

**THE
NEW**

Toy Times Magazine

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To reserve your advertising space, please contact:

Rick Kauder

Advertising Sales Representative

(800) 344-0559 / (315) 789-0458

Fax (315) 789-4263 / rkauder@fwpi.com

ASTRAtoy.com

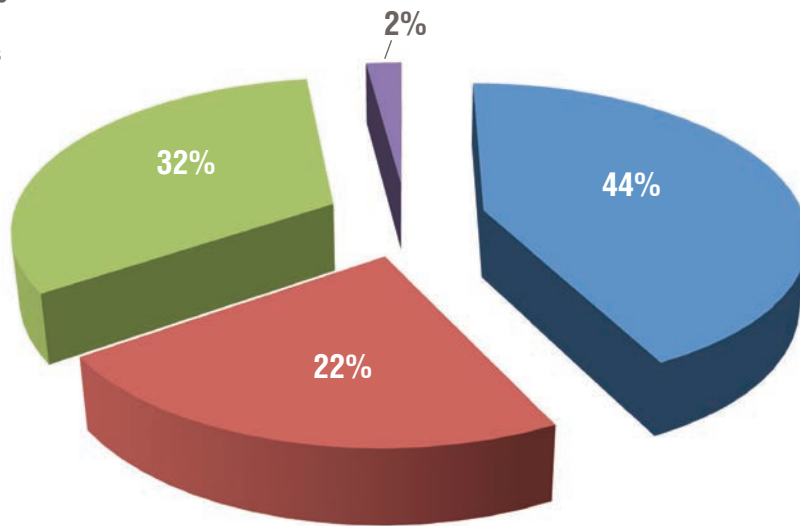
For more than 20 years, the American Specialty Toy Retailing Association has provided the leadership needed to grow the specialty segment of the toy industry. It is the largest association for the retailers, manufacturers and reps who are part of it.

ASTRA's printed publication, Toy Times Magazine is mailed first-class, five times each year, to its members. It includes 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.

Total **CIRCULATION – 1,699**

ASTRA Membership

- 746 Specialty Toy Retailers
- 367 Toy Sales Reps
- 551 Suppliers
- 35 Affiliates
(trade magazines, business service providers, nonprofit groups, and others)

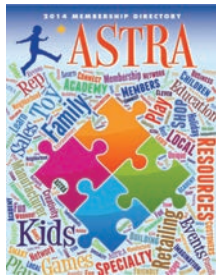


Membership is up 11% from 2013



Reserve your space using the Insertion Order on page 5 or contact Rick Kauder at 800-344-0559 or e-mail rkauder@fwpi.com

ISSUES



2015 Membership Directory

Ad Space Due: Oct 24, 2014

Materials Due: Oct 31
Mailing Date: Nov 28

Promote your company and its products in the annual ASTRA Member Directory, a handy desk reference that people in the toy industry refer to all year long.



The Toy Fair Issue

Ad Space Due: Nov 26

Materials Due: Dec 5
Mailing Date: Jan 2, 2015

This issue kicks off 2015 with a preview of the largest toy convention in North America. Members turn to this issue for schedules and venues of ASTRA events, as well as advice and tips for navigating Toy Fair.

Bonus distribution at the New York International Toy Fair, February 14-17, 2015.



The ASTRA Marketplace & Academy Preview Issue

Ad Space Due: Mar 13

Materials Due: Mar 20
Mailing Date: Apr 17

Previewing ASTRA's show in Charlotte, NC, June 7-11, this issue provides manufacturers the opportunity to advertise their newest items and show ordering specials whether exhibiting or not.

Bonus distribution at ASTRA Marketplace & Academy, June 7-11, 2015.



The ASTRA Marketplace & Academy Recap Issue

Ad Space Due: Jun 26

Materials Due: Jul 6
Mailing Date: July 31

Kick off your holiday product marketing with an ad in this issue, timed to reach ASTRA retailers as they plan their fourth-quarter inventory. This issue also serves as a review of the products that were exhibited at Marketplace, and the business ideas discussed at the workshops.



The Holiday Issue

Ad Space Due: Aug 28

Materials Due: Sept 4
Mailing Date: Oct 2

Timed for the important holiday season and Neighborhood Toy Store Day, this issue offers a great opportunity to promote your holiday ordering specials to ASTRA retail members.

Rates and Specifications

Full-color	Net Advertising Rates (per insertion)				
	1x	2x	3x	4x	5x Best Rate
Full page	755	740	720	695	680
1/2 page	520	510	495	480	470
1/3 page	455	445	435	420	410
1/4 page	390	380	370	360	350

Two-color	Net Advertising Rates (per insertion)				
	1x	2x	3x	4x	5x Best Rate
Full page	635	315	300	585	575
1/2 page	405	390	380	370	365
1/3 page	330	320	310	300	295
1/4 page	240	235	230	225	220

Black & White	Net Advertising Rates (per insertion)				
	1x	2x	3x	4x	5x Best Rate
Full page	550	535	520	510	500
1/2 page	350	340	330	320	315
1/3 page	285	280	270	260	255
1/4 page	210	205	200	195	190

Premium Placements	Net Advertising Rates (per insertion)				
	1x	2x	3x	4x	5x Best Rate
Back Cover (C4)	1005	985	955	925	905
Inside Front (C2)	955	935	910	880	860
Inside Back (C3)	855	840	815	785	770
Preferred Page 3	870	850	830	800	785
Preferred Page 4	870	850	830	800	785
Center Spread	1630	1595	1545	1500	1465



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)



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



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



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

Files accepted:

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

Upload files to: fwpi.com/upload-ad.php

Guaranteed Placement 15% Premium
Non-ASTRA members subject to 20% premium

Invoice net 30 after publication of each issue. Credit Card Payments call (315)789-0458; Mon-Fri 9 a.m. to 5 p.m. EST. Cancellations not accepted after the Ad Space Due deadline. Cancellations will result in a short rate charge.

Reserve your space using the Insertion Order on page 5 or contact Rick Kauder at 800-344-0559 or e-mail rkauder@fwpi.com

Magazine **INSERTION ORDER**

Reserve space in **all Five Issues** to increase your advertising effectiveness

2015 Membership Directory

Ad materials due by **October 31, 2014**

Ad Size: _____ Ad Dimension: H or V Ad Color: _____

Toy Fair Issue

Ad materials due by **December 5**

Ad Size: _____ Ad Dimension: H or V Ad Color: _____

ASTRA Marketplace & Academy Preview Issue

Ad materials due by **March 20**

Ad Size: _____ Ad Dimension: H or V Ad Color: _____

ASTRA Marketplace & Academy Recap Issue

Ad materials due by **July 6**

Ad Size: _____ Ad Dimension: H or V Ad Color: _____

The Holiday Issue

Ad materials due by **September 4**

Ad Size: _____ Ad Dimension: H or V Ad Color: _____

Company Name: _____

Your Name: _____

Signature: _____ Date: _____

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Online Advertising @ **ASTRAtoy.org**

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



Ads run from published date through three, six, or twelve month blocks

	ASTRA Member	Non-Member
3 Month Placement	\$675	\$825
6 Month Placement	\$1,290	\$1,590
1 Year Placement	\$2,400	\$3,000



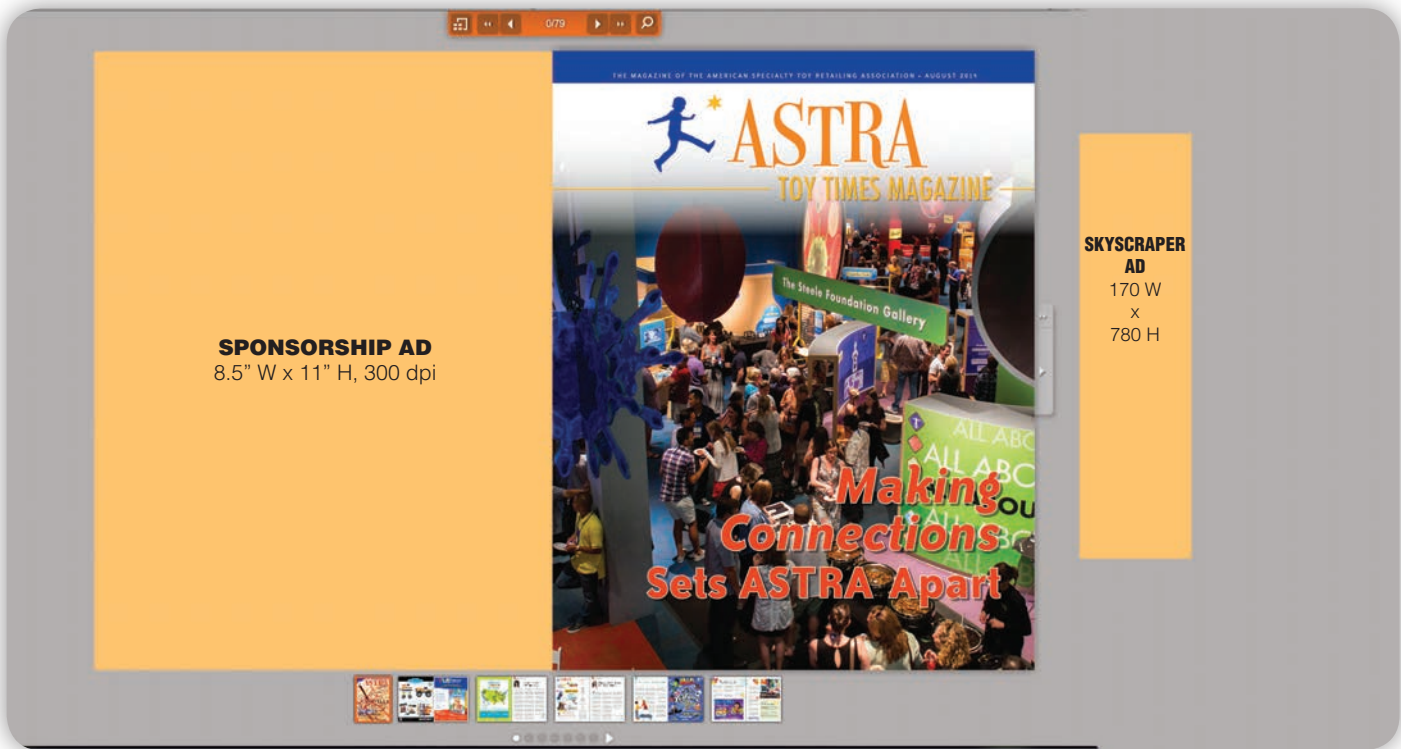
Online Display Ad
(138 W x 117 H pixel jpg)

To reserve an online display advertisement, please email your advertisement with instructions to Rick Kauder rkauder@fwpi.com. If your company needs assistance with creating an Online Advertisement, simply send the images and text to Rick's attention and an online ad will be created to fit our specifications. We'll send you a proof of the ad before it posts.

Reserve your space using the Insertion Order on page 8 or contact Rick Kauder at 800-344-0559 or e-mail rkauder@fwpi.com

Each new issue of the Digimag is archived on ASTRAtoy.org

The DIGIMAG



New “landing-page” ad opportunities for 2014/2015

As an advertiser in the printed editions of *ASTRA Toy Times Magazine*, you get added exposure in the digital versions available on our website. Each Digimag is fully interactive, giving readers the chance to use the magazine (and your ad) in new and different ways. They can

- Virtually flip through the pages,
- Perform a keyword search of the entire magazine,
- Click on the ads to be redirected to your website or any landing page you want.

Advertising space is available on the Digimag’s landing page. Only a limited number of ads are available.

A full-page **Sponsorship Ad** (8.5 by 11 inches, 300 dpi) appears on the left of the front cover. Only one position is available per issue. **\$500**

A rotating **Skyscraper Ad** (170 pixels wide by 780 pixels high) is on the right of the cover. It features up to five ads that change each time a page is turned. The Skyscraper ad displays continuously when the Digimag is open. **\$250**

Reserve your space using the Insertion Order on page 8 or contact Rick Kauder at 800-344-0559 or e-mail rkauder@fwpi.com

Online Advertising **INSERTION ORDER**

Online Advertising at ASTRAtoy.org

Ad Size	3 mos	6 mos	12 mos
138 w x 117 h	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate months the ad(s) will run

Start Month:	
End Month:	

Digimag **INSERTION ORDER**

2015 Membership Directory

Ad materials due by **October 31**

Reserve Ad Size:

- Sponsorship Ad**
\$500 (only one position available)
- Skyscraper Ad**
\$250 (five positions available in random rotation)

ASTRA Marketplace & Academy Preview Issue

Ad materials due by **March 20**

Reserve Ad Size:

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- Skyscraper Ad**
\$250 (five positions available in random rotation)

The Holiday Issue

Ad materials due by **September 4**

Reserve Ad Size:

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\$500 (only one position available)
- Skyscraper Ad**
\$250 (five positions available in random rotation)

Toy Fair Issue

Ad materials due by **December 5**

Reserve Ad Size:

- Sponsorship Ad**
\$500 (only one position available)
- Skyscraper Ad**
\$250 (five positions available in random rotation)

ASTRA Marketplace & Academy Recap Issue

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Your Name: _____

Signature: _____ Date: _____

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