

CHRISTIANITY  TODAY

# 2021 PRINT SPECS

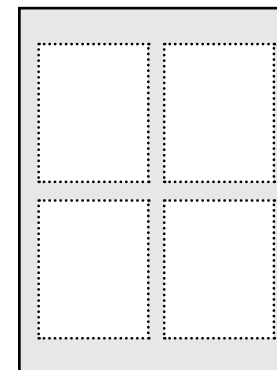
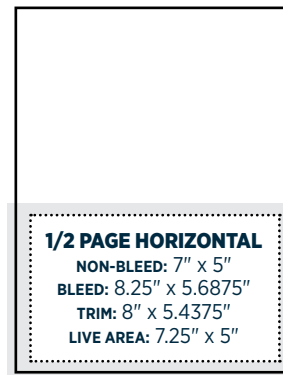
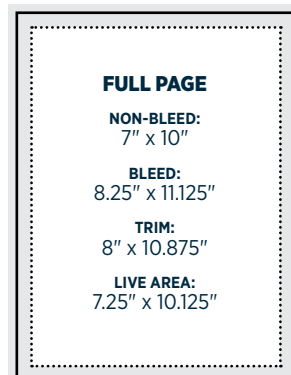
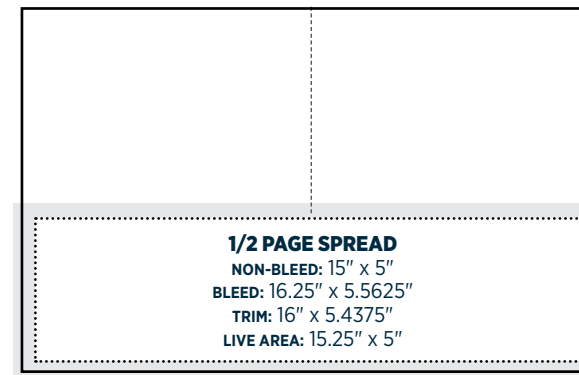
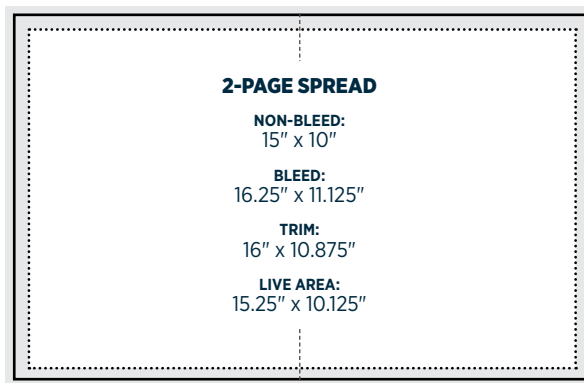


**CT**Advertising



# PRINT ADVERTISING SPECIFICATIONS

## Christianity Today Magazine



### ◀ 1/4 PAGE ADS

**HEADLINE:**  
Up to 50 characters

**BODY COPY:**  
40-60 words

**CALL-TO-ACTION:**  
Up to 40 characters

**IMAGE:**  
75W x 150H (pixels);  
300 dpi; jpg/tif/png

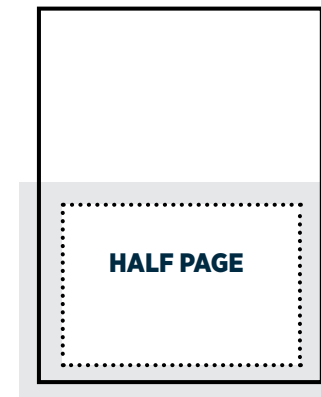
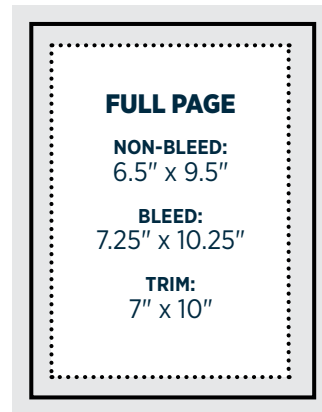
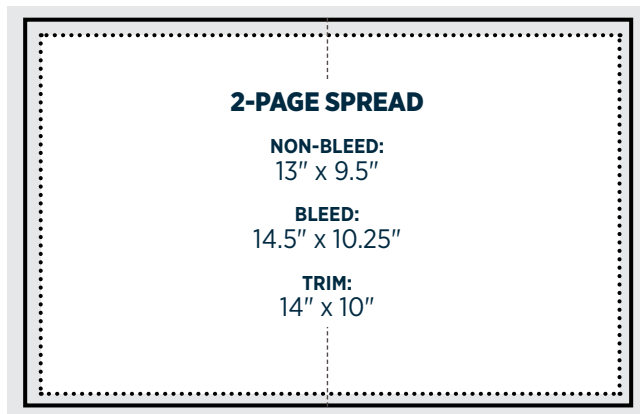
TRIM

BLEED

NON-BLEED

# PRINT ADVERTISING SPECIFICATIONS

## CT Pastors, CT Women & Christian College Guide



**NON-BLEED:**  
6.5" x 4.75"

**BLEED:**  
7.25" x 5.125"

**TRIM:**  
7" x 5"

Only available in the  
Christian College Guide

Please submit a URL for the digital version of these publications.

TRIM

BLEED

NON-BLEED

# PRINT ADVERTISING SPECIFICATIONS

## ► Holiday Gift Guide for Book Lovers



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**

- 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 Gift Guide



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**

- 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 Spotlights



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**

- 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