



# ASTRA

## TOY TIMES MAGAZINE

# Rate Card

For more than 20 years, the American Specialty Toy Retailing Association has provided the leadership needed to grow the specialty segment of the toy industry. It is the largest association for the retailers, manufacturers and reps who are part of it.

Fahy-Williams has been publishing ASTRA's magazine for nearly 15 years. Four issues, plus the association's membership directory, are mailed first-class to its members each year. Articles in Toy Times Magazine feature sensible business advice, profiles, trends and industry news. An ad in the magazine is a great way for manufacturers to tell specialty toy retailers about new products, services and ordering specials.







# Rates and SPECIFICATIONS

Non-ASTRA members subject to a 20% premium

Full-color	Net Advertising Rates (per insertion)			
	Ad Size	1x	3x	5x
<b>2-Page Spread</b>		1,480	1,410	1,360
<b>Full page</b>		755	720	680
<b>1/2 page</b>		520	495	470
<b>1/3 page</b>		455	435	410
<b>1/4 page</b>		390	370	350



**1/4 PAGE**  
3-1/4" x 4-3/4"  
(W x H)



**1/3 PAGE**  
Horizontal  
4-5/8" x 4-3/4"  
(W x H)



**1/3 PAGE**  
Vertical  
2-1/4" x 10"  
(W x H)

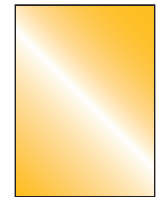
Black & White	Net Advertising Rates (per insertion)			
	Ad Size	1x	3x	5x
<b>2-Page Spread</b>		1,070	1,015	1,000
<b>Full page</b>		550	520	500
<b>1/2 page</b>		350	330	315
<b>1/3 page</b>		285	270	255
<b>1/4 page</b>		210	200	190



**1/2 PAGE**  
Horizontal  
7" x 5"  
(W x H)



**1/2 PAGE**  
Vertical  
4-5/8" x 7-5/8"  
(W x H)



**Full PAGE**  
8-3/4" x 11-1/4"  
(W x H)  
Trim size: 8-1/2" x 11"  
*Please keep live area 1/4" from trim*



**2-Page Spread**  
17-1/2" x 11-1/4"  
(W x H)  
Trim size: 17" x 11"  
*Please keep live area 1/4" from trim*

Premium Placements	Net Advertising Rates (per insertion)			
	Ad Size	1x	3x	5x
<b>Back Cover</b>		1005	955	905
<b>Inside Front</b>		955	910	860
<b>Inside Back</b>		855	815	770
<b>Page 3 or Page 4</b>		870	830	785
<b>Center Spread</b>		1630	1545	1465

**Files accepted:**

300 dpi, CMYK – flattened PDF, TIFF, EPS, or JPEG

**Upload files to:**

[fwpi.com/upload-ad.php](http://fwpi.com/upload-ad.php)

**Todd Crayton**

todd@fwpi.com

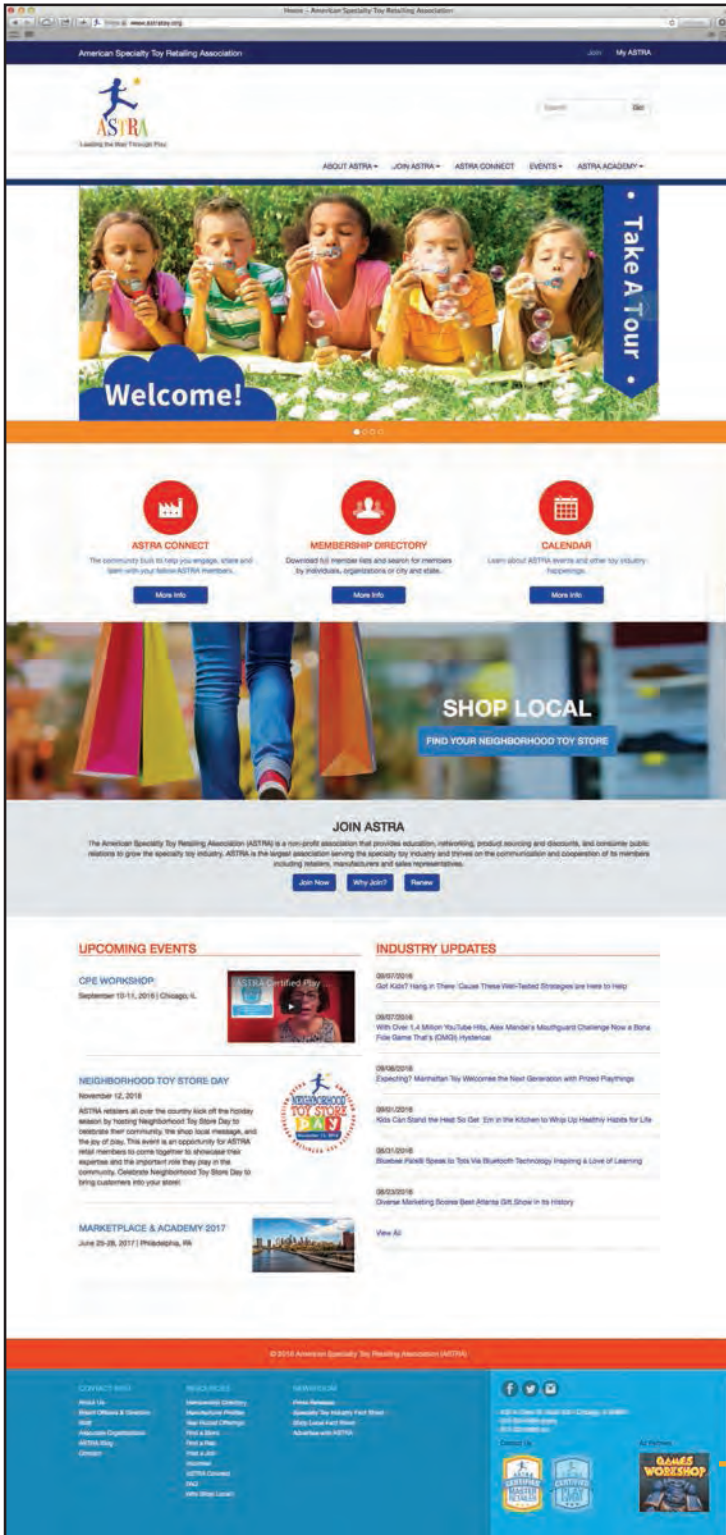
p: (315)789-0458 • (800)344-0559

f: (315)789-4263

# ASTRA

[www.astratoy.org](http://www.astratoy.org)

# Online **ADVERTISING**



Our newly designed website offers a great opportunity for your company to be seen by thousands of specialty toy retailers. ASTRAtoy.org is visited by more than 4,600 industry personnel each month. The online display advertisements rotate randomly within the Ad Partners position of every page to give you the most impressions possible.

## Online Display Ad

138 x 117 pixels

Additional Animated Frames...\$20 each/month

### ASTRA Members

<b>1 mo</b>	<b>3 mo</b>	<b>6 mo</b>	<b>12 mo</b>	Best Value
<b>\$250</b>	<b>\$225/mo</b>	<b>\$215/mo</b>	<b>\$200/mo</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

### Non-Members

<b>1 mo</b>	<b>3 mo</b>	<b>6 mo</b>	<b>12 mo</b>	Best Value
<b>\$300</b>	<b>\$275/mo</b>	<b>\$265/mo</b>	<b>\$250/mo</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Start Date: \_\_\_\_\_

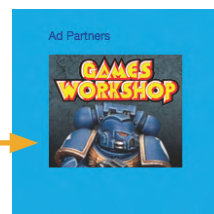
Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



Invoice net 30. Credit Card Payments call (315) 789-0458; Mon-Fri 9 a.m. to 5 p.m. EST

**Rick Kauder**

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