



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
2-Page Spread		1,480	1,410	1,360
Full page		755	720	680
1/2 page		520	495	470
1/3 page		455	435	410
1/4 page		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)

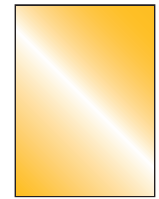
Black & White	Net Advertising Rates (per insertion)			
	Ad Size	1x	3x	5x
2-Page Spread		1,070	1,015	1,000
Full page		550	520	500
1/2 page		350	330	315
1/3 page		285	270	255
1/4 page		210	200	190



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
Back Cover		1005	955	905
Inside Front		955	910	860
Inside Back		855	815	770
Page 3 or Page 4		870	830	785
Center Spread		1630	1545	1465

Files accepted:

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

Upload files to:

fwpi.com/upload-ad.php

Todd Crayton

todd@fwpi.com

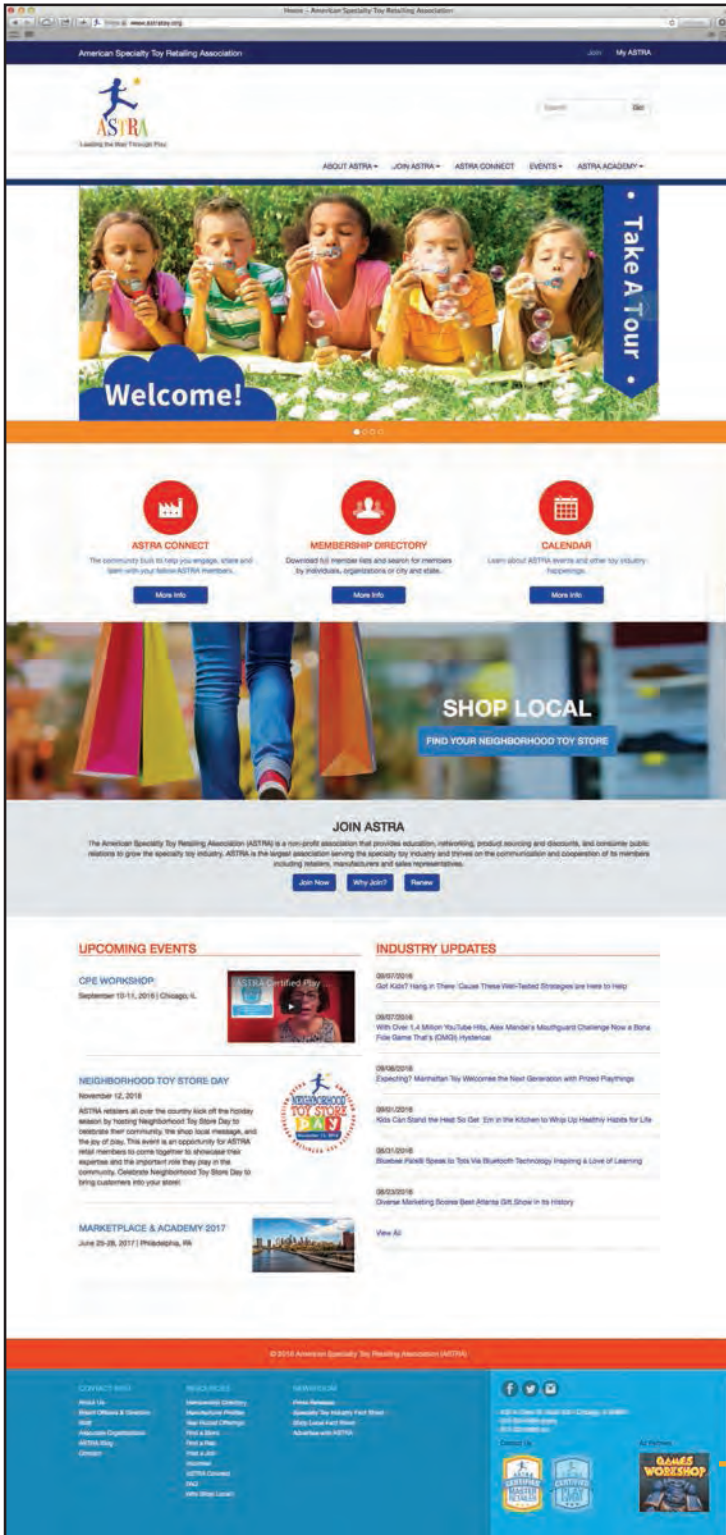
p: (315)789-0458 • (800)344-0559

f: (315)789-4263

www.astratoy.org

ASTRA

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

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

Non-Members

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

Start Date: _____

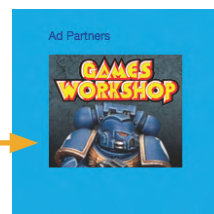
Company Name: _____

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

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