

# Online **ADVERTISING**

Since its inception in 1994, **edplay** has remained on the cutting edge of the toy industry. It is the #1 advertising choice for manufacturers who market their products to retailers of toys, games and gifts. We drive traffic to our brand's digital hub with our E-newsletters, Digimag, and printed publications. Reach specialty toy retailers who turn to **edplay.com** for the latest and hottest products, industry updates, trade news and more.

**In a typical month, each online advertisement can exceed 30,000 impressions by 800 unique visitors viewing 1,900 pages.**

## Banner Ad

**300 x 400 pixels** (Ads randomly rotate in 1 top position)  
Additional Animated Frames...\$20 each/month

<b>1 mo</b>	<b>3 mo</b>	<b>6 mo</b>	<b>9 mo</b>	<b>12 mo</b>	<b>Best Value</b>
<b>\$225</b>	<b>\$210/mo</b>	<b>\$205/mo</b>	<b>\$200/mo</b>	<b>\$190/mo</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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

## Box Ad

**300 x 200 pixels** (Ads randomly rotate in up to 5 positions)  
Additional Animated Frames...\$10 each/month

<b>1 mo</b>	<b>3 mo</b>	<b>6 mo</b>	<b>9 mo</b>	<b>12 mo</b>	<b>Best Value</b>
<b>\$200</b>	<b>\$190/mo</b>	<b>\$180/mo</b>	<b>\$175/mo</b>	<b>\$170/mo</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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

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

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

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

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

Discounts are available to advertisers on a current print advertising schedule.  
Invoice net 30. Credit Card Payments call (315) 789-0458; Mon-Fri 9 a.m. to 5 p.m. EST

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The screenshot shows the edplay website interface. At the top, there's a navigation bar with links for MAGAZINE, E-NEWSLETTER, ADVERTISE, and ABOUT US. The main header features the edplay logo and the tagline 'THE MAGAZINE FOR PEOPLE WHO SELL TOYS'. Below this, there are menu items for YOUR STORES, BEST SELLERS, NEW PRODUCTS, and THE INDUSTRY. A large featured article titled 'SOCIAL MEDIA FROM A SERVICE STANDPOINT' is displayed with a 'READ MORE' button. To the right is a 'NEWSLETTER SIGNUP' form with fields for First Name, Last Name, and E-mail address, and a 'SIGN UP' button. Below the featured article is a 'RECENT ARTICLES' section with three article thumbnails, each with a 'READ MORE' button. On the right side, there's a 'WORDPLAY' section with a 'Read His Latest...' button and a 'CALENDAR' button. At the bottom right, there are two ad placeholders: a purple 'BANNER AD 300 x 400 px' and a green 'BOX AD 300 x 200 px'.