

**Format:** We require .gif, .jpg, or rich media.

**Art Deadline:** All art must be received at least 2 weeks prior to online publication date in full working order and be compatible with all major browsers and platforms. (On-time launch is not guaranteed for materials received late).

**Policy on Impressions:** CTI is not responsible for lost impressions due to malfunction of ads housed on third-party servers or late receipt of ad materials.

**Submitting Artwork:** Send via e-mail as attachment to: InternetAds@ChristianityToday.com, or place the art on your website, then send an e-mail to InternetAds@ChristianityToday.com with the URL where the art can be found.

## Banner Ads

Banner Size*	Max File Size
728 x 90	40kb
160 x 600	40Kb
300 x 250	40Kb
250 x 250**	40Kb
120 x 240	30Kb

\*See sales contract for size of banner

\*\*No animation, static only

### General Specifications

- Ads must not have transparent backgrounds and may never blend into the screen content.
- Banner should be encased in a 1 pixel black border
- Ads may not employ persistent rapid “strobing” animation of any graphic, copy or background element.
- Faux functionality not allowed.
- Must be free of harmful applications including ActiveX, viruses, exit pops and other forms of malware, do not use cross domain scripting or set cookies in unapproved domains.
- CTI Advertising does not accept 4th party ad serving.
- Include a URL for CTI to link from your banner or newsletter ad. (No embedded URLs.) Alternate text—maximum 70 characters.

### Rich Media Specifications

- Maximum Rich Media file size: 40Kb
- Must be In-Banner (not expandable)
- No loop maximum, but total animation time for all loops combined cannot exceed 20 seconds
- May include user-initiated sound

### Flash

- Flash ads must conform to all standard ad specs and guidelines listed above—including file size, animation, and content—in addition to the specific coding specs noted below.
- Must be published as Flash 9 or earlier
- Must be self-contained and require no external files (unless streaming media)
- SWF files must not contain any encrypted or obfuscated code or URLs.
- Must provide 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 CTI 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 code must appear as:
 

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

- For more information: [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

### Audio

- Must be user-initiated by click; host-initiated audio not allowed
- Must contain visible stop/play and pause or mute functionality

### Video

- Stop/play/pause button must be included
- Must be Flash-based if housed on ChristianityToday.com server
- Approved vendors of video within ad, if any: Dart Motif, EyeWonder, Eyeblaster, Pointroll
- May be host initiated
- Max playtime (if host-initiated) = 15 seconds
- Max playtime (if user-initiated with a click) = 30 seconds
- File size restrictions (polite download): 1 MB Broadband, 500Kb Narrowband.

### Subloading Guidelines

- Ad units using sub-loaded video must be submitted to Christianity Today 5 full business days prior to launch.
- Video and animation can be host-initiated, but it can only start after the 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 is 2MB
- Maximum file size for sub-loaded Flash Animation files is 300k.

## E-Newsletter Ads

### Specifications

- Right column ad: 210x210 image, maximum file size: 15Kb, static .gif or .jpg (non-animated)
- Content ad: 468x60 image, maximum file size: 40KB, static .gif or .jpg (non-animated)
- Include URL for linking (no embedded URLs)
- Include alt text - maximum 70 characters

## Individual School Pages on ChristianCollegeGuide.net

### Submitting Artwork:

For individual school pages only, you will be provided the URL and a password for posting both text information and images online. (Not to be sent via email).

## Church Products and Services

### Category Anchor Banner

- 120 x 90 pixels; maximum files size 20Kb .gif or .jpg. May be animated. (See rich media specs above.)

### Text Category listing:

- 35 words of text
- Include URL for linking (no embedded URLs)

Item	Size/Pixels	Maximum Files Size	Format	Animated
School Logo	250 x 125	7Kb	.gif	No
Campus Photo	225 x 150	7Kb	.jpg	No
Promo Image	75 x 75	4Kb	.jpg	No
Small Banner*	120 x 60	6Kb	.gif	No
Ad*	120 x 240	30Kb	.gif	Yes
Large Banner**	728 x 90	40Kb	.gif	Yes
Promotion Text**	n/a	n/a	n/a	n/a

\* Gold and silver packages only

\*\* Gold packages only

## E-Blasts

### Specifications

- Maximum file size (HTML plus images): 200 Kb
- Maximum width: 700 pixels
- Maximum height: flexible
- Image format: .gif or .jpg (no animation)
- Images, text, Cascading Style Sheets allowed
- Layout is flexible
- All images must be housed on CTI servers for proper delivery.
- CTI's newsletter header & footer will be added
- *Not allowed:*
  - Sound
  - Flash
  - JavaScript
- NOTE: Background images are not compatible with all e-mail clients

### 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:
    - <http://addons.mozilla.org/en-US/firefox/addon/249>

### Test to avoid Spam Filters (Recommended)

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

### Ad Submission Materials:

- **Art:** Send via e-mail as an attached file to [internetads@christianitytoday.com](mailto:internetads@christianitytoday.com) OR place on your website and e-mail the URL where it can be found.
- **Text:** If your e-blast includes text as well as graphics, send it with the art as instructed above.
- **URL:** Include a URL for ChristianityToday.com to link from your ad to your website.
- **Subject Line:** Include a subject line to use when mailing your e-blast:
  - Maximum 70 characters including spaces
  - Shorter is always better
  - No punctuation marks may be included
  - Avoid spam filter trigger words (e.g., "free," "\$\$\$," "now.")
- **Alt Text:** If e-blast consists mostly of an image, provide text of e-blast separately to be included in alt text that appears upon mouse-over. This will enable recipients that block images to know something about the offer.
- **HTML Validation:** Specify source of HTML validation.