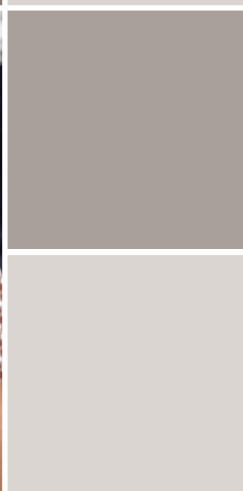
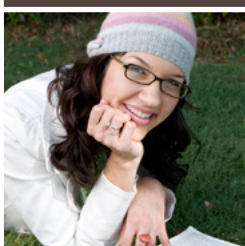
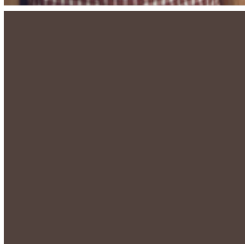


CONNECTING YOU WITH KEY CHRISTIAN AUDIENCES



2014  
**Media  
Kit**



# 2014 Media Kit

- 3 Reach Your Audience

## 4 Influential Christian Leaders

- 5 Books & Culture  
6 Christianity Today  
7 Books & Culture newsletter  
8 CT Direct & Weekly newsletters  
9 CT Entertainment newsletter  
10 Christianity Today Connection newsletter  
11 The Galli Report newsletter  
12 Thought Leaders website bundle

## 13 Pastors & Ministry Leaders

- 14 Leadership Journal  
15 Building Church Leaders newsletter  
16 Leadership/Leadership Humor newsletters  
17 Leading Outreach newsletter  
18 Parse newsletter  
19 Preaching Today newsletter  
20 Today's Children's Ministry newsletter  
21 Pastors & Church Leaders website bundle

## 22 Church Management

- 23 Church Law & Tax Report  
24 Church Finance Update newsletter  
25 Church Law & Tax/Essential Reminders newsletters  
26 Church Management Update newsletter  
27 Managing Risk newsletter  
28 Pastors & Church Leaders website bundle

## 29 Women

- 30 Today's Christian Woman  
31 Gifted for Leadership newsletter  
32 Her.meneutics newsletter  
33 Marriage Partnership newsletter  
34 ParentConnect newsletter  
35 Today's Christian Woman newsletter  
36 Women website bundle

## 37 Discipleship

- 38 Men of Integrity  
39 Christian Bible Studies newsletter  
40 Men of Integrity newsletter  
41 Small Groups newsletter  
42 Pastors & Church Leaders website bundle

## 43 Higher Education

- 44 Regional Christian College Guide  
45 Higher Education Advertorials  
46 ChristianCollegeGuide.net  
47 SeminaryGradSchool.com  
48 Teens website bundle

## 49 Special Opportunities

- 50 Marketplace  
51 Christmas Gift Guide  
52 Moms, Dads, & Grads  
53 Church Buyer's Guide  
54 Regional Eblasts  
55 Regional Banners  
56 Mobile, Social, & More  
  
57 Display Ad Dimensions  
60 Print Specifications  
62 iPad & Special Section Specifications  
63 Banner Ad Dimensions  
64 Online Specifications  
66 ChristianCollegeGuide.net/  
SeminaryGradSchool.com  
67 Contact Us

# Reach Your Audience

## Influential Christian Leaders



## Pastors & Ministry Leaders



## Church Management



## Women



## Discipleship



## Higher Education



**B**eginning as a single magazine launched by Billy Graham in 1956, Christianity Today has grown into a global communications ministry, reaching millions of avid consumers of Christian products and services. By combining trusted content with fresh ideas and an integrated media mix, we can help you build a lasting relationship between our influential audiences and your brand.

Today our content is delivered via multiple platforms that serve our consumers' various lifestyles, including award-winning magazines, websites, newsletters, mobile, blogs, iPad apps, social networking, and more.

Our current reach includes:

- 600,000 magazine readers
- 6 million monthly online page impressions including 2.2 million monthly mobile page impressions
- 2.3 million unique monthly online visitors
- 565,000 opt-in newsletter subscribers

---

**“When you want to reach and influence the Christian community, no one is better than Christianity Today. I appreciate that with one source I can cover the entire scope of Christianity, from leaders to members to those who influence the next generation of Christians. They give me market segmentation and a multitude of innovative and measurable ways to reach active Christians. I have been working with Christianity Today since 2003 and there is really no other Christian media provider like them—they are in one word: *excellent*.”**

---

Michael Cook, Marketing Manager  
Baker Publishing Group

# Influential Christian Leaders

## Magazines

- Books & Culture
- Christianity Today

## Newsletters & Eblasts

- Books & Culture
- CT Direct & Weekly
- CT Entertainment
- Christianity Today Connection
- The Galli Report

## Websites

- Thought Leaders website bundle

**R**each the Christian thought leaders and decision makers who choose our resources to remain actively engaged in today's issues, trends, and culture from an informed Christian perspective. These highly educated, faith-centered leaders value our compelling content to help them stay up-to-date on important people and ideas, plus the latest products and services, that will help them intelligently interact with the world.



“Wheaton College Graduate School looks to CT to help us effectively communicate the singular education experience we offer within the world of Christian higher education. We are confident that our message reaches the leaders, decision makers, and influencers within Evangelicalism. Together we seek to address the difficult issues of society—all the while thoroughly grounded in the authority of the scripture and thoughtfully engaged with the broader liberal arts.”

Hope Grant  
Graduate Admissions Marketing & Recruiting Coordinator  
Wheaton College Graduate School



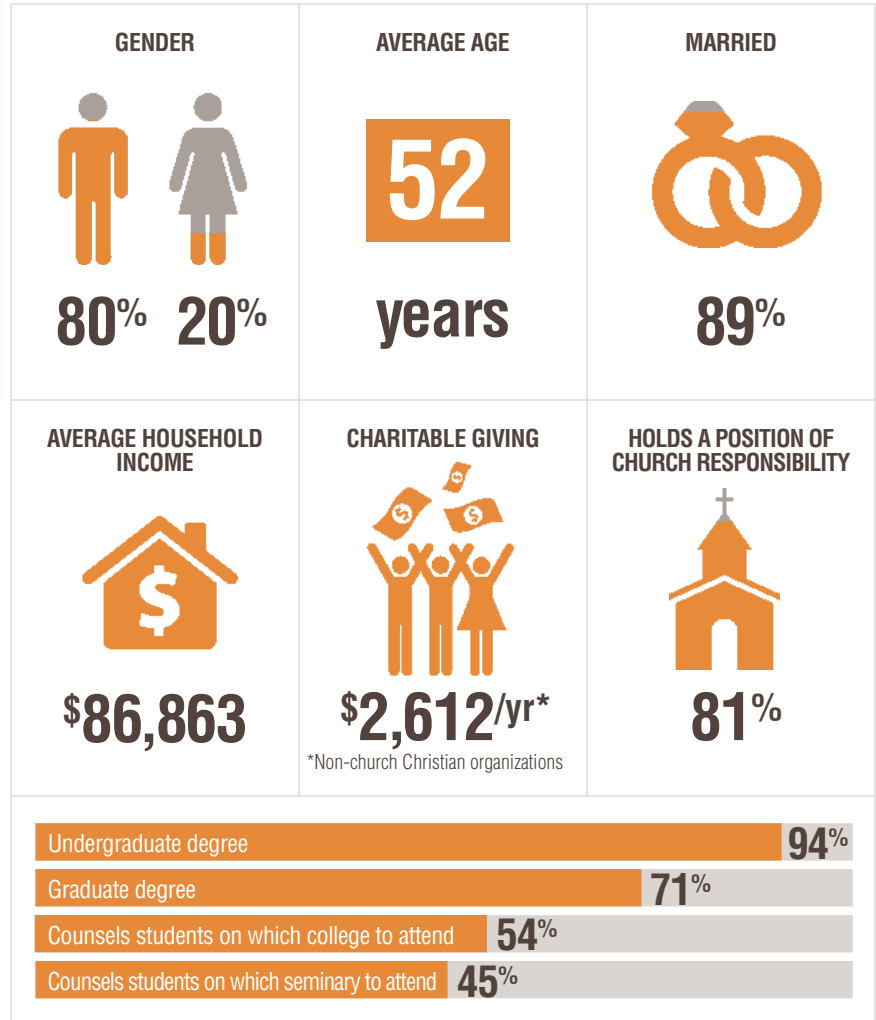
# Books & Culture



Circulation:  
**10,000**  
Readership:  
**18,000**

ISSUE	CLOSING DATE
Jan/Feb	October 21
March/April	December 20
May/June	February 17
July/August	April 16
Sept/Oct	June 20
Nov/Dec	August 18

## SUBSCRIBER SNAPSHOT



## HABITS & PURCHASING ACTIVITIES

- Reads for nearly 15 hours each week on theology, commentaries, and history
- Purchases 25 books annually, half of which are Christian titles
- Purchases 5-6 Christian DVDs/videos annually: 42%
- Attends conferences; overseas travel in the near future



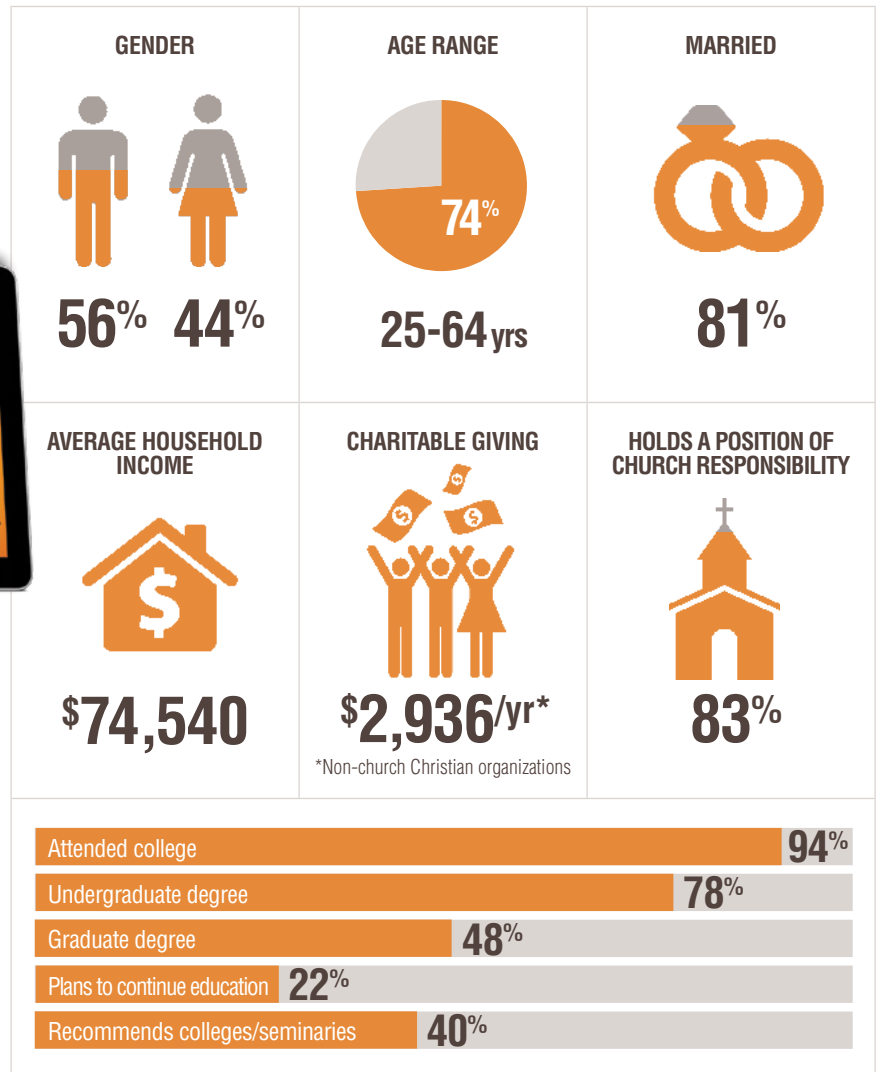
Circulation:  
**120,000**  
Readership:  
**240,000**



ISSUE	CLOSING DATE
January/February	November 8
March	December 27
April	January 27
May	February 28
June	March 31
July/August	May 12
September	July 2
October	August 1
November	August 29
December	September 29

# Christianity Today

## SUBSCRIBER SNAPSHOT



## HIGH SUBSCRIBER ENGAGEMENT WITH ADS:

- Purchases products advertised in *Christianity Today*: 46%
- Visits websites of products/services advertised in *Christianity Today*: 76%

## HABITS & PURCHASING ACTIVITIES

- Reads 3 hours per week; spends an average of \$319.52 annually on 18 titles; recommends books to others: 97%
- Watches an average of 25 movies annually; 8 in the theater; 19 on DVD
- Owns an average of 10 Bibles; 61% purchase Bibles each year
- Travels annually for study and pleasure; attends conferences; interested in tours to Europe and the Holy Land

# Books & Culture

NEWSLETTER & EBLASTS



Average  
Subscribers:  
**24,200**

Frequency:  
**Weekly**



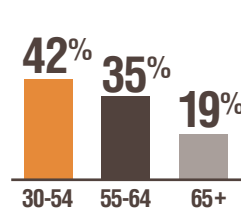
MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT

### GENDER



### AGE



### MARRIED



### AVERAGE HOUSEHOLD INCOME



**\$81,814**

### CHARITABLE GIVING



**\$2,050/yr\***

\*Non-church Christian organizations

### ATTENDED OR GRADUATED COLLEGE



**98%**

Graduate degree **54%**

Plans to continue education **39%**

Would consider taking online courses **83%**

Counsels students on which college to attend **63%**

## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 98%; spends an average of \$240 annually on 15 titles
- Owns a digital tablet or e-reader: 46%; reads e-books 2.3 hours weekly
- Buys DVDs/videos: 68%; purchases an average of 10 DVDs/videos per year
- Makes Internet purchases: 97%; spends an average of \$790 online annually
- Regularly uses Bible study and devotional materials: 76%
- Attends conferences: 75%

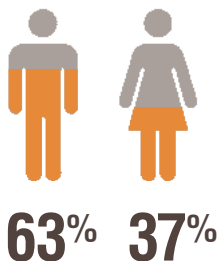


# CT Direct & Weekly

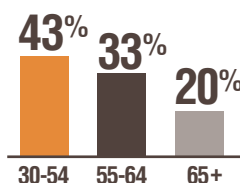
NEWSLETTERS & EBLASTS

## SUBSCRIBER SNAPSHOT

### GENDER



### AGE



### MARRIED



### AVERAGE HOUSEHOLD INCOME



\$77,329

### CHARITABLE GIVING



\$2,151/yr\*

\*Non-church Christian organizations

### ATTENDED OR GRADUATED COLLEGE



95%

Average  
Subscribers:  
**100,000** total  
Frequency:  
**Daily & Weekly**



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

Graduate degree	77%
Plans to continue education	40%
Would consider taking online courses	81%
Counsels students on which college to attend	53%

## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 98%; spends an average of \$256 annually on 16 titles
- Makes Internet purchases: 86%; spends an average of \$798 online annually
- Average number of Bibles in home: 8.6; spends an average of \$46 on Bible purchases per year
- Attends conferences: 77%
- Watches an average of 16 movies annually; 4 in the theater; 12 on DVD



# CT Entertainment

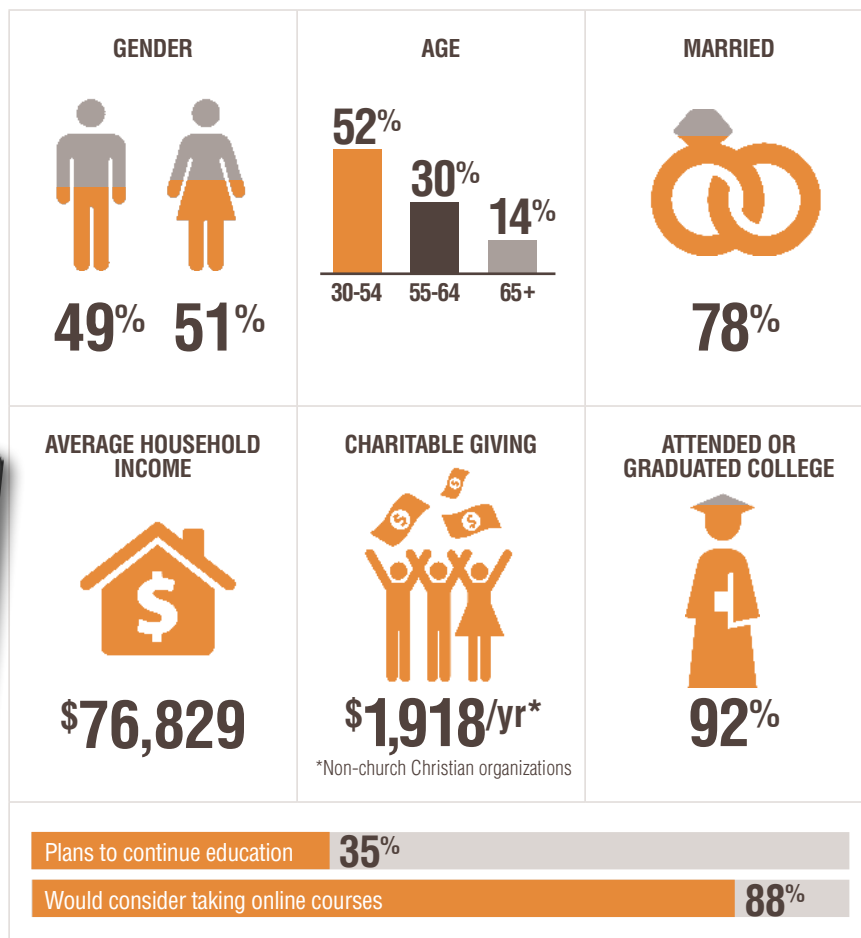
NEWSLETTER & EBLASTS



Average  
Subscribers:  
**16,100**  
Frequency:  
**Weekly**



## SUBSCRIBER SNAPSHOT



## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 95%; spends an average of \$198 annually on 13 titles
- Owns a digital tablet or e-reader: 38%; reads e-books 2 hours per week
- Spends an average of \$99 on 22 music CDs/downloads annually
- Buys DVDs/videos: 75%; purchases an average of 10 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$735 online annually
- Regularly uses Bible study and devotional materials: 77%
- Attends conferences: 74%

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

# Christianity Today Connection

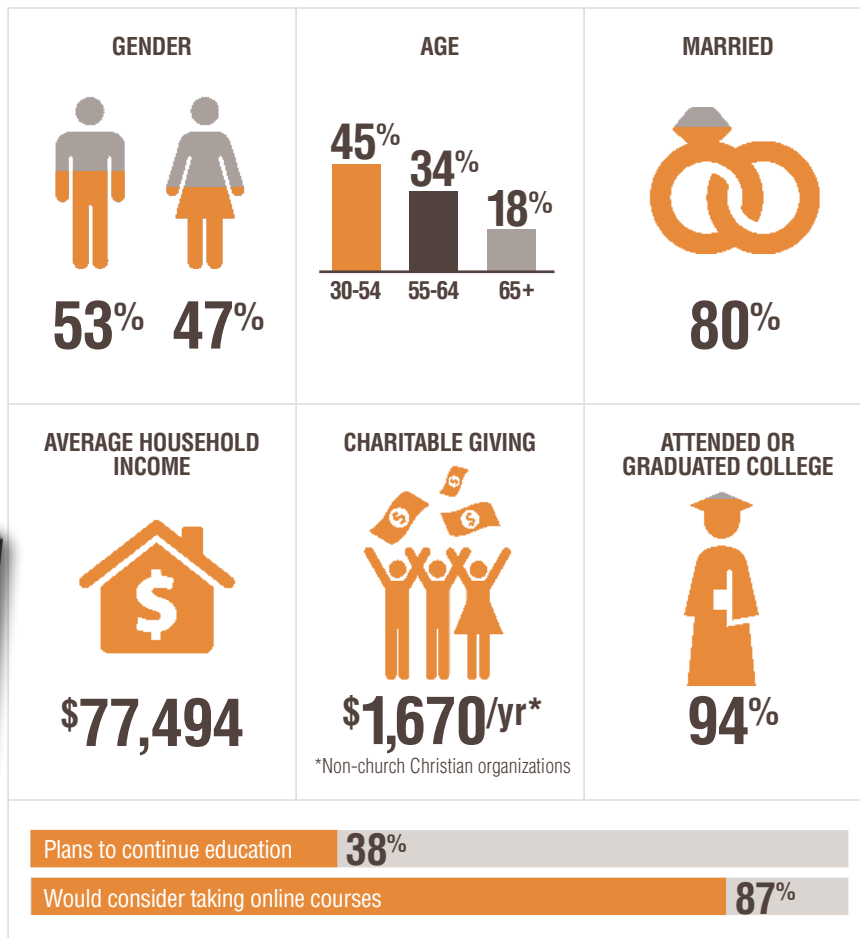
NEWSLETTER & EBLASTS



Average  
Subscribers:  
**105,000**  
Frequency:  
**Weekly**

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT



## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 93%; spends an average of \$202 annually on 13 titles
- Owns a digital tablet or e-reader: 38%; reads e-books 2 hours per week
- Spends an average of \$93 on 20 music CDs/downloads annually
- Buys DVDs/videos: 64%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$680 online annually
- Regularly uses Bible study and devotional materials: 82%
- Attends conferences: 75%

NEW!

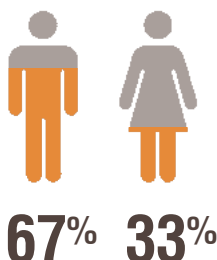
# The Galli Report

NEWSLETTER &amp; EBLASTS

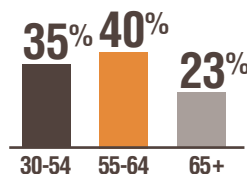
Connect with leaders who want to stay up-to-date on must-reads, plus get theological reflections on critical topics Christians face, from the editor of *Christianity Today*, Mark Galli.

## SUBSCRIBER SNAPSHOT

### GENDER



### AGE



### MARRIED



### AVERAGE HOUSEHOLD INCOME



### CHARITABLE GIVING



\*Non-church Christian organizations

### ATTENDED OR GRADUATED COLLEGE



Graduate degree 53%

Plans to continue education 45%

Would consider taking online courses 89%

## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 96%; spends an average of \$281 annually on 16 titles
- Owns a digital tablet or e-reader: 41%; reads e-books 2.3 hours per week
- Buys DVDs/videos: 73%; purchases an average of 11 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$834 online annually
- Regularly uses Bible study and devotional materials: 84%
- Attends conferences: 77%

**BILLY GRAHAM**  
THE REASON FOR MY HOPE: SALVATION

CHRISTIANITY TODAY

WEEKLY MAIL EBLAST FROM THE EDITOR OF CT

Thursday, November 07 2013

**Like and Unlike Evangelism**  
This week I visited Union University in Jackson, Tennessee—a very impressive school, by the way—and in one class I was asked to talk about how we Christians can best communicate with a secular culture. I talked about “like evangelism” and “unlike evangelism.” In like evangelism, we create a setting where the unbeliever feels completely comfortable and at ease, and then we slowly and gently introduce the gospel. This is the favored method of evangelicals today, as seen in the megachurch, secular-friendly approach.

In unlike evangelism, the point is to create a setting and offer a message that startles, shocks, puzzles, and/or amazes the unbeliever. This is the implicit approach of Orthodox, Catholic, and some Anglican churches. When people walk into these worship spaces, the architecture and liturgy are so different. The people are disoriented—it’s so unlike anything they experience daily. Inside such a church, many instinctively speak in hushed tones. If at all. If asked why, they will say it’s because they feel like they are in a holy place.

That sense of holy shock is what drives many people to question their values and beliefs. Like the disciples asking after one of Jesus’ startling miracles, “What is this that the word and seas obey him?” many people ask, “What is the meaning of this strange and beautiful world I’ve just entered?”

The striking and unbelievable message of the gospel about forgiveness—fodder for unlike evangelism—[is well put by theologian, Hans Urs von Balthasar](#).

**Government Spying**  
I’m still trying to decide what I think of government spying on its citizens. My instincts say it can’t be a good idea in a free society. But [this piece](#) says that the nature of today’s spying may not be that invasive. It doesn’t settle the matter for me, but it helped put some of the arguments in perspective.

**Dear Evangelism**  
I am a craft person of five beers. Well, some of them are fine, and some not. But I’m hearing, and it is a hobby I love. So you would think I’d be excited about churches that use beer to attract the unchurched. Nope. It strikes me as a silly way to do “like evangelism,” as well as an “unlike” use of one of God’s good gifts.

**Dissect Evangelism**  
It may be alive and well still—but hard today. The controversial German evangelist Rainer Bonhoeffer [gives us a recent look](#) in the United States. We reported on his African travels [some years ago](#).

**Guys Can Be Cool Sometimes**  
At Taylor University last week—another impressive school—I learned about the seminary’s unique healing practice. They send freshman guys, take them to a spa, and then... wash their feet. Another example of young men acting mature beyond their age was featured on CBS news recently. (I dare you not to tear up.)

**BILLY GRAHAM**  
shares  
THE REASON  
FOR HIS HOPE

“Billy is a phenomenal man who has spent his life in total dedication to the cause of Christ.”  
—Louis Zamperini, subject of the New York Times bestseller *Unbroken*

[LEARN MORE >>](#)

Average  
Subscribers:  
**14,700**  
Frequency:  
Weekly



### MONTH CLOSING DATE

January December 15

February January 15

March February 15

April March 15

May April 15

June May 15

July June 15

August July 15

September August 15

October September 15

November October 15

December November 15

# Thought Leaders

## WEBSITE BUNDLE



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



Package 1 (top 1)		
Average Monthly Impressions: <b>1,450,000</b> Size: 728x90	SITES	
	Christianity Today	Christian History
	Books & Culture	This Is Our City
	CT Library	CT Entertainment
	ChristianityToday.org	

Package 2 (nav 1)		
Average Monthly Impressions: <b>1,280,000</b> Sizes: 300x250, 160x600	SITES	
	Christianity Today	Christian History
	Books & Culture	This Is Our City
	CT Library	CT Entertainment
	ChristianityToday.org	

Package 3 (nav 2)		
Average Monthly Impressions: <b>805,600</b> Sizes: 300x250, 250x250	SITES	
	Christianity Today	Christian History
	Books & Culture	CT Entertainment

Minimum purchase: 50,000 impressions  
Websites included in each package are not available for individual purchase



# Pastors & Ministry Leaders

## Magazines

- Leadership Journal

## Newsletters & Eblasts

- Building Church Leaders
- Leadership/Leadership Humor
- Leading Outreach
- Parse
- Preaching Today
- Today's Children's Ministry

## Websites

- Pastors & Church Leaders website bundle

**F**rom pastors to leadership team members, we can help you reach the leaders and decision makers of large, influential congregations. Church leaders loyally turn to our resources for trusted wisdom, valued insights, and practical tools to help them in all aspects of their ministry roles, including building healthy churches, preaching the gospel, and discipling the body of Christ.



“It has been a joy to work alongside Toks, Joshua, and the entire Christianity Today team for the past several years. With incredibly targeted lists and an audience that is excited about new resources and church growth, Christianity Today delivers us an excellent ROI time and again.”

Kristen Parkhurst, Marketing Coordinator  
faithHighway



Circulation:  
**40,000**  
Readership:  
**80,000**

**NEW!**  
**MONTHLY**  
**DIGITAL**  
**ISSUES**

#### PRINT ISSUE CLOSING DATE

Winter	November 11
Spring	February 14
Summer	May 9
Fall	August 8

#### Digital Ad Package:

- Full page ad in monthly issue
- 728x90, 300x600, and 320x50 banners rotating for three months on the online article pages (desktop and mobile)

#### Digital Issue Sponsorship:

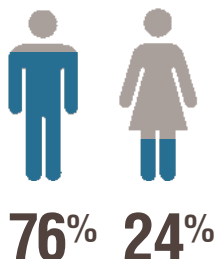
All promotional elements in the ad package, PLUS:

- You'll be the only advertiser appearing in the issue, both digital and online
- Promotional banner spot on the subscriber email alert

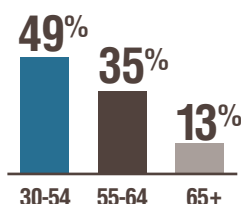
# Leadership Journal

## SUBSCRIBER SNAPSHOT

### GENDER



### AGE



### MARRIED



### AVERAGE HOUSEHOLD INCOME



**\$80,685**

### CHARITABLE GIVING



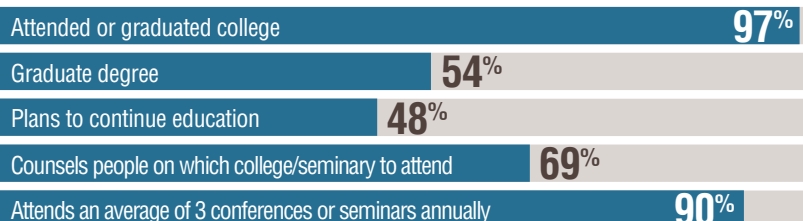
**\$2,313/yr\***

\*Non-church Christian organizations

### HOLDS A POSITION OF CHURCH RESPONSIBILITY



**84%**



## CHURCH LEADERSHIP

- Clergy: 65%
- Average church attendance: 624
- Average annual church budget: \$776,000
- Involved in church purchasing decisions: 66%
- Planning a missions/ministry-related trip: 48%

## HABITS & PURCHASING ACTIVITIES

- Spends an average of \$318 annually on 23 Christian books
- Recommends specific Bible versions/translations: 86%
- Regularly uses Bible study and devotional materials: 88%

# Building Church Leaders

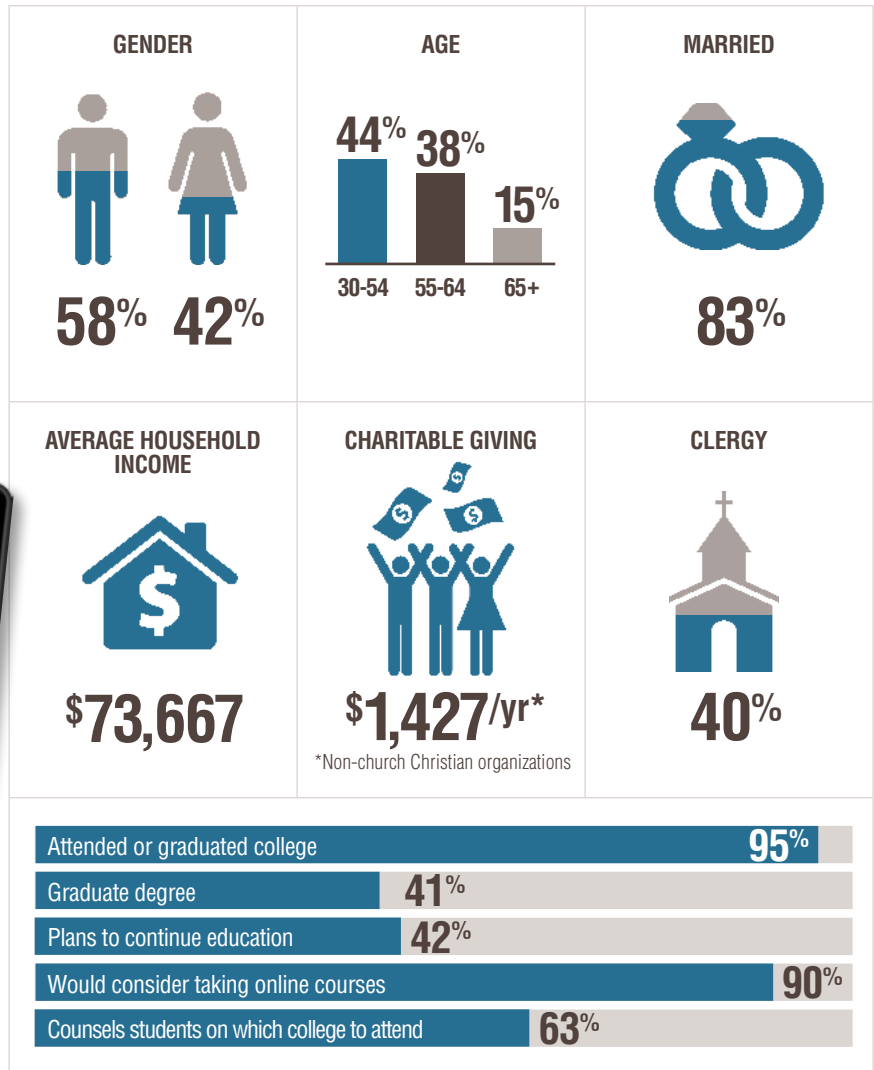
NEWSLETTER & EBLASTS



Average  
Subscribers:  
**67,500**  
Frequency:  
**Weekly**

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT



## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 94%; spends an average of \$238 annually on 14 titles
- Owns a digital tablet or e-reader: 40%; reads e-books 2 hours per week
- Buys DVDs/videos: 66%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$712 online annually
- Regularly uses Bible study and devotional materials: 87%
- Attends conferences: 84%

# Leadership/Leadership Humor

NEWSLETTER COMBO & EBLASTS\*

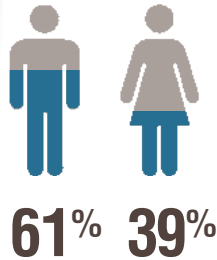


Total Average  
Subscribers:  
**94,000**  
Frequency:  
**Weekly**

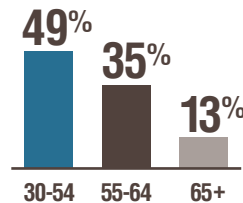
MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT

### GENDER



### AGE



### MARRIED



### AVERAGE HOUSEHOLD INCOME



### CHARITABLE GIVING



**\$1,721/yr\***

\*Non-church Christian organizations

### CLERGY



Attended or graduated college	<b>97%</b>
Graduate degree	<b>47%</b>
Plans to continue education	<b>47%</b>
Would consider taking online courses	<b>90%</b>
Counsels students on which college or seminary to attend	<b>67%</b>

## CHURCH LEADERSHIP

- Holds a position of responsibility at church: 89%
- Involved in church purchasing decisions: 80%

## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 97%; spends an average of \$257 annually on 15 titles
- Owns a digital tablet or e-reader: 44%; reads e-books 2.1 hours per week
- Makes Internet purchases: 97%; spends an average of \$774 online annually
- Regularly uses Bible study and devotional materials: 86%
- Attends conferences: 88%

\* Newsletters are sold as a combo package only. Eblasts are available individually.





Average  
Subscribers:  
**94,000**  
Frequency:  
**Weekly**

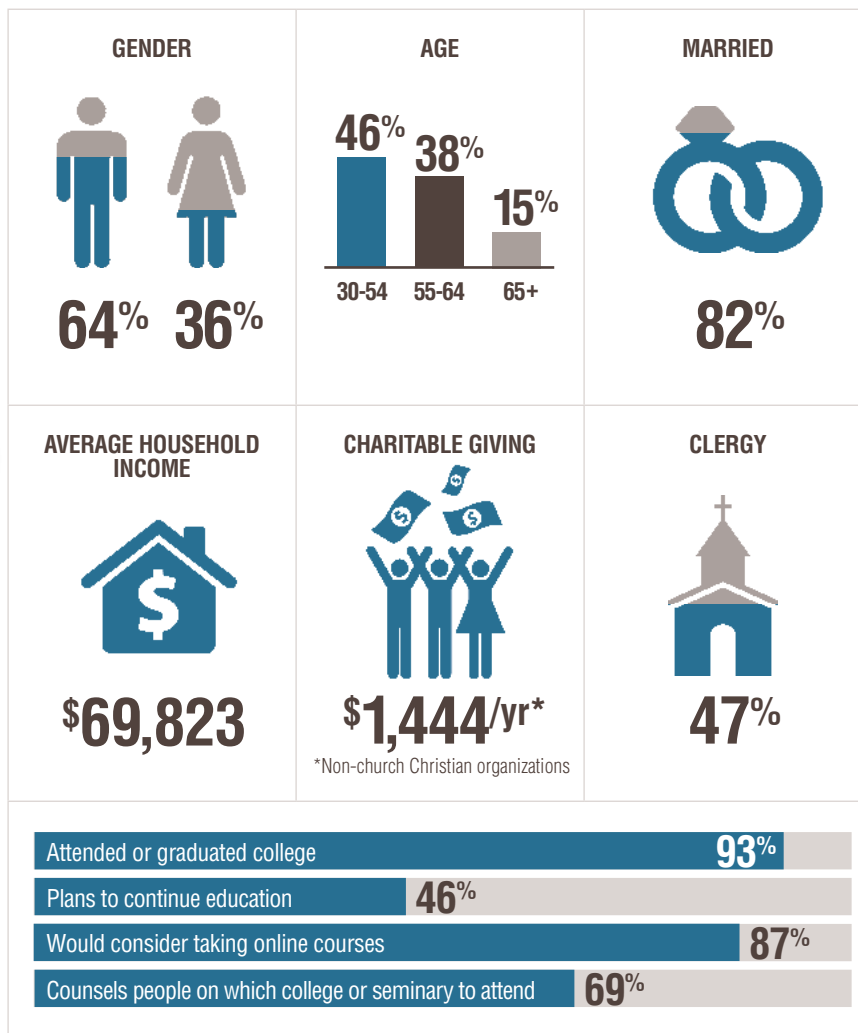


MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

# Leading Outreach

## NEWSLETTER & EBLASTS

### SUBSCRIBER SNAPSHOT



### CHURCH LEADERSHIP

- Holds a position of responsibility at church: 92%
- Involved in church purchasing decisions: 83%

### HABITS & PURCHASING ACTIVITIES

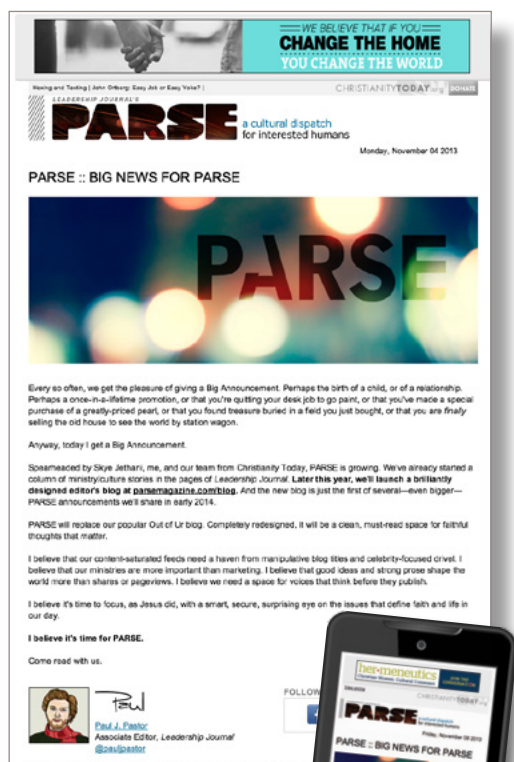
- Purchases Christian books: 94%; spends an average of \$241 annually on 14 titles
- Owns a digital tablet or e-reader: 41%; reads e-books 2 hours per week
- Buys DVDs/videos: 70%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$697 online annually
- Regularly uses Bible study and devotional materials: 91%
- Attends conferences: 87%

NEW!

# Parse

NEWSLETTER & EBLASTS

Reach the next generation of pastors and church leaders. Parse focuses on the intersection of Christian ministry and culture, offering timely, wise perspective on the cultural and social trends that impact leaders and those they minister to.



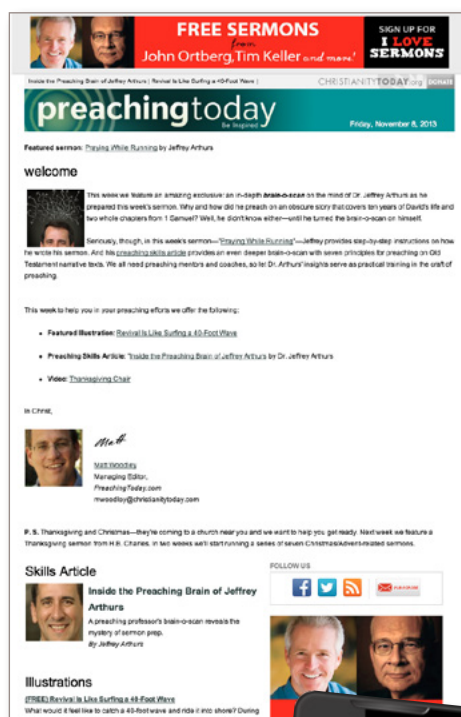
Average  
Subscribers:  
**12,100**  
Frequency:  
**Twice Monthly**

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15

MONTH	CLOSING DATE
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

# Preaching Today

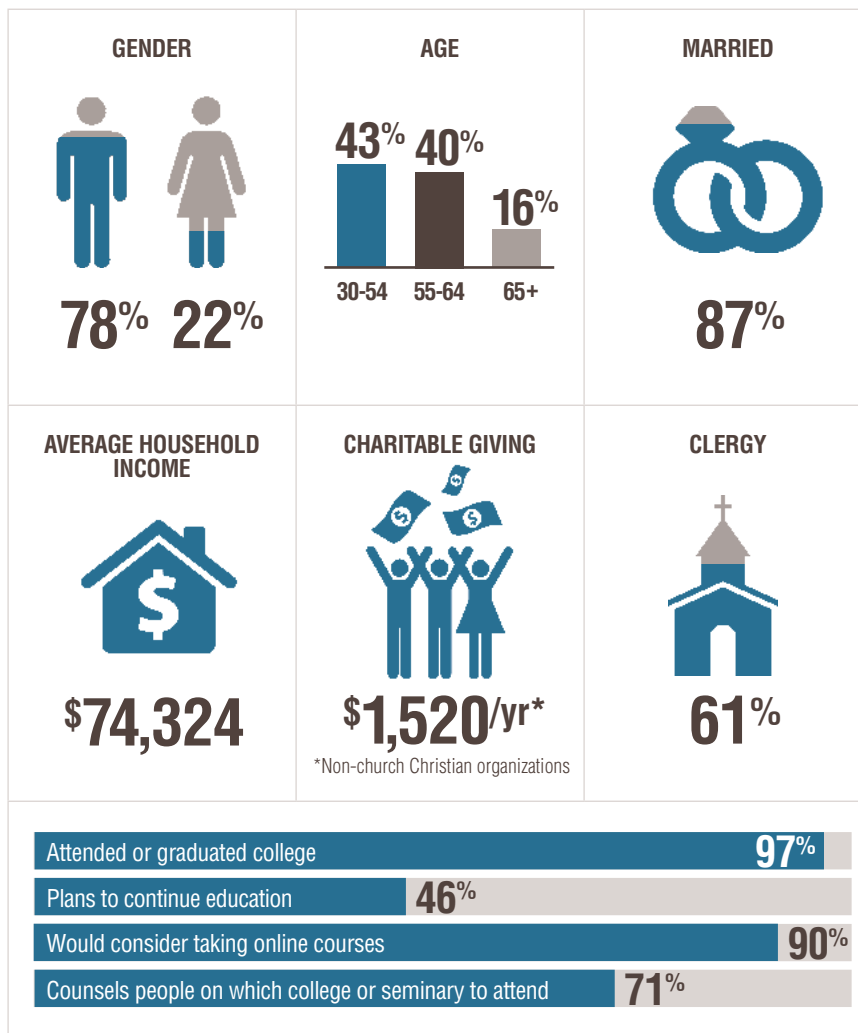
NEWSLETTER & EBLASTS



Average  
Subscribers:  
**50,600**  
Frequency:  
**Weekly**



## SUBSCRIBER SNAPSHOT



## CHURCH LEADERSHIP

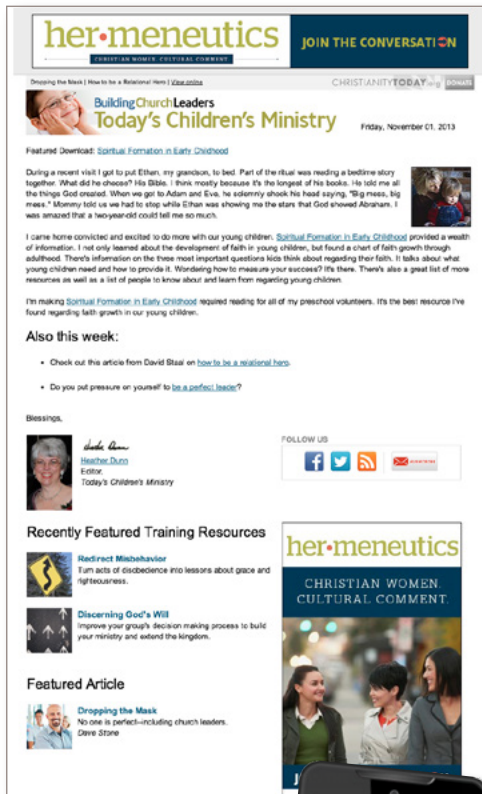
- Holds a position of responsibility at church: 93%
- Involved in church purchasing decisions: 83%

## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 97%; spends an average of \$275 annually on 14 titles
- Owns a digital tablet or e-reader: 42%; reads e-books 2.1 hours per week
- Buys DVDs/videos: 67%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 97%; spends an average of \$724 online annually
- Regularly uses Bible study and devotional materials: 88%
- Attends conferences: 88%

# Today's Children's Ministry

## NEWSLETTER & EBLASTS



Each ministry leaders and volunteers who are looking for training materials, resources, and encouragement to help kids grow to love the Word and use their spiritual gifts.



Average  
Subscribers:  
**14,800**  
Frequency:  
**Weekly**



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15

MONTH	CLOSING DATE
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



# Pastors & Church Leaders

WEBSITE BUNDLE



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



Package 1 (top 1)		
Average Monthly Impressions: <b>1,887,000</b> Size: 728x90	SITES	
	Leadership Journal	Preaching Today
	Christian Bible Studies	Building Church Leaders
	Small Groups	Parse
	CT "Church Life & Ministry"	Men of Integrity
	Seminary Grad School	Managing Your Church
	Leadership Library	Reducing the Risk
	The Exchange	

Package 2 (nav 1)		
Average Monthly Impressions: <b>1,742,000</b> Sizes: 300x250, 160x600	SITES	
	Leadership Journal	Preaching Today
	Christian Bible Studies	Building Church Leaders
	Small Groups	Parse
	CT "Church Life & Ministry"	Men of Integrity
	Seminary Grad School	Managing Your Church
	Leadership Library	Reducing the Risk
	The Exchange	

Package 3 (nav 2)		
Average Monthly Impressions: <b>854,000</b> Size: 300x250	SITES	
	Leadership Journal	Building Church Leaders
	Seminary Grad School	Parse
	CT "Church Life & Ministry"	Leadership Library
	The Exchange	Men of Integrity

Package 4 (nav 3)		
Average Monthly Impressions: <b>267,000</b> Size: 300x250	SITES	
	Leadership Journal	Parse
	Leadership Library	

Minimum purchase: 50,000 impressions. Websites included in each package are not available for individual purchase.

# Church Management

## Magazines

- Church Law & Tax Report

## Newsletters & Eblasts

- Church Finance Update
- Church Law & Tax/  
Essential Reminders
- Church Management Update
- Managing Risk

## Websites

- Pastors & Church Leaders  
website bundle

**R**each the key leaders of large churches who make and influence church purchasing decisions. These important leaders trust our resources to help them maintain the business and administrative aspects of facilities, technology, ministry, administration, and tax and legal.



“One thing that makes Evangelical Christian Credit Union such a unique banking resource is those we serve—people and organizations whose primary focus is ministry. We chose Christianity Today because they share this focus and are committed to helping ministry leaders pursue it. Because Christianity Today values this alignment, they work hard to help us tell our story.”

Jay Sherer, Director of Marketing  
Evangelical Christian Credit Union

# Church Law & Tax Report



Circulation:  
**7,500**  
Readership:  
**14,000**

## ISSUE CLOSING DATE

Jan/Feb	October 25
March/April	December 27
May/June	February 24
July/August	May 2
Sept/Oct	June 27
Nov/Dec	August 25

## SUBSCRIBER SNAPSHOT

### HOLDS CHURCH STAFF POSITION



**97%**

### CHURCH BUSINESS ADMINISTRATORS



**42%**

### BELONGS TO A MID-SIZE DENOMINATIONAL CHURCH



Graduated college

**67%**

Post-graduate work or degree

**38%**

## HABITS & PURCHASING HISTORY

- Has subscribed for more than 5 years: 35%
- Reads *Church Law & Tax Report* to stay current with church finance and tax issues: 82%
- Regards *Church Law & Tax Report* as a key source of information and/or educational resource: 77%
- Archives past issues for reference: 70%

# Church Finance Update

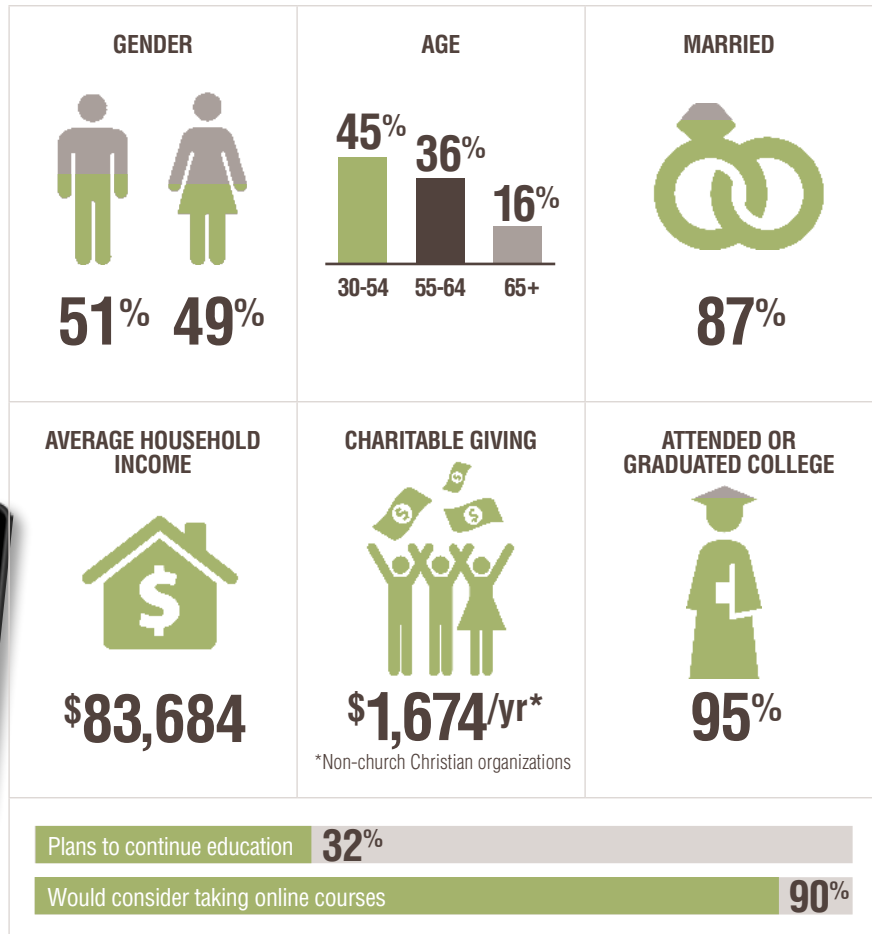
## NEWSLETTER & EBLASTS



Average  
Subscribers:  
**14,700**  
Frequency:  
**Twice Monthly**



### SUBSCRIBER SNAPSHOT



### CHURCH LEADERSHIP

- Holds a position of responsibility at church: 93%
- Involved in church purchasing decisions: 88%

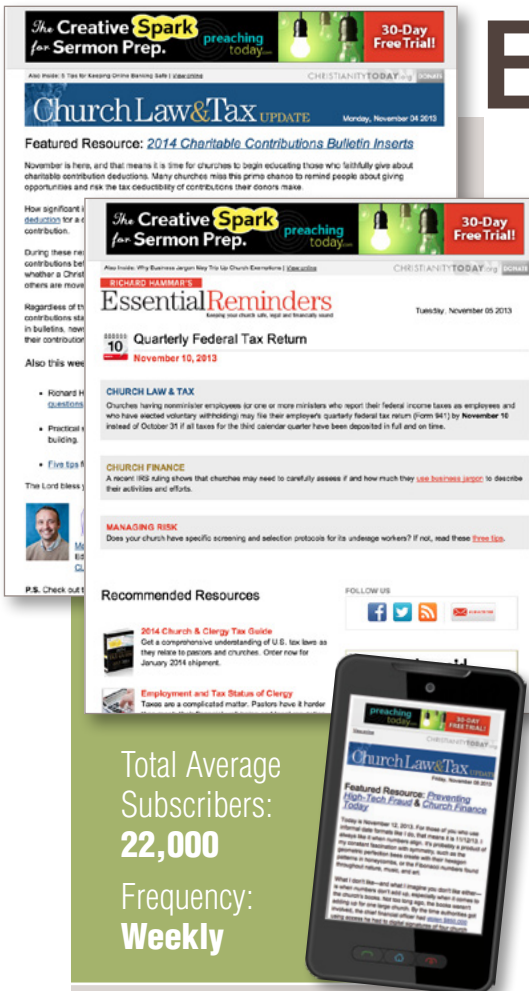
### HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 92%; spends an average of \$217 annually on 13 titles
- Owns a digital tablet or e-reader: 36%; reads e-books 2.1 hours per week
- Buys DVDs/videos: 59%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 98%; spends an average of \$837 online annually
- Regularly uses Bible study and devotional materials: 79%
- Attends conferences: 84%

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

# Church Law & Tax/ Essential Reminders

NEWSLETTER COMBO & EBLASTS\*



Total Average  
Subscribers:  
**22,000**  
Frequency:  
**Weekly**

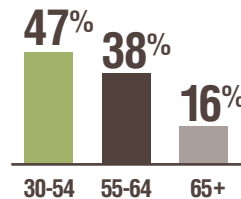
MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT

### GENDER



### AGE



### MARRIED



### AVERAGE HOUSEHOLD INCOME



### CHARITABLE GIVING



\*Non-church Christian organizations

### ATTENDED OR GRADUATED COLLEGE



Plans to continue education **34%**

Would consider taking online courses **91%**

## CHURCH LEADERSHIP

- Holds a position of responsibility at church: 93%
- Involved in church purchasing decisions: 85%

## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 92%; spends an average of \$222 annually on 14 titles
- Owns a digital tablet or e-reader: 37%; reads e-books 2 hours per week
- Makes Internet purchases: 98%; spends an average of \$828 online annually
- Regularly uses Bible study and devotional materials: 79%
- Attends conferences: 83%

\*Newsletters are sold as a combo package only. Eblasts are available individually.



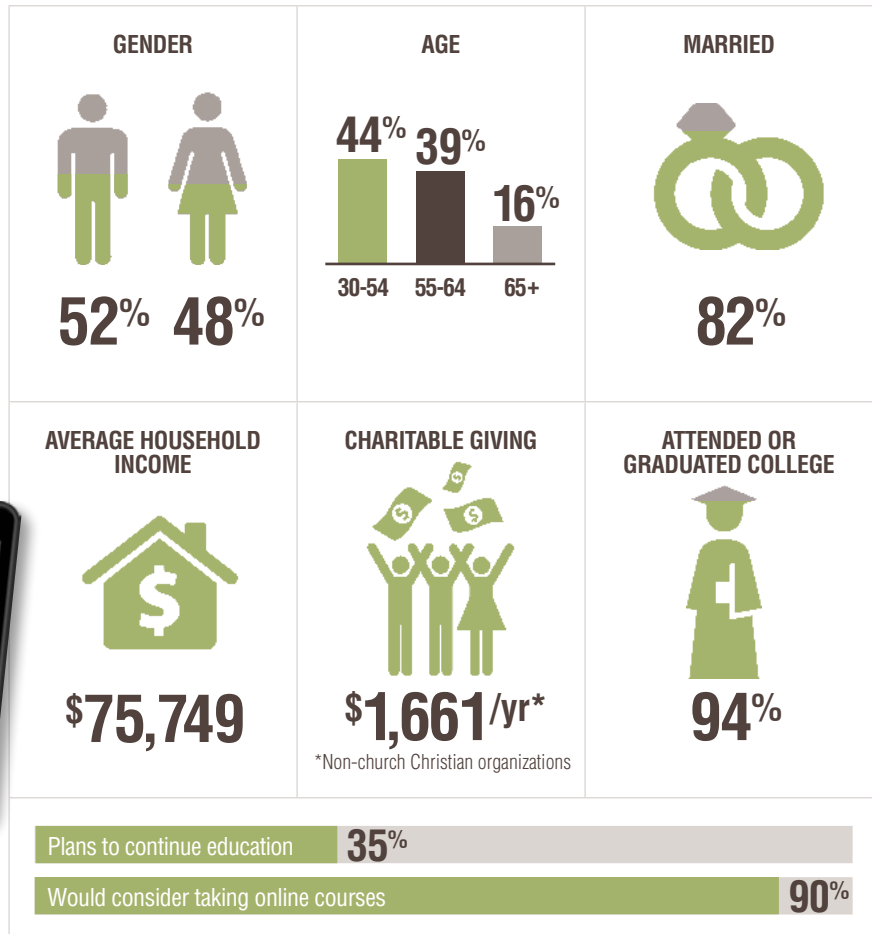
# Church Management Update

NEWSLETTER & EBLASTS



Average  
Subscribers:  
**22,500**  
Frequency:  
**Twice Monthly**

## SUBSCRIBER SNAPSHOT



## CHURCH LEADERSHIP

- Holds a position of responsibility at church: 92%
- Involved in church purchasing decisions: 87%

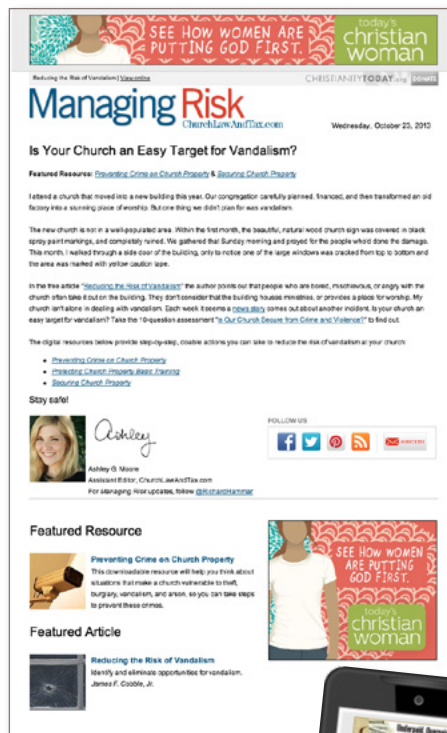
## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 92%; spends an average of \$228 annually on 13 titles
- Owns a digital tablet or e-reader: 39%; reads e-books 2.1 hours per week
- Buys DVDs/videos: 60%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$760 online annually
- Regularly uses Bible study and devotional materials: 81%
- Attends conferences: 83%

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

# Managing Risk

NEWSLETTER & EBLASTS

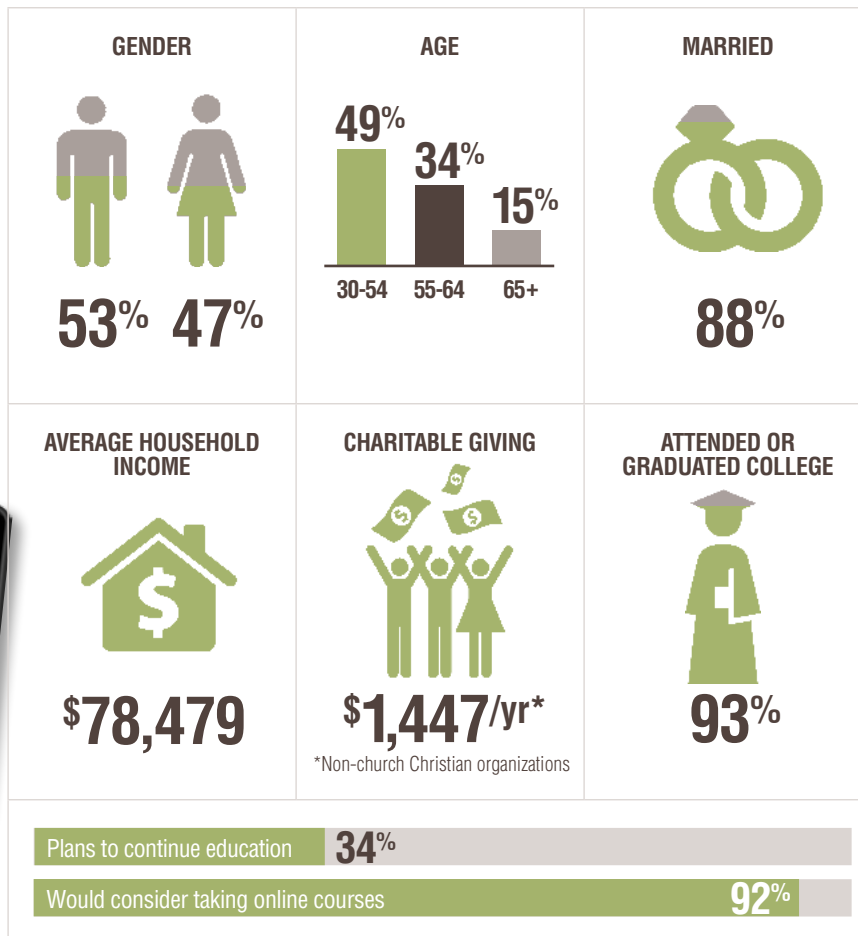


Average  
Subscribers:  
**13,500**

Frequency:  
**Twice Monthly**



## SUBSCRIBER SNAPSHOT



## CHURCH LEADERSHIP

- Holds a position of responsibility at church: 94%
- Involved in church purchasing decisions: 89%

## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 92%; spends an average of \$230 annually on 14 titles
- Owns a digital tablet or e-reader: 39%; reads e-books 2.2 hours per week
- Makes Internet purchases: 98%; spends an average of \$793 online annually
- Regularly uses Bible study and devotional materials: 82%
- Attends conferences: 85%

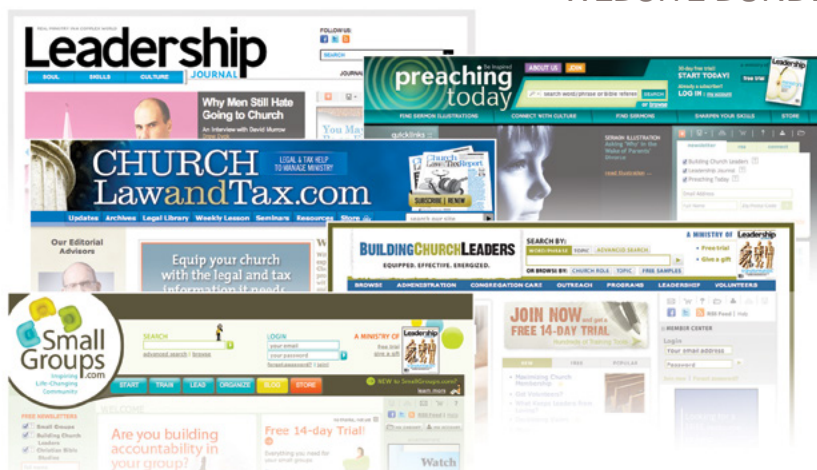
MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

# Pastors & Church Leaders

WEBSITE BUNDLE



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



Package 1 (top 1)		
Average Monthly Impressions: <b>1,887,000</b> Size: 728x90	SITES	
	Leadership Journal	Preaching Today
	Christian Bible Studies	Building Church Leaders
	Small Groups	Parse
	CT "Church Life & Ministry"	Men of Integrity
	Seminary Grad School	Managing Your Church
	Leadership Library	Reducing the Risk
	The Exchange	

Package 2 (nav 1)		
Average Monthly Impressions: <b>1,742,000</b> Sizes: 300x250, 160x600	SITES	
	Leadership Journal	Preaching Today
	Christian Bible Studies	Building Church Leaders
	Small Groups	Parse
	CT "Church Life & Ministry"	Men of Integrity
	Seminary Grad School	Managing Your Church
	Leadership Library	Reducing the Risk
	The Exchange	

Package 3 (nav 2)		
Average Monthly Impressions: <b>854,000</b> Size: 300x250	SITES	
	Leadership Journal	Building Church Leaders
	Seminary Grad School	Parse
	CT "Church Life & Ministry"	Leadership Library
	The Exchange	Men of Integrity

Package 4 (nav 3)		
Average Monthly Impressions: <b>267,000</b> Size: 300x250	SITES	
	Leadership Journal	Parse
	Leadership Library	

Minimum purchase: 50,000 impressions. Websites included in each package are not available for individual purchase.

# Women

## Digital Editions

- Today's Christian Woman

## Newsletters & Eblasts

- Gifted for Leadership
- Her.meneutics
- Marriage Partnership
- ParentConnect
- Today's Christian Woman

## Websites

- Women website bundle

**R**each influential Christian women who want to grow spiritually and live out biblical values in their homes, work, and communities. They are active in their local churches and seek to disciple others. These women are savvy shoppers and look to our resources to keep up-to-date on the latest books, Bibles, Bible studies, music, DVDs, conferences, and educational opportunities.





# Today's Christian Woman

WEEKLY DIGITAL EDITION



**NEW!  
WEEKLY  
DIGITAL  
ISSUES**

## Ad Package:

- Full page ad in each weekly issue for a month
- 120x60 banner rotating for a month on the TCW homepage
- 728x90, 300x600, and 320x50 banners rotating for a month on the online article pages (desktop and mobile)

## SUBSCRIBER SNAPSHOT



### TARGET AGE RANGE

**35-55**

**years**

### EMPLOYED FULL OR PART TIME



**73%**

### BACHELOR'S DEGREE OR HIGHER



**58%**

Owns an e-reader **38%**

Downloads smart phone apps **43%**

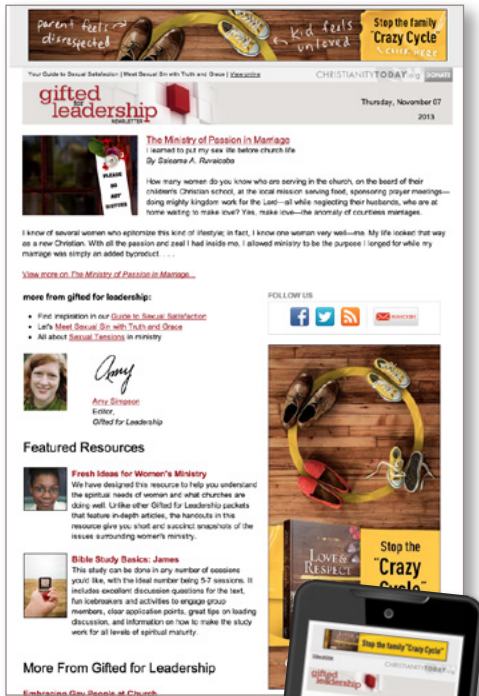
## HABITS & PURCHASING ACTIVITIES

- Savvy shopper; buys for herself, family, and ministry role
- Spends an average of \$501 per year online
- Active purchaser of Christian books and music
- Regularly uses Bible study and devotional materials
- 52% plan to attend a woman's conference in the next 12 months



# Gifted for Leadership

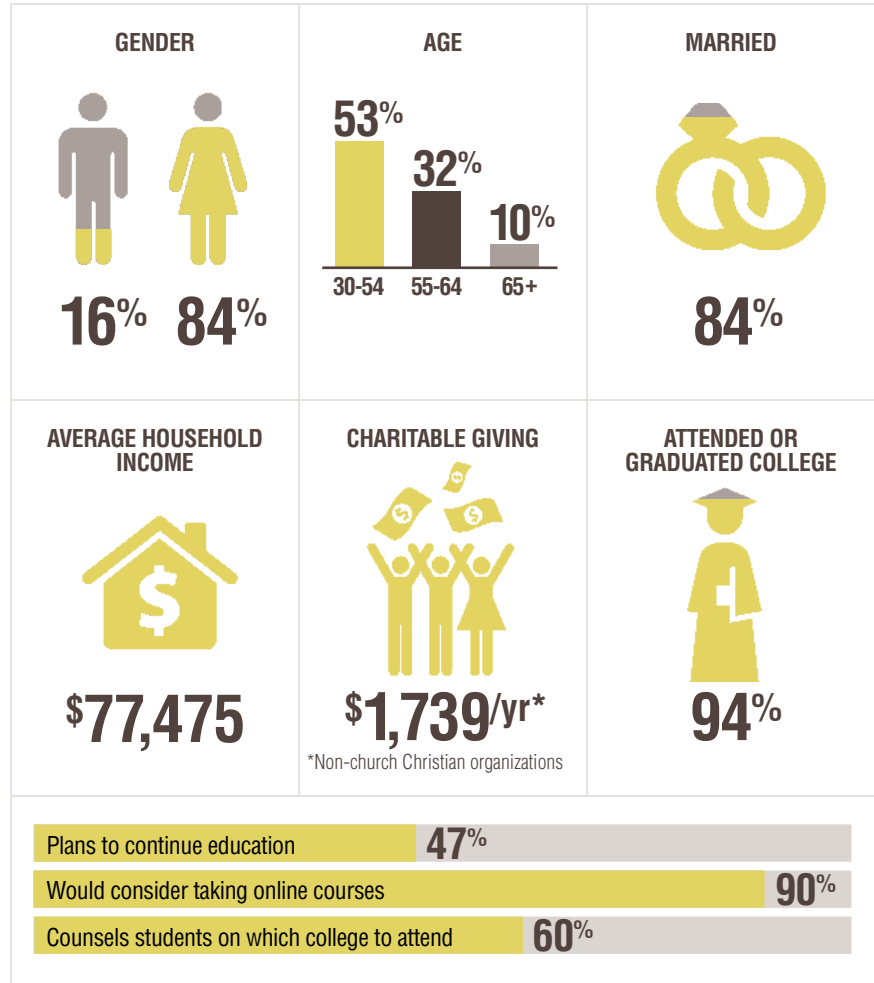
NEWSLETTER AND EBLASTS



Average  
Subscribers:  
**17,600**  
Frequency:  
**Weekly**

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT



## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 96%; spends an average of \$234 annually on 15 titles
- Owns a digital tablet or e-reader: 42%; reads e-books 2.2 hours per week
- Spends an average of \$94 on 20 music CDs/downloads annually
- Makes Internet purchases: 97%; spends an average of \$727 online annually
- Regularly uses Bible study and devotional materials: 92%
- Attends conferences: 88%

NEW!

# Her.meneutics

NEWSLETTER &amp; EBLASTS

becoming myself  
embracing God's dream of you

Watch Stasi Eldredge's new book

Also: The Secret Lives of Christian Pill Addicts | Subscribe

her.meneutics  
CHRISTIAN WOMEN. CULTURAL CONVERSATION.

Thursday, November 07, 2013

## The Uncomfortable Conversation Over Privilege

Our faith gives hope to the weak, the poor, and the oppressed (Mat. 5), so it can be uncomfortable for us to admit when we aren't those things, when we're earnestly trying to serve God from a position of privilege.

When we recognize our privilege, we can begin to see it as a gift to steward for God and his kingdom. Jan Michel, in her confessional post [Fellow Christians: I'm Rich and I'm Sorry](#), discusses the shame she feels over her family's ample finances.

Rather than demanding pastors or congregants apologize for their wealth, she said, the church should raise conversations about how they approach and use it:

I need the new conversation about money. I need it, not only because I am rich and feeling sorry, but because I believe—and the Bible insists—that the much with which I've been entrusted has been meant for good (2 Cor. 8:14).

As Christians, we might also find ourselves in positions of privilege as *carriers of the majority culture*, made comfortable by a pastor who looks and talks like us and fellow church members who share our backgrounds.

While American evangelicals increasingly *use diversity as a gift from God* and work to address racial inequality, Luan Huska advocates they also experience for themselves what it's like to be in the minority:

Our experiences attending a church where we are in the minority has been paradigm-shifting, and that's why I believe having white Christians place themselves in minority positions is so crucial to the work of racial reconciliation in the American church. It is transformational. And it is a concrete action, not just talk. It demonstrates a true humility and willingness to change.

Doree, like Megan Hill, may find themselves learning about race even within their own families. As the white mother of black sons, she *discusses* the challenges of living as a trans-racial family in such a race-conscious culture.

On the site this week, we also talked about how addiction knows no boundaries of privilege or faith, as guest writer Deborah Beddoe shared the story of watching her husband struggle with prescription drug abuse. And to round things out, read about the so-called *simple life*.

It's been a busy week, but if you're still clicking around, check out the [video from our Writing Culture event](#) at Liberty University a few weeks ago.

Thanks for reading, as always!

*Kate Shellmott*  
Kate Shellmott  
Her.meneutics Editor

FOLLOW US

Featured Posts

[Fellow Christians: I'm Rich and I'm Sorry](#)  
The church needs a more open conversation about wealth and stewardship—and not just for pastors.  
Jan Pollock Michel

[Making Ourselves the Strangers](#)  
For the sake of reconciliation, Christians might seek out the experience of being a minority.  
Luan Huska

[My Family, in Black and White](#)  
Yes, we are different races. You can stop staring now.  
Megan Hill

[The Secret Lives of Christian Pill Addicts](#)  
Addicts shouldn't have to hide their recovery from the church.  
Deborah Beddoe, guest writer

[The Real Complexities of the Simple Life](#)  
Amid romanticized portrayals of simplicity, it's not always what you see.

Average  
Subscribers:  
**8,200**

Frequency:  
**Weekly**



**H**er.meneutics reaches the Christian woman who wants more than just quick devotions and tips for managing a toddler. This woman wants to engage in the world of ideas, cultural trends, and global news through the lens of Christian faith. She's interested in topics such as sexual ethics, pop culture, health and body image, spirituality, marriage, parenting, and justice.

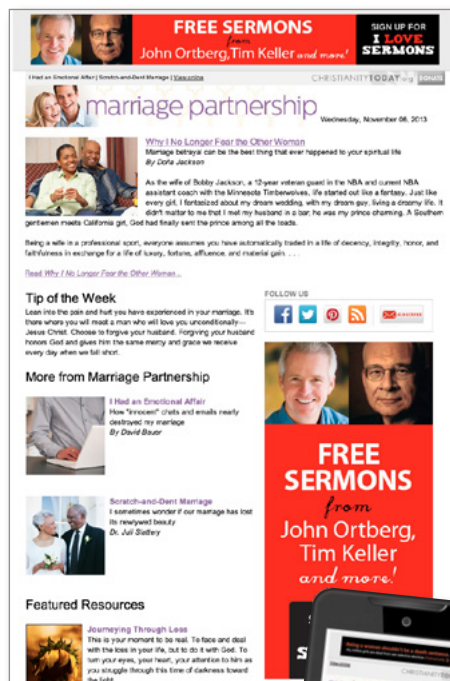


MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15

MONTH	CLOSING DATE
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

# Marriage Partnership

NEWSLETTER & EBLASTS

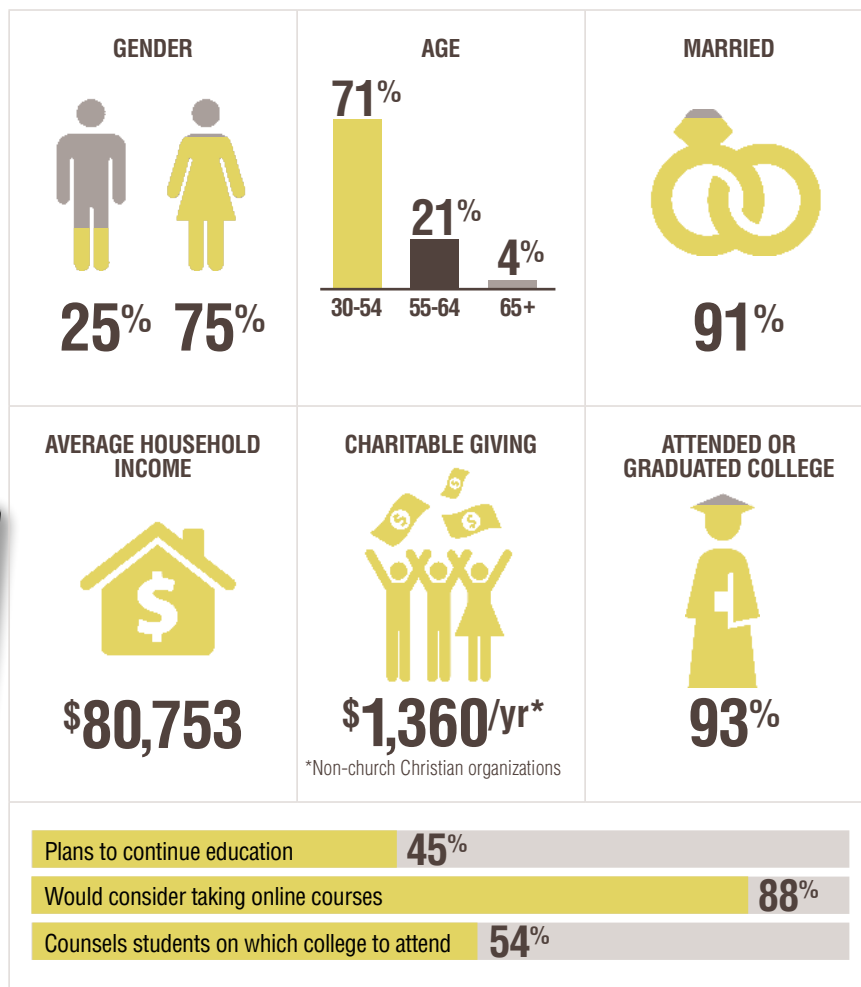


Average  
Subscribers:  
**62,000**  
Frequency:  
**Weekly**



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT

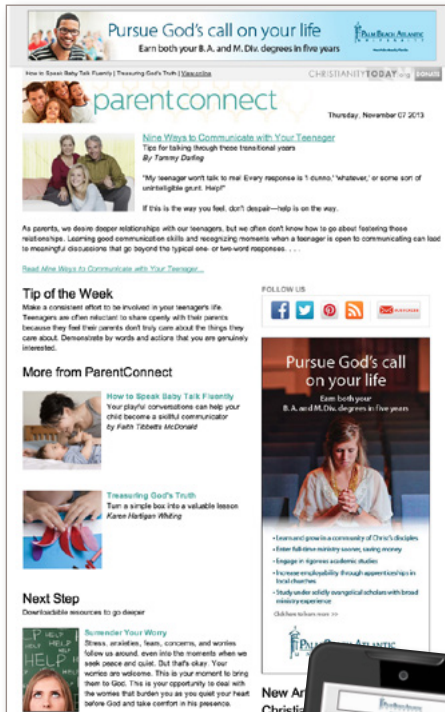


## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 91%; spends an average of \$164 annually on 12 titles
- Owns a digital tablet or e-reader: 37%; reads e-books 2 hours per week
- Buys DVDs/videos: 66%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 95%; spends an average of \$617 online annually
- Regularly uses Bible study and devotional materials: 83%
- Attends conferences: 77%

# ParentConnect

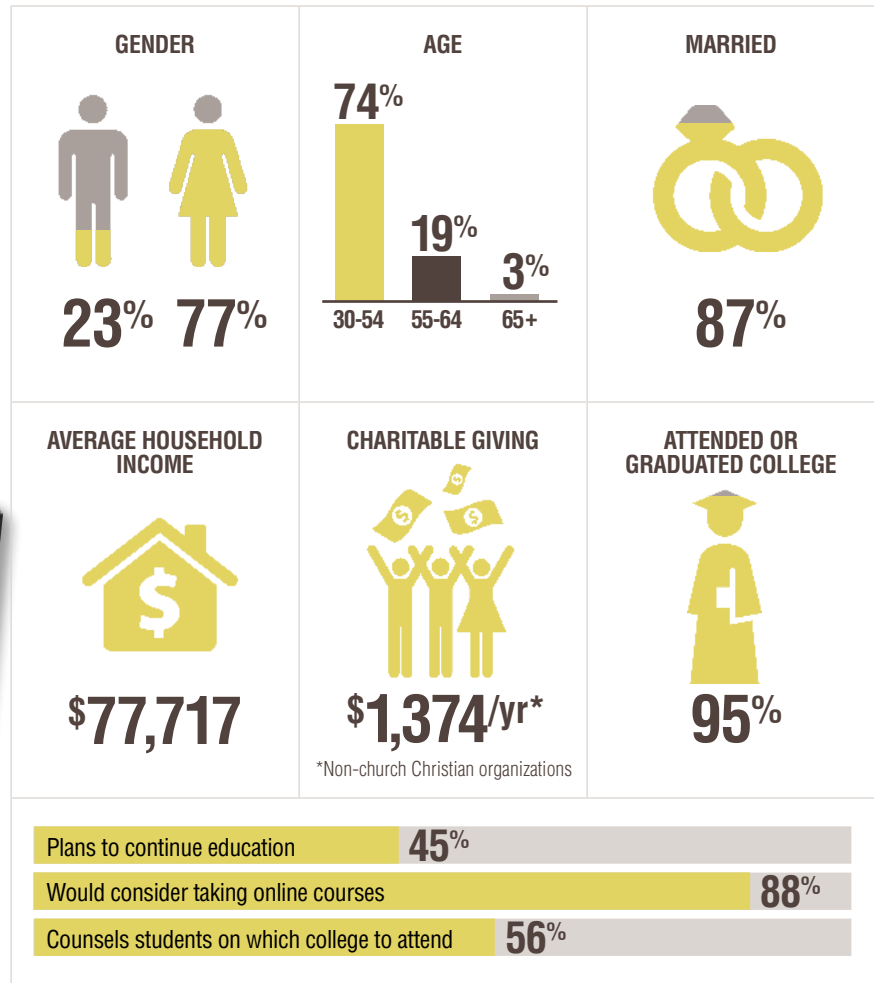
NEWSLETTER & EBLASTS



Average  
Subscribers:  
**28,000**  
Frequency:  
**3x Per Month**

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT



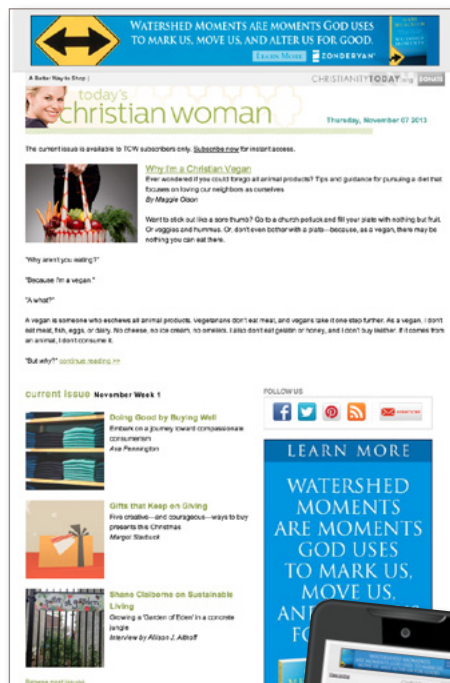
## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 91%; spends an average of \$182 annually on 13 titles
- Owns a digital tablet or e-reader: 39%; reads e-books 2 hours per week
- Buys DVDs/videos: 70%; purchases an average of 10 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$619 online annually
- Regularly uses Bible study and devotional materials: 85%
- Attends conferences: 81%



# Today's Christian Woman

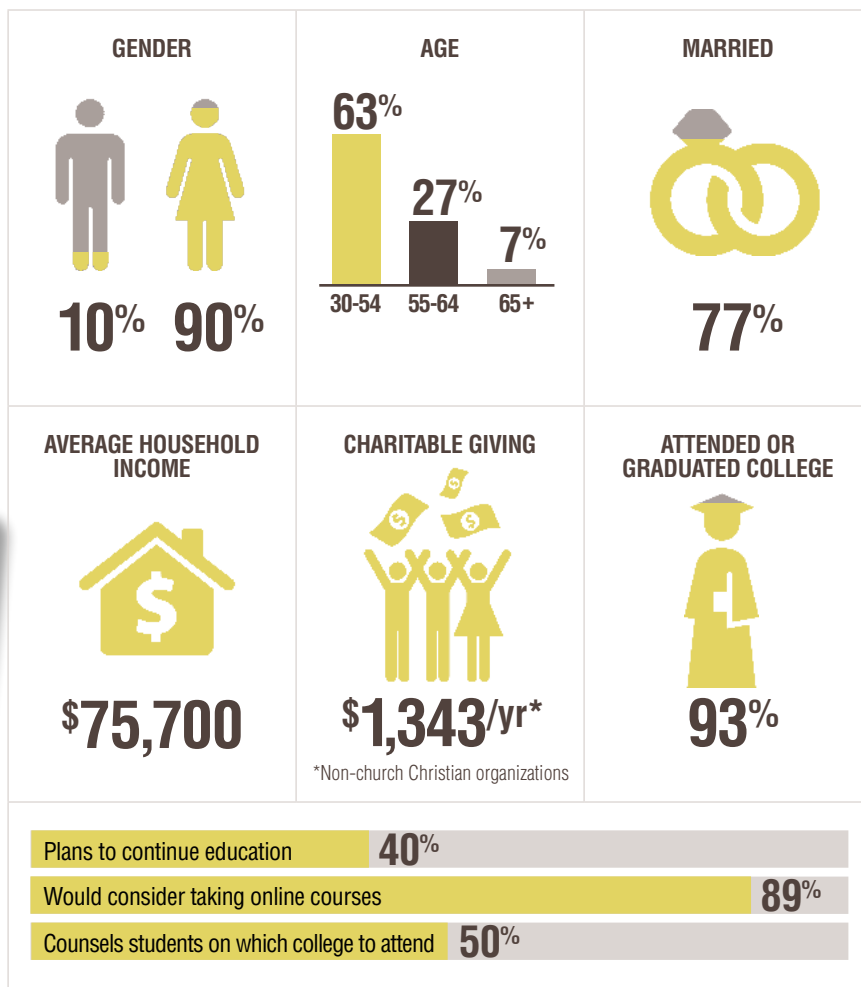
NEWSLETTER & EBLASTS



Average  
Subscribers:  
**71,700**  
Frequency:  
**Weekly**

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT



## HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 93%; spends an average of \$170 annually on 13 titles
- Owns a digital tablet or e-reader: 38%; reads e-books 2.2 hours per week
- Buys DVDs/videos: 64%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 95%; spends an average of \$606 online annually
- Regularly uses Bible study and devotional materials: 86%
- Attends conferences: 77%



# Women

## WEBSITE BUNDLE



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



Package 1 (top 1)	
Average Monthly Impressions: <b>800,000</b>  Size: 728x90	SITES
	Today's Christian Woman
	Her.meneutics
	Gifted for Leadership

Package 2 (nav 1)	
Average Monthly Impressions: <b>765,000</b>  Sizes: 300x250, 160x600, 300x600	SITES
	Today's Christian Woman
	Her.meneutics
	Gifted for Leadership

Package 3 (nav 2)	
Average Monthly Impressions: <b>730,000</b>  Size: 300x250	SITES
	Today's Christian Woman
	Her.meneutics

Minimum purchase: 50,000 impressions. Websites included in each package are not available for individual purchase.

# Discipleship

## Magazines

- Men of Integrity

## Newsletters & Eblasts

- Christian Bible Studies
- Men of Integrity
- Small Groups

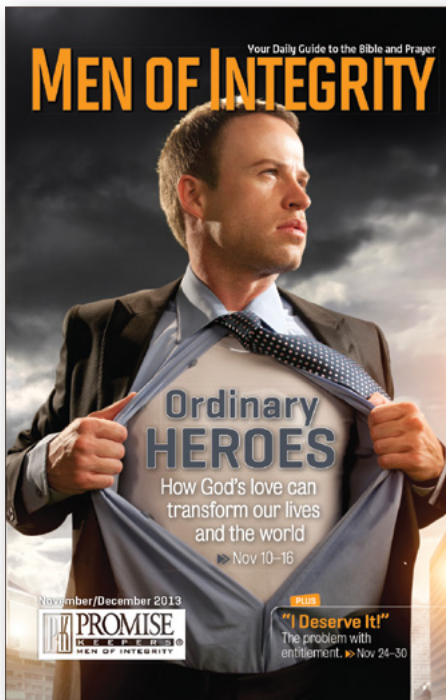
## Websites

- Pastors & Church Leaders website bundle

**R**each devoted believers looking to grow in their faith. From church staff to ministry leaders to lay leaders who want to grow themselves and then help others do the same, they all turn to our resources to help them tackle the difficult issues of life, faith, and ministry from a real-world and biblical perspective.



# Men of Integrity



Circulation:  
**58,000**  
Readership:  
**70,000**

ISSUE	CLOSING DATE
Jan/Feb	October 4
March/April	December 6
May/June	February 3
July/August	March 24
Sept/Oct	June 9
Nov/Dec	August 11

## SUBSCRIBER SNAPSHOT



AGE

**40**  
years & over

MARRIED WITH 2  
CHILDREN UNDER 18



BACHELOR'S DEGREE  
OR HIGHER



## HABITS & SPENDING ACTIVITIES

- Spends 5 hours per week reading Christian books for study and devotion
- Has attended an average of 3 Promise Keepers events
- Is interested in sports, music, and fitness
- Meets with other men for spiritual purposes

# Christian Bible Studies

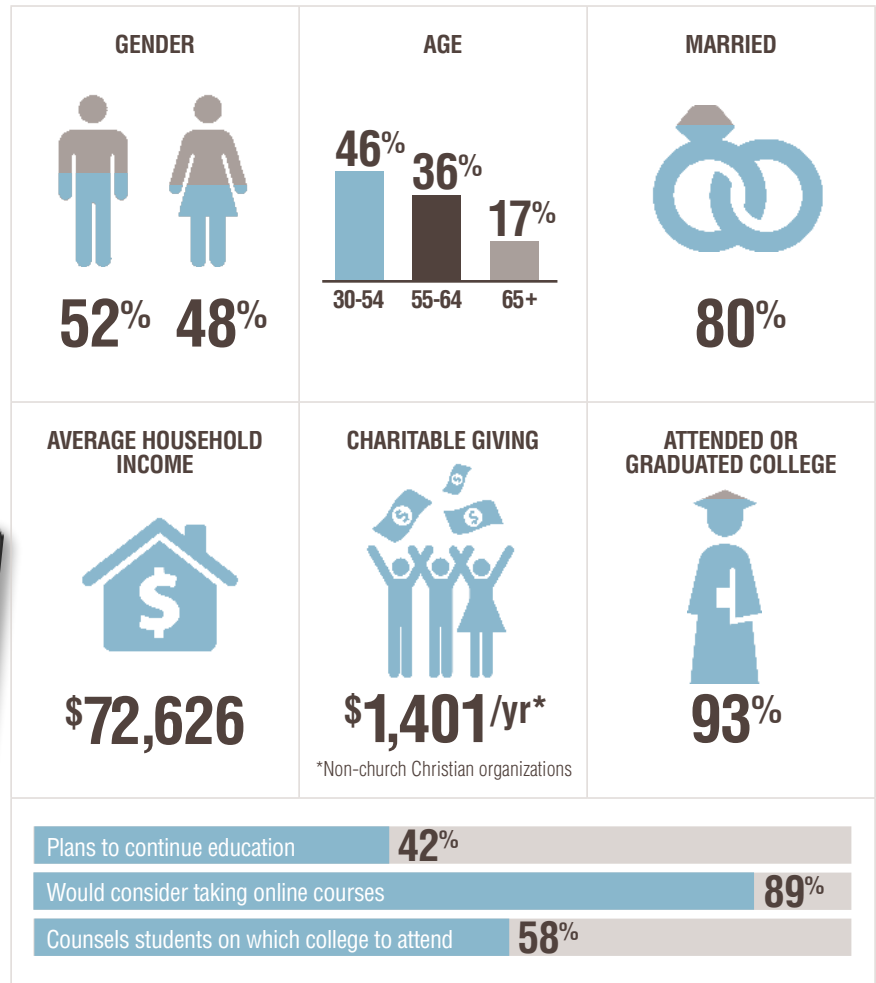
NEWSLETTER & EBLASTS



Average  
Subscribers:  
**79,500**  
Frequency:  
Weekly

MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

## SUBSCRIBER SNAPSHOT



## HABITS & PURCHASING ACTIVITIES

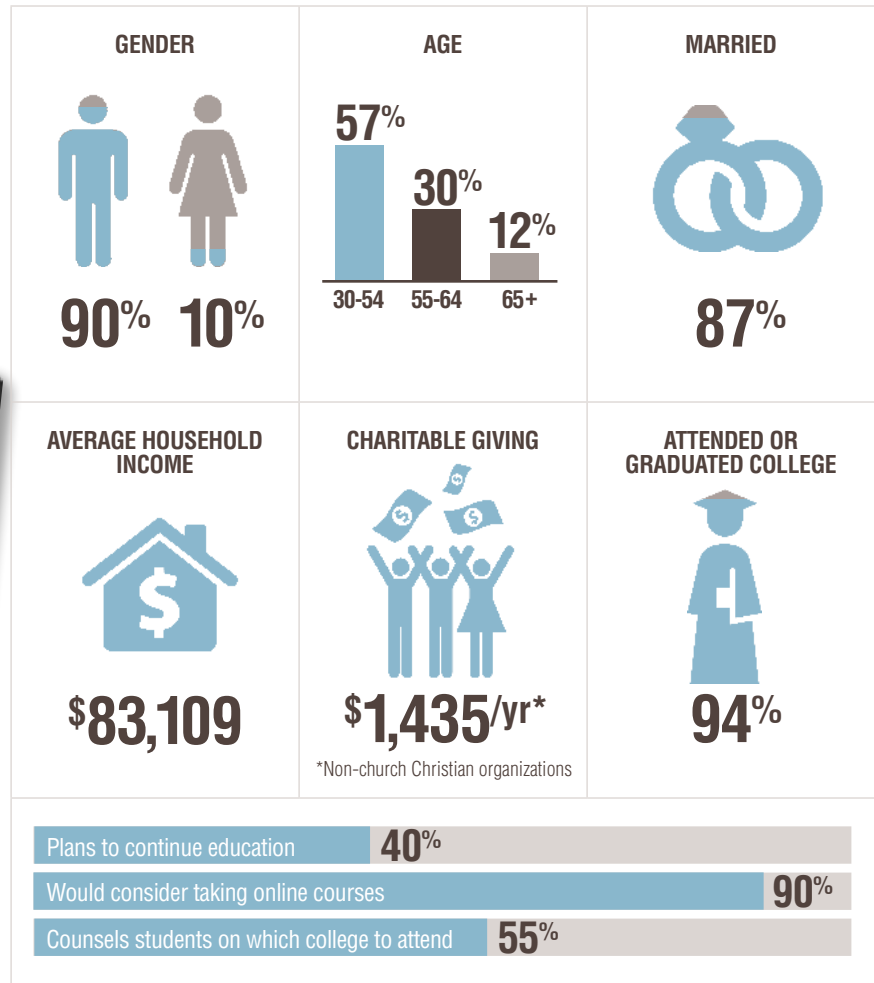
- Purchases Christian books: 94%; spends an average of \$220 annually on 13 titles
- Owns a digital tablet or e-reader: 41%; reads e-books 2.1 hours per week
- Buys DVDs/videos: 67%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$644 online annually
- Regularly uses Bible study and devotional materials: 91%
- Attends conferences: 79%

# Men of Integrity

## NEWSLETTER & EBLASTS



### SUBSCRIBER SNAPSHOT



### HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 90%; spends an average of \$181 annually on 12 titles
- Owns a digital tablet or e-reader: 36%; reads e-books 1.9 hours per week
- Spends an average of \$96 on 21 music CDs/downloads annually
- Makes Internet purchases: 94%; spends an average of \$643 online annually
- Regularly uses Bible study and devotional materials: 87%
- Attends conferences: 74%

Average  
Subscribers:  
**34,300**  
Frequency:  
**Weekly**



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



# Small Groups

## NEWSLETTER & EBLASTS

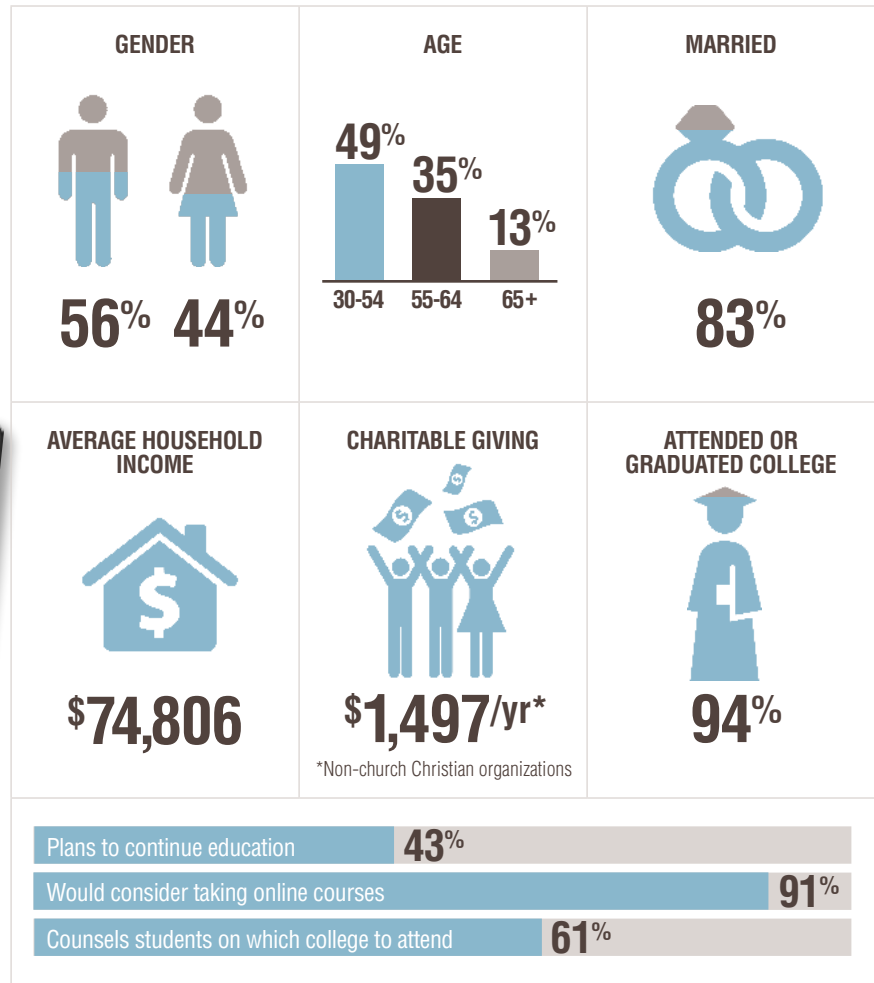


Average  
Subscribers:  
**41,500**  
Frequency:  
**Weekly**



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

### SUBSCRIBER SNAPSHOT



### HABITS & PURCHASING ACTIVITIES

- Purchases Christian books: 95%; spends an average of \$239 annually on 14 titles
- Owns a digital tablet or e-reader: 43%; reads e-books 2 hours per week
- Buys DVDs/videos: 67%; purchases an average of 9 DVDs/videos per year
- Makes Internet purchases: 96%; spends an average of \$704 online annually
- Regularly uses Bible study and devotional materials: 90%
- Attends conferences: 85%

# Pastors & Church Leaders

WEBSITE BUNDLE



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



Package 1 (top 1)		
Average Monthly Impressions: <b>1,887,000</b>  Size: 728x90	SITES	
	Leadership Journal	Preaching Today
	Christian Bible Studies	Building Church Leaders
	Small Groups	Parse
	CT "Church Life & Ministry"	Men of Integrity
	Seminary Grad School	Managing Your Church
	Leadership Library	Reducing the Risk
	The Exchange	

Package 2 (nav 1)		
Average Monthly Impressions: <b>1,742,000</b>  Sizes: 300x250, 160x600	SITES	
	Leadership Journal	Preaching Today
	Christian Bible Studies	Building Church Leaders
	Small Groups	Parse
	CT "Church Life & Ministry"	Men of Integrity
	Seminary Grad School	Managing Your Church
	Leadership Library	Reducing the Risk
	The Exchange	

Package 3 (nav 2)		
Average Monthly Impressions: <b>854,000</b>  Size: 300x250	SITES	
	Leadership Journal	Building Church Leaders
	Seminary Grad School	Parse
	CT "Church Life & Ministry"	Leadership Library
	The Exchange	Men of Integrity

Package 4 (nav 3)		
Average Monthly Impressions: <b>267,000</b>  Size: 300x250	SITES	
	Leadership Journal	Parse
	Leadership Library	

Minimum purchase: 50,000 impressions. Websites included in each package are not available for individual purchase.

# Higher Education

## Magazines

- Regional Christian College Guide

## Advertorials

- Higher Education Advertorials

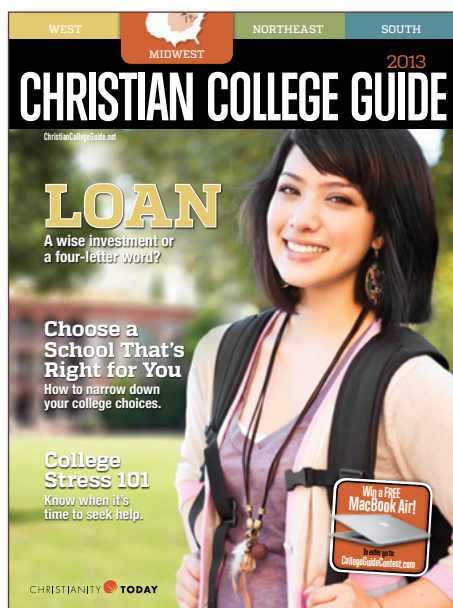
## Websites

- [ChristianCollegeGuide.net](http://ChristianCollegeGuide.net)
- [SeminaryGradSchool.com](http://SeminaryGradSchool.com)
- Teens website bundle

**F**ind tomorrow's students today! From college-bound teens and their parents, to prospective seminary or grad school students, you'll reach potential students who use our resources to help them in their search for Christian higher education. Plus you'll connect with a large audience of leaders who are highly influential in the school decision process.



# REGIONAL Christian College Guide



Print Circulation:  
**30,000** per region  
**120,000** total

Digital Circulation:  
**20,000** per region  
**80,000** total

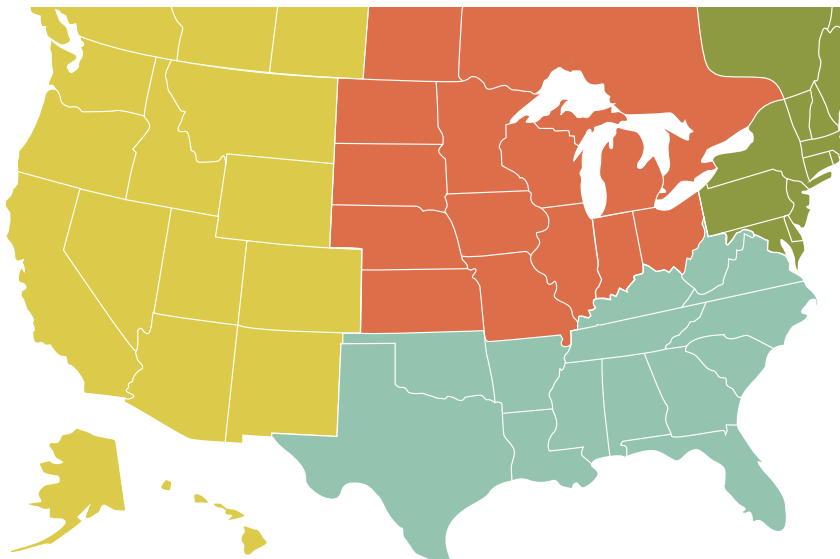
ISSUE

CLOSING DATE

August

July 2

Reach prime potential college students and their parents who are searching for a Christian college. With a combination of print and digital editions, you can target prospects nationally or in your specific region of the country—Midwest, Northeast, South, or West.





# Higher Education Advertorials

## Christian College

### Christianity Today

ISSUE	CLOSING DATE
March	December 27
November	August 29

## Seminary/Grad School

### Christianity Today

ISSUE	CLOSING DATE
January/February	November 8
October	August 1

## Distance Learning

### Christianity Today

ISSUE	CLOSING DATE
May	February 28

Appearing in *Christianity Today*, these unique editorial-like sections cover topics that communicate the value of Christian higher education and are the perfect opportunity to promote your institution alongside relevant content. Each issue you'll reach the leaders and decision makers who are highly influential in the school search process and counsel prospective students about which institutions to attend.





# ChristianCollegeGuide.net

Connect with a large, engaged audience of parents and teens looking for a Christian college or university online. With easy-to-use search tools and detailed school information, ChristianCollegeGuide.net is a great way for visitors to research and contact your school.



Monthly  
Page Views:  
**37,500**



Through a strategic partnership between Christianity Today and the Council for Christian Colleges & Universities (CCCCU), all CCCC North American member institutions are exclusively featured on ChristianCollegeGuide.net with a Basic listing.

To stand out even more, you can upgrade your listing to **Standard** or **Premium**. These packages give your institution even more exposure to thousands of college-bound teens and their families.

## Premium Listing...



# SeminaryGradSchool.com



Monthly  
Page Views:  
**9,700**

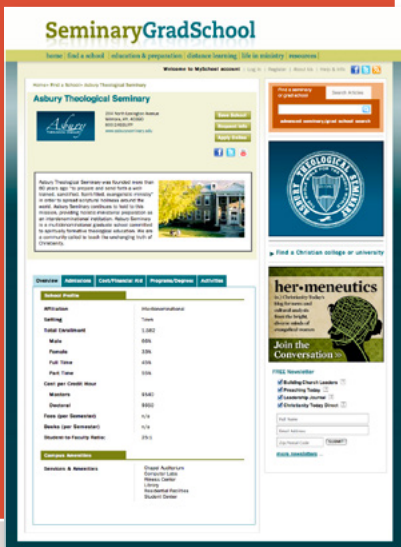


Each thousands of potential students searching for a seminary or Christian graduate school online. With a comprehensive database, enhanced search capabilities, and detailed school information, it's a great way for prospective students to research and contact your institution:

- Upgraded school pages display information on admissions, programs and degrees, and activities
- Direct leads—receive an immediate email each time a prospective student requests information about your institution
- Trustworthy content on the seminary experience
- Search engine optimized and heavily promoted through Christianity Today's print and online channels to reach the largest audience possible

**Basic, Standard, and Premium** opportunities available.

## Premium Listing...



# Teens

## WEBSITE BUNDLE



MONTH	CLOSING DATE
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May 15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15



Package 1 (top 1)	
Average Monthly Impressions: <b>140,000</b>  Size: 728x90	SITES
	Ignite Your Faith
	Christian College Guide

Package 2 (nav 1)	
Average Monthly Impressions: <b>140,000</b>  Sizes: 300x250, 300x600	SITES
	Ignite Your Faith
	Christian College Guide

Package 3 (nav 2)	
Average Monthly Impressions: <b>140,000</b>  Size: 300x250	SITES
	Ignite Your Faith
	Christian College Guide

Minimum purchase: 50,000 impressions. Websites included in each package are not available for individual purchase.

# Special Opportunities

## Special Opportunities

- Marketplace
- Christmas Gift Guide
- Moms, Dads, & Grads
- Church Buyer's Guide
- Regional Eblasts
- Regional Banners
- Mobile, Social, & More

Looking for highly targeted placements? Our special advertising opportunities will help you reach specific audiences of avid Christian consumers who spend more than \$206 million annually on Christian books, music, DVDs, and other products.





# Marketplace

## CLASSIFIED ADVERTISING

These small ads pack a powerful punch! Whatever audience you want to reach—job seekers, buyers, prospective students, and more—will come looking for you when your ad is placed in one of our user-focused Marketplace categories. You have the choice of color or black and white.

### CLASSIFIED DISPLAY AD RATES

Price per Column inch	Christianity Today	Leadership Journal
1 magazine	\$425	\$255
2 magazines	\$404	\$237

### CLASSIFIED TEXT AD RATES\*

Price per Column character**	Christianity Today	Leadership Journal
1 magazine	72 cents	46 cents
2 magazines	67 cents	43 cents

\* 85 character minimum for text ads, minimum charges are  
*Christianity Today*—\$61.20, *Leadership Journal*—\$39.10

\*\* Spaces and punctuation count as characters

### ADDITIONAL OPTIONS FOR TEXT ADS

Check-marked box at beginning of ad:

- \$22 per insertion
- \$19.50 per insertion—combination of two magazines

Black box surrounding entire ad:

- \$43 per insertion
- \$40 per insertion—combination of two magazines

Email your ad for a price quote to:

Marketplace@ChristianityToday.com or fax to 630-260-9401,  
 Attn: Marketplace

For questions, call Stacy Smith at 630-260-6202 x 4238



Available in:  
**Christianity Today**  
 and  
**Leadership Journal**

#### CLASSIFIED AD CATEGORIES

Employment Opportunities

Books, Films & Tapes

Travel

Education

Services

Business Opportunities

For Sale

Ministry Opportunities

Ministry Aids

Fund Raising



# Christmas Gift Guide



Sales Close:  
**August 8**

## SPECIFICATIONS

40-55 words of copy

Product image: 3" x 3" min. size

Product image: TIF or EPS; 300 dpi

Provide linking URL

**R**each 2 million Christian shoppers and boost Christmas sales! You'll connect with buyers who spend over \$206 million annually on Christian books, music, DVDs, and other Christian products.



## FEATURED IN:

- November *Christianity Today*
- Fall *Leadership Journal*
- November/December *Today's Christian Woman* weekly editions
- Digitized and placed online during November and December with live links to your landing page

## PROMOTED WITH:

- Banner impressions
- Newsletter deliveries
- Dedicated eblasts
- Social media promotions and blog posts

# Moms, Dads, & Grads

## GIFT GUIDE



Sales Close:  
**January 27**

### SPECIFICATIONS

40-55 words of copy

Product image: 3" x 3" min. size

Product image: TIF or EPS; 300 dpi

Provide linking URL

A perfect place to promote your books and resources that would make great gifts for Mother's Day, Father's Day, or graduation. You'll reach avid Christian shoppers who are looking for meaningful presents for the special women, men, and students in their lives. This audience spends over \$206 million annually on Christian books, music, DVDs, and other Christian products.



### FEATURED IN:

- March/April *Today's Christian Woman* weekly editions
- April *Christianity Today*
- Spring *Leadership Journal*
- Online in March and April with clickable links to your landing page

### PROMOTED WITH:

- Dedicated eblasts
- Banner impressions
- Social media promotions and blog posts

# Church Buyer's Guide



Circulation:  
**40,000**

Readership:  
**80,000**

ISSUE	CLOSING DATE	MATERIALS DUE
Winter	Nov 11	Nov 18
Spring	Feb 14	Feb 25
Summer	May 9	May 16
Fall	Aug 8	Aug 15

Included in every issue of *Leadership Journal*, the Church Buyer's Guide allows you to promote your products directly to influential church leaders and decision makers. Simply provide your images and copy, and we'll design your placement for you.



## SPECIFICATIONS

- Headline: 12 words maximum
- Body copy: 75 words maximum
- Contact information: 3 lines maximum (ex: Phone, Email, Website)
- Product image: 3" x 3" max; TIF; 300 dpi
- Logo: 3" x 3" max; TIF or EPS; 300 dpi

# Regional Eblasts



Selection Charge:  
Regional: **\$125/m**  
State: **\$175/m**  
(\$350 minimum)

## 10 PREDEFINED REGIONS

Northwest

Heartland

Mountain

Southwest

South Central

Midwest

Southeast

South Atlantic

Mid-Atlantic

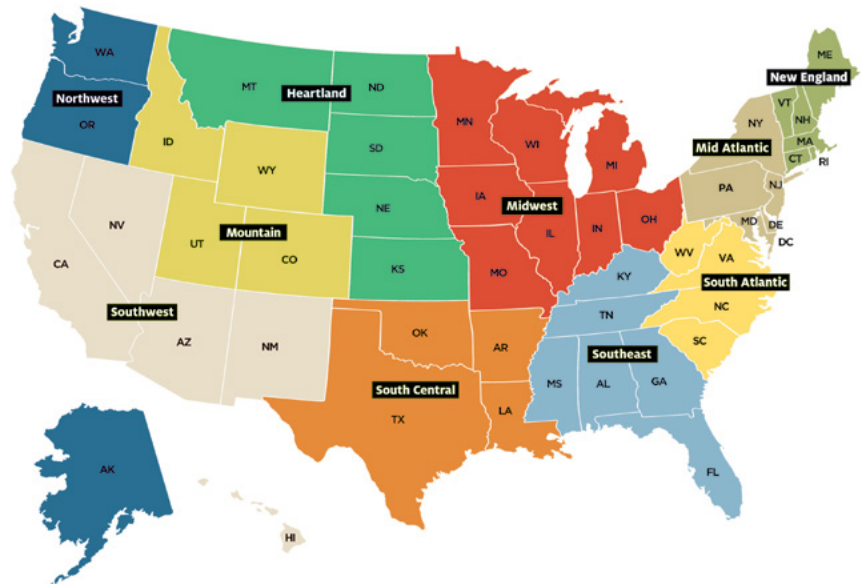
New England

**S**egment your audience by choosing from one or more of 10 predefined regions to reach your target geographical area. Pinpoint your prospective customers from Christianity Today's newsletter subscriber lists.

**You'll reach influential audiences, including:**

- Pastors & Church Leaders
- Women
- Thought Leaders

## Regional E-blasts: 10 Predefined Regions





# Regional Banners



Cost: **\$27/m**  
(\$540 minimum)

## 12 PREDEFINED REGIONS

Northwest

Heartland

Mountain

Southwest

South Central

Midwest

Southeast

South Atlantic

Mid-Atlantic

New England

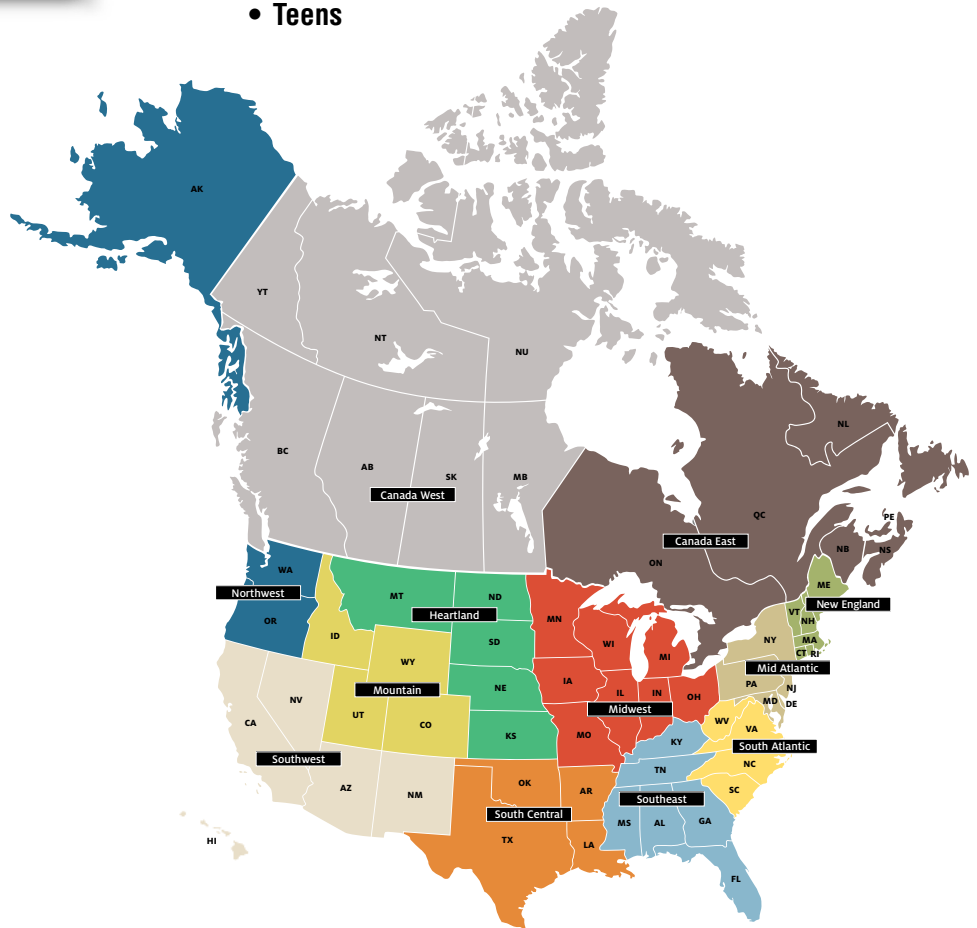
Canada East

Canada West

**P**inpoint your exact audience and reach your target geographical area by choosing from one or more of 12 predefined regions.

## Four distinct influential audiences:

- Thought Leaders
- Pastors & Church Leaders
- Women
- Teens





# Mobile, Social, & More

## MOBILE ADVERTISING



The explosive growth of mobile devices is changing the way people access information. Discover how to target millions of tech savvy consumers on the go. Anytime. Anywhere.

Banners available on:

- Christianity Today
- Today's Christian Woman
- Leadership
- Preaching Today
- Her.meneutics
- Church Law & Tax

## SOCIAL MEDIA ADVERTISING



Posts on our rapidly growing social networks will help you engage with more than 185,000 Facebook followers.

## HOVER ADS



Sizes: **550x480, 300x250**

Run of Site

Minimum Purchase: **250,000 impressions**

# Display Ad Dimensions

*Christianity Today*



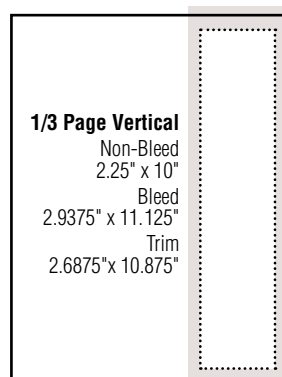
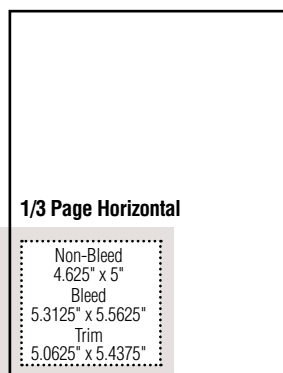
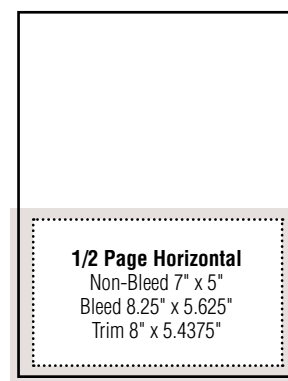
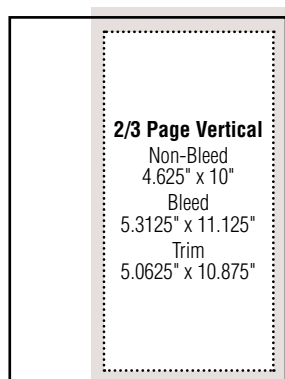
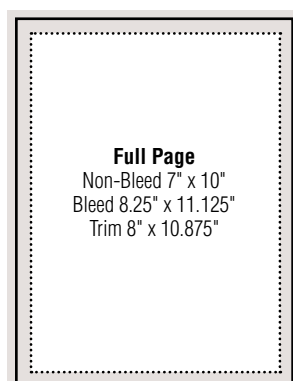
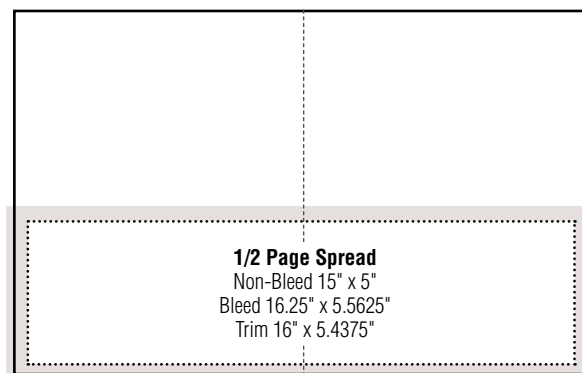
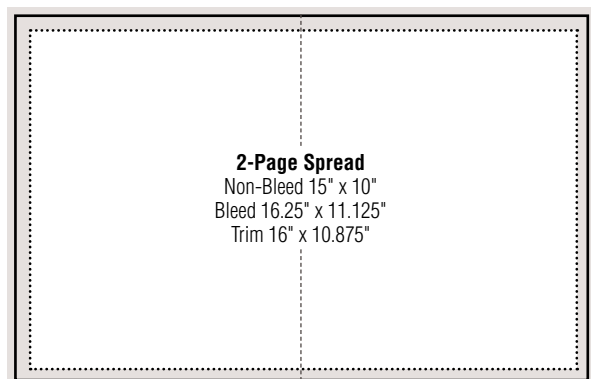
page



bleed



non-bleed



# Display Ad Dimensions

## Leadership Journal



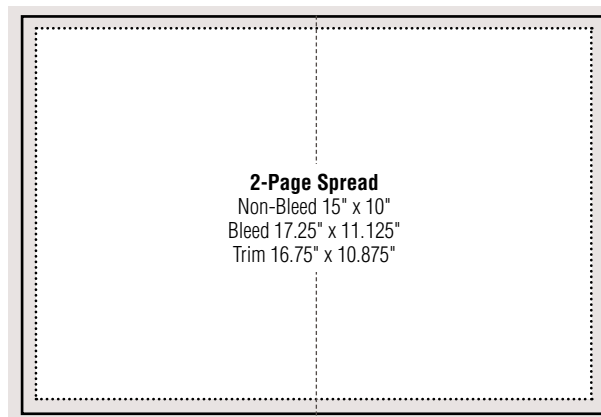
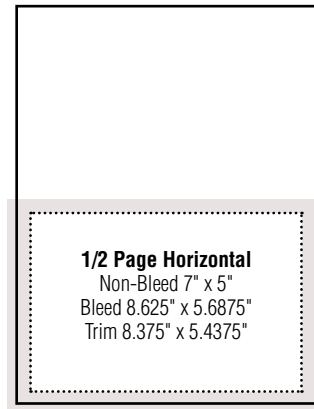
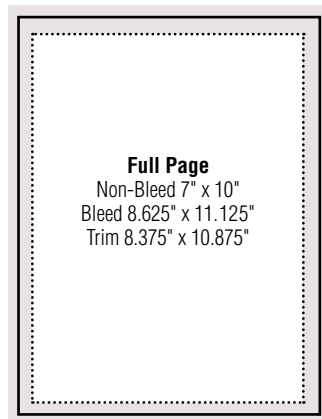
page



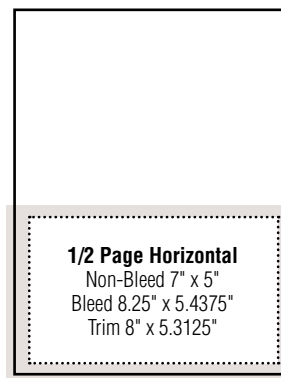
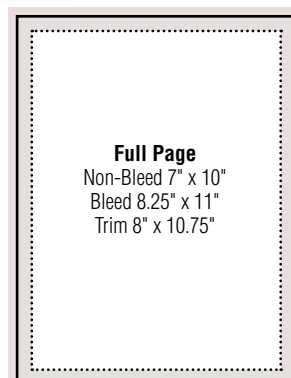
bleed



non-bleed



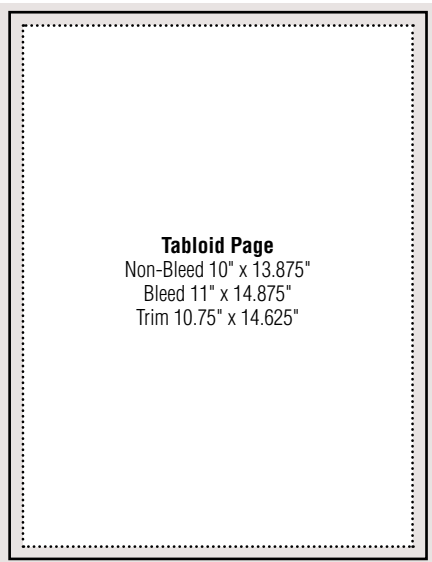
## Regional Christian College Guide



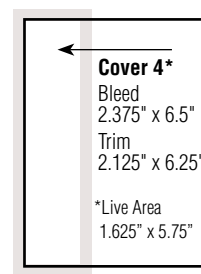
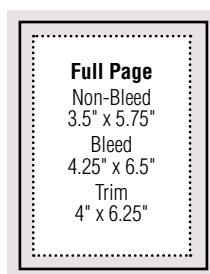
# Display Ad Dimensions



## *Books & Culture*



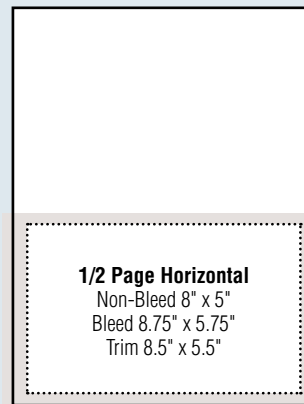
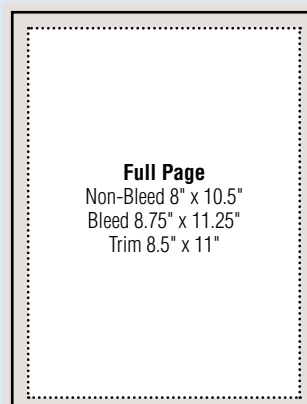
## *Men of Integrity*



## Professional Newsletter Sizes

Church Finance Today and 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 of these publications.



# Print Specifications

Please review the following list carefully and choose the correct size based on the magazine in which your ad is being placed.

<i>Christianity Today</i>	Non-bleed	Bleed	Trim
2-page spread	15" x 10"	16.25" x 11.125"	16" x 10.875"
1/2 page spread	15" x 5"	16.25" x 5.5625"	16" x 5.4375"
Full page	7" x 10"	8.25" x 11.125"	8" x 10.875"
2/3 page vertical	4.625" x 10"	5.3125" x 11.125"	5.0625" x 10.875"
1/2 page horizontal	7" x 5"	8.25" x 5.625"	8" x 5.4375"
1/3 page horizontal	4.625" x 5"	5.3125" x 5.5625"	5.0625" x 5.4375"
1/3 page vertical	2.25" x 10"	2.9375" x 11.125"	2.6875" x 10.875"

<i>Regional Christian College Guide</i>	Non-bleed	Bleed	Trim
Full page	7" x 10"	8.25" x 11"	8" x 10.75"
1/2 page horizontal	7" x 5"	8.25" x 5.4375"	8" x 5.3125"

<i>Leadership Journal</i>	Non-bleed	Bleed	Trim
Full page	7" x 10"	8.625" x 11.125"	8.375" x 10.875"
2-page spread	15" x 10"	17.25" x 11.125"	16.75" x 10.875"
1/2 page horizontal	7" x 5"	8.625" x 5.3875"	8.375" x 5.4375"

<i>Books &amp; Culture</i>	Non-bleed	Bleed	Trim
Tabloid page	10" x 13.875"	11" x 14.875"	10.75" x 14.625"
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	3.5" x 5.75"	4.25" x 6.5"	4" x 6.25"
Cover 4	Live area: 1.625" x 5.75"	2.375" x 6.5"	2.125" x 6.25"

<i>Church Finance Today and Church Law &amp; Tax Report</i>	Non-bleed	Bleed	Trim
Full page	8" x 10.5"	8.75" x 11.25"	8.5" x 11"
1/2 page horizontal	8" x 5"	8.75" x 5.75"	8.5" x 5.5"



# Print Specifications

**C**hristianity 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 (Professional Newsletters): 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:  
630.260.6202 x4315.

## INSERTS

Please contact the production manager at the Christianity Today offices 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.

# Other Specifications

## iPad App

Graphic	Formats	Pixels	Color	Quality/Resolution
Full page ad	.png, .tif, .eps, or PDF	768 x 1024	RGB	300 dpi

Ads do not need to include a bleed. Please note: any links embedded in a PDF file will not be retained, so be sure to submit all links separately, either by email, or in the instruction window of our ftp site.

## Special Sections

### CHRISTMAS GIFT GUIDE

Special advertising section available in November *Christianity Today*, Fall *Leadership Journal*, and November/December weekly editions of *Today's Christian Woman*.

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 each product

### MOMS, DADS, & GRADS

Special advertising section available in April *Christianity Today*, March/April weekly editions of *Today's Christian Woman*, and Spring *Leadership Journal*.

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 each product

### LEADERSHIP CHURCH BUYER'S GUIDE

Special advertising section available in every issue of *Leadership Journal*.

Materials to send:

- Headline: max 12 words
- Copy: max 75 words
- Contact info: 3 lines max (ex: Phone, Email, Website)
- Product visual: Image size 3" x 3" .tif with resolution of 300 dpi.
- Logo: max size 3"x3" .tif or .eps at least 300 dpi

Other format information for images/logos: 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: <https://www.hightail.com/u/CTIAdvertising>

# Banner Ad Dimensions

The screenshot shows the Christianity Today Leadership Journal website. Several banner ad dimensions are highlighted with yellow ovals and lines pointing to the corresponding ad slots:

- 728 x 90**: Located at the top of the page, above the main header.
- 300 x 600**: Located on the right side of the page, below the 728 x 90 banner.
- 300 x 250**: Located at the bottom of the page, below the 300 x 600 banner.

The website content includes a navigation bar with links like "Our Ministry", "Christianity Today", "Leadership Journal", "Church Management", "Discipleship", and "Subscribe". The main header features the "Leadership JOURNAL" logo and a search bar. The main content area includes a featured article by John Ortberg, a "Free Trial to Leadership Journal" offer, and a "Trend Watch" section with various articles.

The screenshot shows the ChristianHistory.net website. Several banner ad dimensions are highlighted with yellow ovals and lines pointing to the corresponding ad slots:

- 160 x 600**: Located on the right side of the page, below the 728 x 90 banner.
- 250 x 250**: Located at the bottom of the page, below the 160 x 600 banner.

The website content includes a navigation bar with links like "Member Login", "Your email", "My Account", "About Us", "Forgot password?", "CH Blog", "This Week in Christian History", "Ask the Expert", and "CH Store". The main header features the "ChristianHistory.net" logo and a search bar. The main content area includes a featured article titled "Spirituality for Busy People" by Chris Armstrong, a "Discipline for the Greater Good" section, and a "Shopping Mall" section.

# Online Specifications

## BANNER AD SPECIFICATIONS

**Format:** .gif, .jpg, .png, rich media, HTML; standard 3rd party ad tags

**Art Deadline:** Due 2 weeks prior to online publication date in full working order and compatible with all major browsers and platforms. (On-time launch is not guaranteed for materials received late). Subject to review and approval by Christianity Today, and any revisions will be the responsibility of the advertiser/agency.

**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.

**Submitting Artwork:** Send via email as attachment to: [InternetAds@ChristianityToday.com](mailto:InternetAds@ChristianityToday.com), or place the art on your website and send URL via email to [InternetAds@ChristianityToday.com](mailto:InternetAds@ChristianityToday.com).

## GENERAL SPECIFICATIONS

- Banner dimensions: 728x90, 300x250, 300x600, 160x600, 250x250 (as specified in contract)
- Maximum file size: 40Kb
- Mobile Banner dimensions: 320x50 (no Rich Media or HTML); maximum file size: 15kb
- Maximum of three creative banners per media plan line item
- Tested by designer across all major browsers and versions prior to submission
- Compliant with all applicable laws, regulations, and principles, including the Self-Regulatory Program for Online Behavioral Advertising
- Includes the following:
  - Encased in 1-pixel black border to distinguish ad from page content
  - URL link
  - Alternate text (optional): maximum 70 characters
- 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

## GENERAL RICH MEDIA SPECIFICATIONS

- All General Specifications listed above apply
- In-Banner only (not expandable)
- No loop maximum, but total animation time for all loops combined cannot exceed 20 seconds

## FLASH SPECIFICATIONS

- All General Specifications listed above apply
- Published as Flash 10 or earlier
- Self-contained and requiring no external files (unless streaming media)
- SWF files may not contain any encrypted or obfuscated code or URLs
- Submit 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 Christianity Today 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 2 coding only (AS3 not allowed)
  - ActionScript code must appear as:

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

## AUDIO SPECIFICATIONS

- User-initiated by click; host-initiated audio not allowed
- Contain visible stop/play and pause or mute functionality

## VIDEO SPECIFICATIONS

- Includes stop/play/pause button
- Flash-based if housed on ChristianityToday server
- Approved vendors of video within ad, if any: Atlas, EyeWonder, Eyeblander, Klipmart, Motif, PointRoll, Unicast, United Virtualities
- May be host initiated
- Maximum playtime for host-initiated: 15 seconds
- Maximum playtime for user-initiated with a click: 30 seconds
- File size restrictions (polite download): 2MB Broadband, 500kb Narrowband

## SUBLOADING GUIDELINES

- Video and animation may be host initiated, but may only start after 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: 2MB
- Maximum file size for sub-loaded Flash animation files: 300kb

## HOVER AD SPECIFICATIONS

- All General Specifications listed above apply
- See also General Rich Media Specifications
- Banner dimensions: 550x480, 300x250
- Maximum file size: 80kb (550x480); 40kb (300x250)
- Must open new browser window for destination page on click
- Any form included for collecting user data must submit data directly to a website operated by the advertiser/agency. Christianity Today will not collect any submitted data and is not responsible for lost data due to any cause
- Placement: Below the branded page header; precise page placement is at the discretion of Christianity Today
- Delivery: Timing and frequency is managed by Christianity Today according to established policy
- For more information see **IAB Guidelines**

# Online Specifications

## NEWSLETTER AD SPECIFICATIONS

Newsletter advertising is Roadblock format.

The advertiser receives ALL placements in a given newsletter:

**Header:** 728x90, maximum file size: 40kb

**Side:** 300x600, maximum file size: 40kb

**Mobile:** 320x50, maximum file size: 15kb

### GENERAL SPECIFICATIONS

- Static .gif or .jpg (non-animated)
- Banners must be encased in a 1 pixel black border
- Include URL for linking (no embedded URLs)
- Include alt text – maximum 70 characters

## EBLAST SPECIFICATIONS

### GENERAL SPECIFICATIONS

- Maximum file size (HTML plus images): 200 kb
- Maximum width: 700 pixels
- Maximum height: flexible
- All images must be housed on Christianity Today servers for proper delivery
- Christianity Today's newsletter header & footer will be added
- Not allowed:
  - Background images or transparent images
  - Sound
  - Flash
  - JavaScript
  - Animation

### 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.freehtmlvalidator.com>
  - Firefox extension:  
<https://addons.mozilla.org/en-US/firefox/addon/html-validator/>

### TEST TO AVOID SPAM FILTERS: (Recommended)

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

### SUBMISSION PROCEDURES

Materials must be submitted at least one week (5 business days) prior to scheduled mailing date

**If submitting an HTML file** – send to **internetads@christianitytoday.com** in the following format:

1. Zipped folder containing:
  - a. Validated HTML file
  - b. Images
2. Email Subject Line  
Maximum 70 characters including spaces.  
Learn more: **Email Subject Lines - Tips and Best Practices**
3. Specified source of HTML validation

**If submitting a static image and URL** – send to **internetads@christianitytoday.com** in the following format:

1. Eblast image (as an email attachment)
2. Click-through URL
3. Email Subject Line  
Maximum 70 characters including spaces.  
Learn more: **Email Subject Lines - Tips and Best Practices**
4. Desired Alt Text  
Maximum 20 characters including spaces.  
Learn more: **Alt Text - Tips and Best Practices**



# Online Specifications

## CHRISTIANCOLLEGEGUIDE.net

### BASIC PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- School information form

### STANDARD PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- Campus photo – 225x150; 10kb max; .jpg or .gif
- Side banner – 300x250; 40kb max; .jpg or .gif
- Mobile banner – 320x50; 15kb max; .jpg or .gif
- School information form

### PREMIUM PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- Campus photo – 225x150; 10kb max; .jpg or .gif
- Side banner – 300x250; 40kb max; .jpg or .gif
- Top banner – 728x90; 40kb max; .jpg or .gif
- Mobile banner – 320x50; 15kb max; .jpg or .gif
- Rotating featured promo copy – 200 character max (including spaces)
- Testimonials (6 max):
  - Copy – 125 words max
  - Large image – 410x230 pixels; 50kb max; .jpg or .gif
  - Thumbnail image – 108x59 pixels; 15kb max; .jpg or .gif
- Videos (5 max):
  - Aspect ratio: either 16:9 at 640x360 minimum or 4:3 at
  - Video formats accepted: .AVI, .FLV, .MOV, .MPEG, .MP4
- School information form

Submit all items to:

**OnlineEdGuides@ChristianityToday.com**

## SEMINARYGRADSCHOOL.com

### BASIC PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- School information form

### STANDARD PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- Campus photo – 225x150; 10kb max; .jpg or .gif
- Side banner – 300x250; 40kb max; .jpg or .gif
- School information form

### PREMIUM PACKAGE

- School logo – 250x125; 10kb max; .jpg or .gif
- Campus photo – 225x150; 10kb max; .jpg or .gif
- Side banner – 300x250; 40kb max; .jpg or .gif
- Top banner – 728x90; 40kb max; .jpg or .gif
- Rotating featured promo copy – 200 character max (including spaces)
- School information form

Submit all items to:

**OnlineEdGuides@ChristianityToday.com**

# Contact Us

*Contact us to get more information on rates and advertising opportunities*



**Peggy Gomez**

Account Executive

630.260.6202 x4239

[pgomez@christianitytoday.com](mailto:pgomez@christianitytoday.com)

Region: West, Midwest, & South  
(excluding TX)



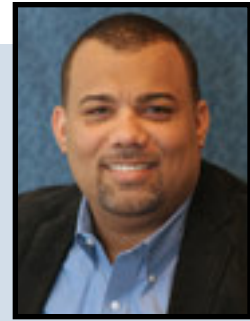
**Walter Hegel**

Manager, Integrated Media Sales

630.260.6202 x4236

[whegel@christianitytoday.com](mailto:whegel@christianitytoday.com)

Region: IL, MI, TN & WI



**Toks Olawoye**

Business Development Manager

630.260.6202 x4235

[tolawoye@christianitytoday.com](mailto:tolawoye@christianitytoday.com)

Regions: Northeast, Southeast  
TX, & International

