

Graphic Designer's Ad Specifications

2011

IMPORTANT CHANGES FOR 2011:

Read specifications below carefully since they have changed for 2011. Any material submitted outside these specifications may incur additional charges.



Magazine trim size

(8.0" x 10.5") with bleed adjustments to 1/8".

Ad Specifications

Please submit a press-ready PDF of your ad following the file specs below.

- Include cropmarks for all file formats.
- Make large type and large elements 99% black instead of 100% black to avoid overprinting.
- To avoid possible registration problems all black copy should be 100% black rather than a CMYK build.
- Apply a minimum thickness of .5pt to rules.
- Please keep all live copy at a minimum of .25 inches from the outside trim edge of the ad.
- Spot colors must be converted to CMYK
- All fonts must be embedded.

Production-related Questions

Production-related questions should be directed to Ashley Walton at Journey Group, (434) 961-2500 or email: AshleyW@JourneyGroup.com



Full Page

Size: 8.0 x 10.5
Bleed:
8.25 x 10.75
Non-bleed:
7.75 x 10.25



1/2 Page

Horizontal
Size: 8.0 x 5.25
Bleed: 8.25 x 5.5
Non-bleed:
7.75 x 5.0



1/2 Page

Vertical
Size: 4.75 x 6.25
Bleed: 5.0 x 6.5
Non-bleed:
4.5 x 6.0



1/3 Page

Vertical
Size: 2.75 x 10.5
Bleed: 3. x 10.75
Non-bleed:
2.5 x 10.25

Recommendation: For bleeds, place all important text and graphics within an additional 1/4" safe zone from the outside trim edge.

Advertising Questions?

For Corporate and Campus Crusade Ministry Accounts:
Contact Lindy Mason, Advertising Manager
[P] 1-800-688-4992 or 407-293-6636
[F] 407-826-2374
[E] LindyWWC@cfl.rr.com

Worldwide Challenge

Dept. 1600, 100 Lake Hart Dr.
Orlando, FL 32832-0100

REVIEW Ad Material

E-mail a low-res compressed pdf of your ad for REVIEW to sherry.cumpstone@ccci.org. UPON APPROVAL please submit FINAL ad material to Journey Group (address below).

Submit FINAL Ad Material

Please submit your final high-res electronic file (press-ready PDF or collected native files) either by e-mail or upload to FTP site. Compressed files under 10MB should be e-mailed to: AshleyW@JourneyGroup.com. If you place the ad on your company FTP site, please e-mail retrieval instructions to AshleyW@JourneyGroup.com. Alternatively, your ad can be placed on Journey Group's FTP site. That info can also be obtained by e-mailing AshleyW@JourneyGroup.com.

Proofs: To ensure accurate color and successful file transfer, we request an approved color laser proof of your ad to be sent to Ashley Walton at the address below. (If you decide to forgo a color proof and do not send one to us, the Publisher is not responsible for any color and image variations nor any copy-font discrepancies.)

Ashley Walton, Journey Group
418 Fourth St. N.E.
Charlottesville, VA 22902
(434) 961-2500 phone

2011 Advertising Materials Due Dates:

	J/F	M/A	M/J	J/A	S/O	N/D
Reservation Date Preferred Position	9/16	11/18	1/20	3/17	5/19	7/14
Reservation Date Anywhere Position	9/23	11/19	1/27	3/24	5/26	7/21
Copy/Layout Review*	10/25	12/28	2/28	5/4	6/24	8/19
Disk at Journey	11/10	1/12	3/9	5/11	7/13	9/7

*E-mail low-res compressed pdf or jpeg of the ad for review to: Sherry.Cumpstone@ccci.org.

Worldwide Challenge reserves the right to review and refuse any potential advertisement, or the copy or layout of reserved, scheduled ads. Cancellations must be made within 60 days of the press date or client will incur a 50% penalty. If final artwork is not received by "Final Ad Material" due date, previous ad will run at contract rate. If a previous ad is non-existent, advertiser will still be charged full contract rate for reserved space.