

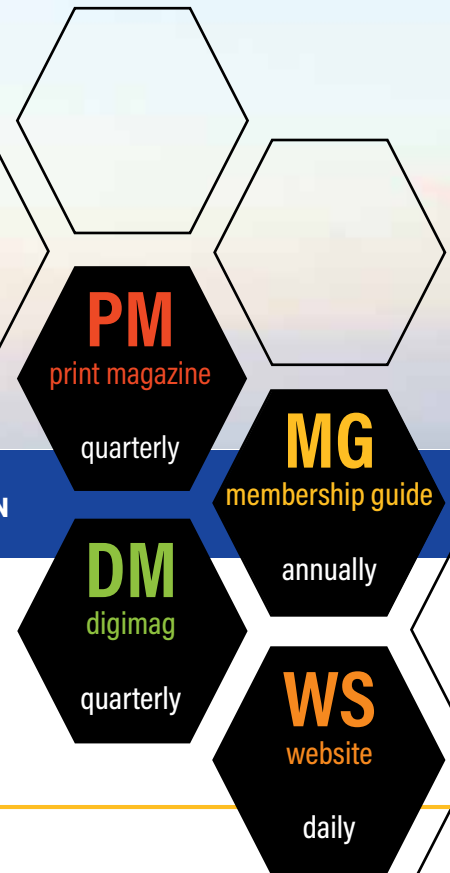


THE MAGAZINE OF THE AMERICAN SPECIALTY TOY RETAILING ASSOCIATION



ASTRA

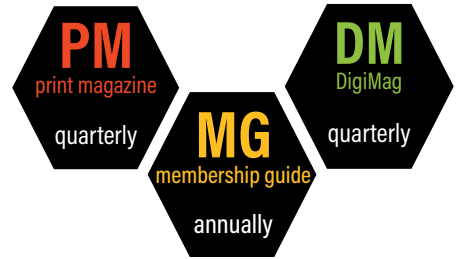
TOY TIMES MAGAZINE



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.



EDITORIAL CALENDAR



Toy Fair Issue



AD SPACE DUE: NOV 17
 MATERIALS DUE: NOV 22
 MAILING DATE: JAN 5

ASTRA Marketplace Preview



AD SPACE DUE: APR 13
 MATERIALS DUE: APR 20
 MAILING DATE: MAY 18

ASTRA Marketplace Recap



AD SPACE DUE: JUL 20
 MATERIALS DUE: JUL 27
 MAILING DATE: AUG 31

Holiday Issue



AD SPACE DUE: SEP 7
 MATERIALS DUE: SEP 14
 MAILING DATE: OCT 19

2019 Membership Resource Guide



AD SPACE DUE: OCT 26
 MATERIALS DUE: NOV 2
 MAILING DATE: NOV 30

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 announce new products, services and ordering specials to specialty toy retailers.



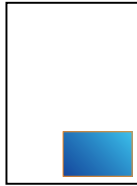
Contact Todd Crayton
 todd@fwpi.com
 (315) 789-6431

MAGAZINE AD RATES

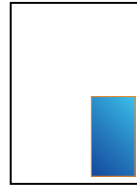
DigiMag Sponsor Ad Full page ad that appears next to the front cover of the DigiMag upon opening. 8 1/8" W X 10 7/8" H, \$395 per issue.



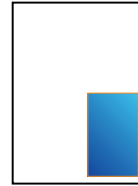
1/8 PAGE
Horizontal
3-1/2" x 2-3/8"
(W x H)



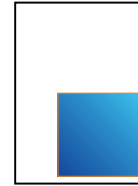
1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(W x H)



1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(W x H)



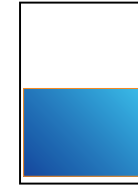
1/4 PAGE
Vertical
3-1/4" x 4-3/4"
(W x H)



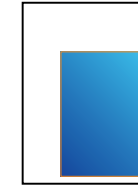
1/3 PAGE
Horizontal
4-5/8" x 4-3/4"
(W x H)



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



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



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



2/3 PAGE
Vertical
4-5/8" x 10"
(W x H)



FULL PAGE
8-3/8" x 11-1/8" (W x H)
Trim size: 8-1/8" x 10-7/8"
Please keep live area 1/4" from trim

FULL COLOR - Net Advertising Rate Per Issue						
Ad Size	1X	2X	3X	4X	5X	Best Rate!
2-page spread	1490	1445	1400	1355	1310	
Full page	770	745	725	700	680	
1/2 page	535	520	505	485	470	
1/3 page	465	450	435	425	410	
1/4 page	400	390	375	365	350	

BLACK & WHITE - Net Advertising Rate Per Issue						
Ad Size	1X	2X	3X	4X	5X	Best Rate!
2-page spread	1120	1085	1055	1020	985	
Full page	580	565	545	530	510	
1/2 page	400	390	375	360	350	
1/3 page	350	340	330	320	310	
1/4 page	300	290	280	275	265	

TWO COLOR - Net Advertising Rate Per Issue						
Ad Size	1X	2X	3X	4X	5X	Best Rate!
2-page spread	1265	1225	1190	1150	1115	
Full page	655	635	615	595	575	
1/2 page	455	440	430	415	400	
1/3 page	395	385	370	360	350	
1/4 page	340	330	320	310	300	

PREMIUM PLACEMENTS - Net Advertising Rate Per Issue						
Ad Size	1X	2X	3X	4X	5X	Best Rate!
Back Cover	1030	1000	970	940	905	
Inside Front Cover	975	945	915	890	860	
Inside Back Cover	875	850	825	795	770	
TOC	895	870	840	815	785	
Center Spread	1565	1520	1470	1425	1375	
Belly Band					2500	
1/2 page Cover Wrap					2500	



Contact Todd Crayton • todd@fwpi.com • (315) 789-6431. Insertions billed individually after magazine mails, net 30. Monthly installment plan available with credit card purchase.

WEBSITE AD RATES

WS
website
daily



ONLINE DISPLAY AD 138 x 117 pixels

Additional Animated Frames \$20 each per month

ASTRA MEMBERS

\$250
1 month

\$225
per month
for 3 months

\$215
per month
for 6 months

\$200
per month
for 12 months

NON-ASTRA MEMBERS

\$300
1 month

\$275
per month
for 3 months

\$265
per month
for 6 months

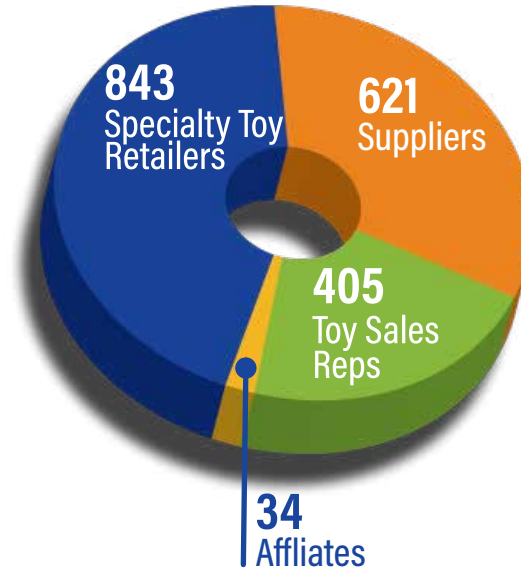
\$250
per month
for 12 months



ASTRA MEMBERSHIP

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.

1,903 ASTRA Member Readers



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