	7" x 10"	8-1/4" x 11"	8" x 10-3/4"
1/2 page spread	15" x 5"	16-1/4" x 5-7/16"	16" x 5-5/16"
2/3 page vertical	4-5/8" x 10"	5-5/16" x 11"	5-1/16" x 10-3/4"
1/2 vertical	4-5/8" x 7-1/2"	5-5/16" x 8-1/16"	5-1/16" x 7-15/16"
1/2 page horizontal	7" x 5"	8-1/4" x 5-7/16"	8" x 5-5/16"
1/3 page vertical	2-1/4" x 10"	2-15/16" x 11"	2-11/16" x 10-3/4"
1/3 page horizontal	4-5/8" x 4-7/8"	5-5/16" x 5-7/16"	5-1/16" x 5-5/16"
1/3 page directory-vertical	2-1/4" x 9-1/2"	--	--
1/3 page directory-horizontal	4-1/2" x 4-1/2"	--	--
1/6 page vertical	2-1/4" x 4-7/8"	--	--
1/6 page horizontal	4-5/8" x 2-1/4"	--	--
1/6 page directory-vertical	2-1/4" x 4-1/2"	--	--
1/12 page horizontal	2-1/4" x 2-1/4"	---	--
2/3 page horizontal (<i>Your Church</i> only)	7" x 6-3/8"	8-1/4" x 7-3/8"	8" x 7-1/8"
1/3 page base (<i>Your Church</i> only)	7" x 2-13/16"	8-1/4" x 3-13/16"	8" x 3-9/16"
Back cover (<i>Your Church</i> only)	7" x 8-1/4"	8-1/4" x 9-1/4"	8" x 9"

Non-Standard Sizes

<i>Leadership</i>	Non-bleed	Bleed	Trim
Full page	7" x 10"	8-5/8" x 11-1/8"	8-3/8" x 10-7/8"
2-page spread	15" x 10"	17-1/4" x 11-1/8"	16-3/4" x 10-7/8"
1/2 page horizontal	7" x 5"	8-5/8" x 5-11/16"	8-3/8" x 5-7/16"
<i>Books & Culture</i> see standard sizes for all ads except:	Non-bleed	Bleed	Trim
Tabloid page	10" x 13-7/8"	11" x 14-7/8"	10-3/4" x 14-5/8"
Back cover—Same as tabloid page dimensions. Call 630.260.6202 for label box area instructions.			
<i>Men of Integrity</i>	Non-bleed	Bleed	Trim
Full page	3-1/2" x 5-3/4"	4-1/4" x 6-1/2"	4" x 6-1/4"

Professional Newsletters

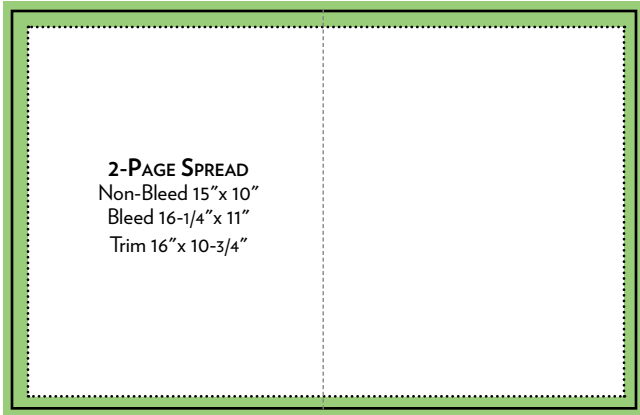
<i>Church Finance Today and Church Law & Tax Report</i>	Non-bleed	Bleed	Trim
Full page	8" x 10-1/2"	8-3/4" x 11-1/4"	8-1/2" x 11"
1/2 page horizontal	8" x 5"	8-3/4" x 5-3/4"	8-1/2" x 5-1/2"
1/4 page	3-3/4" x 5"	4-1/2" x 5-3/4"	4-1/4" x 5-1/2"

For all bleed ads, keep live area 3/8" from trim on all sides.

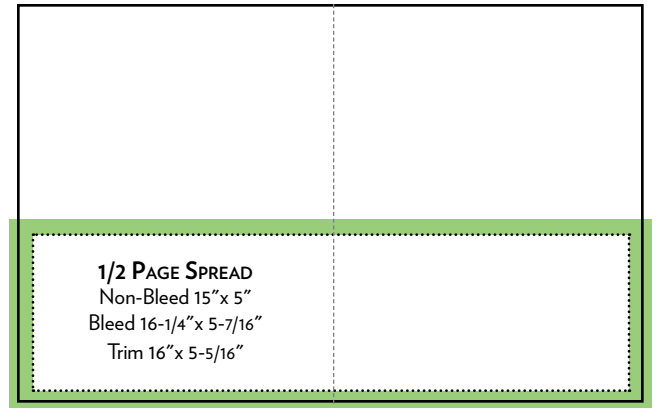
Ad Dimensions

Standard Sizes

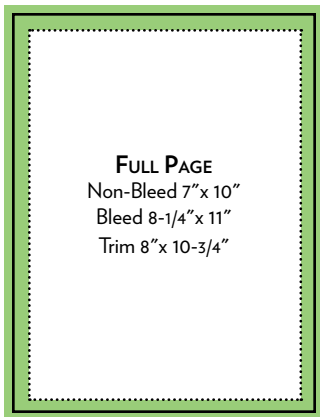
 page
  bleed
  non-bleed



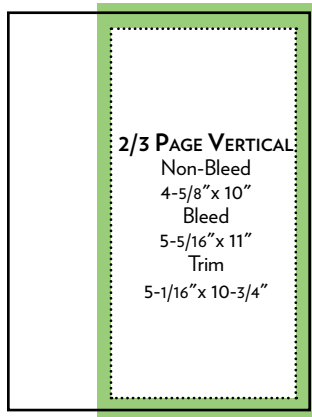
2-PAGE SPREAD
 Non-Bleed 15" x 10"
 Bleed 16-1/4" x 11"
 Trim 16" x 10-3/4"



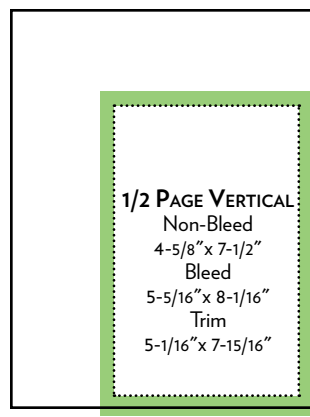
1/2 PAGE SPREAD
 Non-Bleed 15" x 5"
 Bleed 16-1/4" x 5-7/16"
 Trim 16" x 5-5/16"



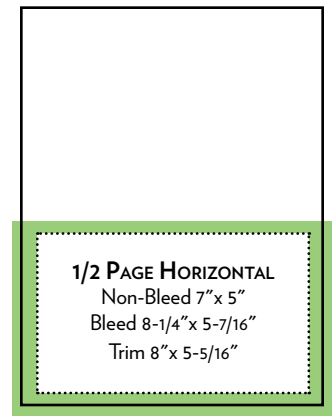
FULL PAGE
 Non-Bleed 7" x 10"
 Bleed 8-1/4" x 11"
 Trim 8" x 10-3/4"



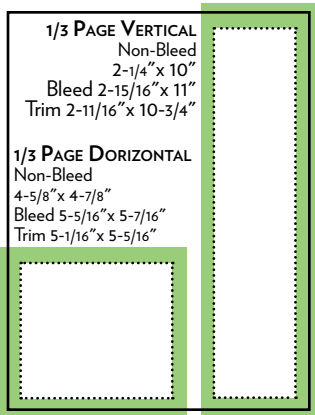
2/3 PAGE VERTICAL
 Non-Bleed
 4-5/8" x 10"
 Bleed
 5-5/16" x 11"
 Trim
 5-1/16" x 10-3/4"



1/2 PAGE VERTICAL
 Non-Bleed
 4-5/8" x 7-1/2"
 Bleed
 5-5/16" x 8-1/16"
 Trim
 5-1/16" x 7-15/16"

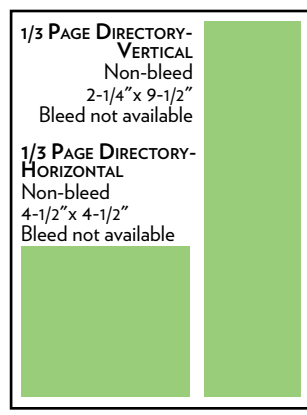


1/2 PAGE HORIZONTAL
 Non-Bleed 7" x 5"
 Bleed 8-1/4" x 5-7/16"
 Trim 8" x 5-5/16"



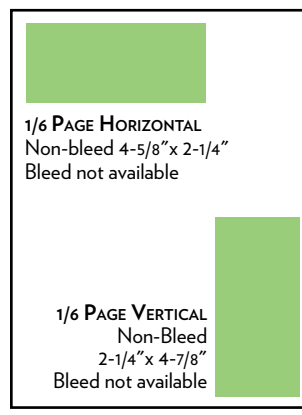
1/3 PAGE VERTICAL
 Non-Bleed
 2-1/4" x 10"
 Bleed 2-15/16" x 11"
 Trim 2-11/16" x 10-3/4"

1/3 PAGE DORizontal
 Non-Bleed
 4-5/8" x 4-7/8"
 Bleed 5-5/16" x 5-7/16"
 Trim 5-1/16" x 5-5/16"



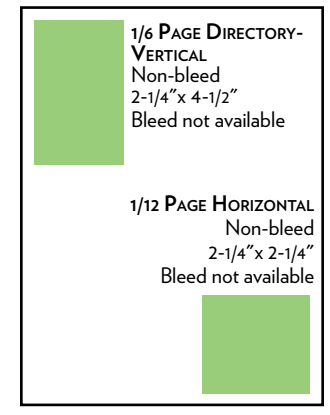
1/3 PAGE DIRECTORY-VERTICAL
 Non-bleed
 2-1/4" x 9-1/2"
 Bleed not available

1/3 PAGE DIRECTORY-HORIZONTAL
 Non-bleed
 4-1/2" x 4-1/2"
 Bleed not available



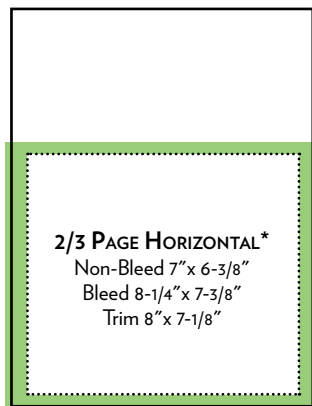
1/6 PAGE HORIZONTAL
 Non-bleed 4-5/8" x 2-1/4"
 Bleed not available

1/6 PAGE VERTICAL
 Non-Bleed
 2-1/4" x 4-7/8"
 Bleed not available

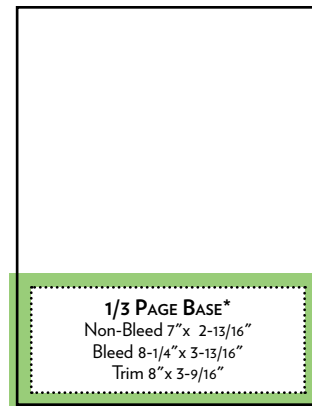


1/6 PAGE DIRECTORY-VERTICAL
 Non-bleed
 2-1/4" x 4-1/2"
 Bleed not available

1/12 PAGE HORIZONTAL
 Non-bleed
 2-1/4" x 2-1/4"
 Bleed not available



2/3 PAGE HORIZONTAL*
 Non-Bleed 7" x 6-3/8"
 Bleed 8-1/4" x 7-3/8"
 Trim 8" x 7-1/8"



1/3 PAGE BASE*
 Non-Bleed 7" x 2-13/16"
 Bleed 8-1/4" x 3-13/16"
 Trim 8" x 3-9/16"

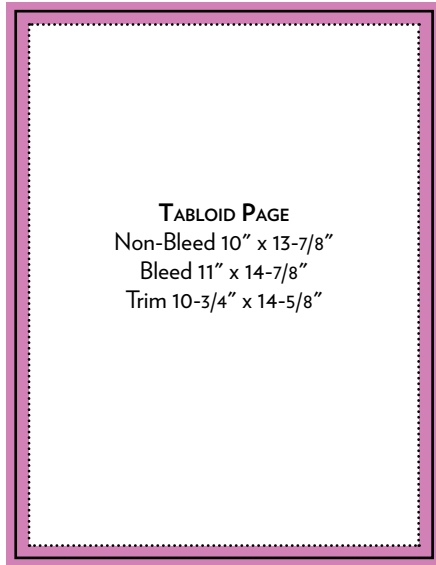
*Your Church only

Ad Dimensions

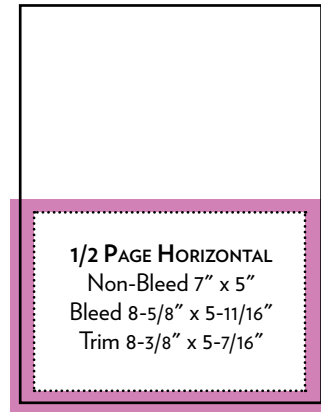
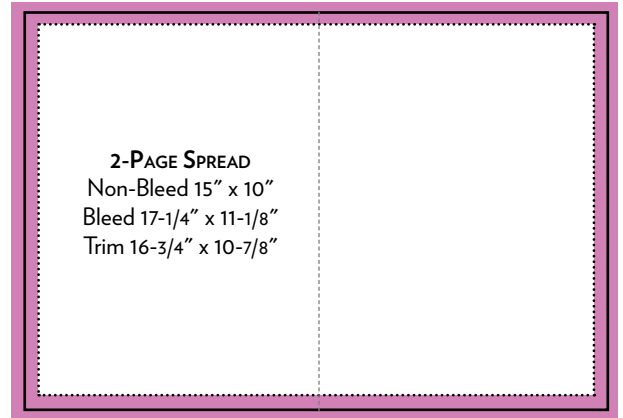
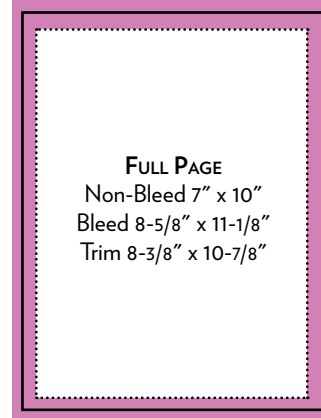
Non-Standard Sizes



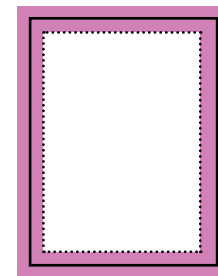
Books & Culture



Leadership



Men of Integrity

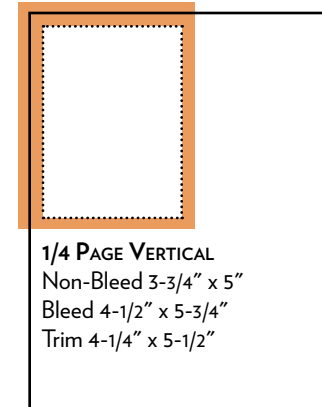
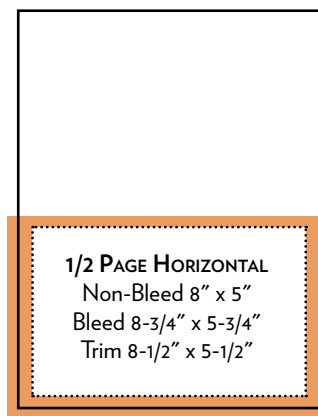
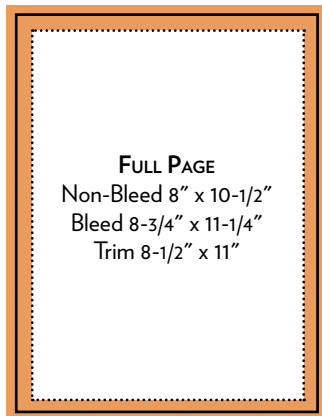


FULL PAGE
 Non-Bleed 3-1/2" x 5-3/4"
 Bleed 4-1/4" x 6-1/2"
 Trim 4" x 6-1/4"

Professional Newsletter Sizes



Church Finance Today and Church Law & Tax Report



Color

Black and white
 2-color Run of Press*

*Two-color ads MUST be designed using the 2nd color specified by CTI. Ask your Account Executive for the correct 2nd color for each of these publications.

Specifications for Digital Magazines

Graphic	Format (file extension)	Size	Dimensions	Quality/Resolution
Full page display ad	PDF	Less than 100mb	8" x 10-3/4"	150 dpi optimized
Logo	PNG, GIF (with transparency) or JPG (no transparency)	Less than 100kb	Less than 60 px high	72 dpi Lossless "No Optimization"
Background	JPG,SWF, GIF, PNG	Less than 250kb	Around 1200 px width	72 dpi Optimized 50-70%
Video	FLV	Less than 25mb	Keep original ratio	Video: 400 kbps Audio: 96 kbps
Audio	MP3	Les than 5mb	--	129 kbps
Popup (Images)	PNG, JPG, GIF	Less than 100kb	Less than page size	72 dpi Optimized 70-100%
Hybrid (banners)	JPG, GIF, PNG	Less than 150kb	Less than 160 px wide	72 dpi Optimized 70-100%

Please submit the following:

- A high-res PDF of the ad, along with a URL for linking
- If running video, please provide a video placement file indicating where the video should be placed in the ad
- The embedded video sent in one of the formats listed in the specs above

File Submission

Use the CTI dropbox to upload digital files: <http://dropbox.yousendit.com/CTIAdvertising>

In the message box, identify your ad submission with:

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

Specifications for Print Advertising

Christianity Today International 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 CTI will not assume responsibility for unsatisfactory color.

Bleed

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

Live Area

Should not exceed non-bleed ad size

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 (Professional Newsletters): MUST be designed using the 2nd color specified by CTI. Ask your account executive for the correct 2nd color. CTI does 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 CTI dropbox to upload digital files: <http://dropbox.yousendit.com/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 CTI. You may also send your ad materials to:
CTI 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. CTI 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 CTI. 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: 630.260.6202 x4315.

Inserts

Please contact the CTI production manager at the CTI offices for specifications. A sample or approved facsimile of an insert MUST be approved by the CTI 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 CTI production manager will provide print run numbers, due dates, shipping instructions, etc. Please contact the CTI 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.

<http://dropbox.yousendit.com/CTIAdvertising>

Specifications for Special Advertising Sections

Church Product Showcase

1/8-page directory ads, available in every issue of *Your Church*.

Materials to send:

- Headline of 4–5 words
- Body copy of up to 70 words
- Contact information (Total combined copy not more than 95 words.)
- TIF or EPS image at 2-1/2" wide with resolution of 300 dpi.

Desk Reference Listings

Logo listings and basic text reference listings are available in the *Your Church* Fall annual Desk Reference issue.

Materials to send:

- Logo listings—up to 45-word description and logo. TIF or EPS image at 2-1/2" wide with resolution of 300 dpi.
- Basic/Cross Reference listings—company name and up to 4 lines of contact information (usually a toll-free number, fax number, URL, street address, city, state, zip).

VBS Showcase

Available in the Spring issue of *Your Church* magazine.

Materials to send:

- Headline/Title of product
- Copy up to 75 words
- Company name, contact, and order information (Logo may be included also)
- TIF or EPS image at 2-1/2" wide with resolution of 300 dpi.

Christmas Gift Guide

Special advertising section available in the November issue of *Christianity Today*, the November/December issue of *MomSense* and the November & December issues of *Kyria*.

Materials to send:

- 40–55 words of copy
- Submit product visual with minimum image size of 3" x 3". TIF or EPS image with resolution of 300 dpi.
- URL to link to if your product/service is not available through Christianbook.com.

Other format information for images/logos

A CMYK TIF file is preferred. (If a digital image is not available, you may send a color photographic print). Images larger than finished size are fine; images smaller than finished size will NOT provide acceptable reproduction quality.

Delivery of materials for special ad sections should be uploaded to:

<http://dropbox.yousendit.com/CTIAdvertising>

All materials must be identified with: Advertiser name, magazine name/issue date, and special section ad is going into.