

# Advertising with



## If BFC is **CREATING** your ad...

Please supply the following materials to ensure that your ad can be created in a timely manner and sent to you for your approval.

The text can be included in the ad-submitted in a typed format (Microsoft Word document).

Your logo as an EPS file (if you do not have this file, we also accept high resolution PDF, JPEG or TIFF files).

Any high resolution image(s) that you would like to include as a JPG, TIFF or PDF file(s).

If you would like to include a stock image, please supply the item # from thinkstock.com.

If you have a sample ad you would like us to refer to while creating your ad, please supply that as well.

## If you are **PROVIDING** your ad...

Please follow guidelines below when providing your print-ready ad.

Ad file must meet the required size specifications of the ad size you have agreed to (see below/next page).

To ensure best quality, please provide your ad as a print-ready PDF file (at least 300 dpi) with all text outlined in a CMYK format.

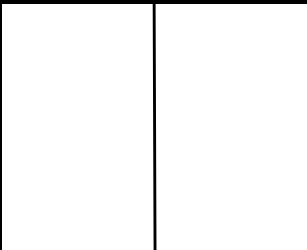
If you cannot provide a PDF file, the following types of files may be accepted: JPG, TIFF, PSD\*, AI\*

\*Note that all “working” files should have text outlined and graphics/images embedded to avoid issues when opened.

# Have a question about what we do?

Please contact your local **Ambassador** who will be happy to help!

Images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print. Bold for Christ is *not* responsible for errors the advertiser fails to correct. The color of your onscreen ad proof and the printed ad may not be exact, and can vary upon publication. Please submit ads/ad materials directly to your local Ambassador.



Two-Page spread  
16"w x 10"h



Full Page  
7.5"w x 10"h



2/3 Page  
7.5"w x 6.5"h



Half Page  
7.5"w x 5"h



1/2 Page Vertical  
3.66"w x 10"h



1/3 Page  
7.5"w x 3.5"h



1/4 Page  
3.66"w x 5"h



1/8 Page  
3.66"w x 2.5"h

1/16 Page  
3.66"w x 1.2"h

1/32 Page  
1.8"w x 1.2"h