



ASTRA

Newsletter

Specialty toy retailers rely on The ASTRA Newsletter for industry news, new products and ordering specials ... all year long.

Five Great Issues for 2011	Dates	Notes to Advertisers
The Toy Fair Issue	Ad Space Due: December 3, 2010 Materials Due: December 10, 2010 Mails: January 3, 2011	This issue kicks off 2011 with a preview of the largest toy convention in North America. Bonus copies will circulate the show, distributed from ASTRA's booth.
The ASTRA Marketplace & Academy Issue	Ad Space Due: March 11 Materials Due: March 18 Mails: April 15	Previewing ASTRA's show in Anaheim, CA, June 19-22, this issue also offers a bonus distribution for additional advertising exposure.
Holiday Issue	Ad Space Due: July 15 Materials Due: July 22 Mails: August 12	Remind ASTRA retailers about your products they saw at the shows, and provide an early look at your new product releases for the upcoming holidays.
The October Issue	Ad Space Due: September 9 Materials Due: September 16 Mails: October 14	One more chance to reach ASTRA retailers who are stocking up for the holidays. Remind them of your best sellers, and/or promote something brand new.
2012 Member Directory Issue	Ad Space Due: October 21 Materials Due: October 28 Mails: November 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.

*Dates are subject to change.

Rates and Specs for Print Trim size: 8-1/2" W x 11" H

Lock Into All Five Issues and Save!



Full Pg. Ad (7-1/2" W x 10" H) • **Bleed Pg. Ad** (8-3/4" W x 11-1/4" H)

	1x	3x	5x
Black & White	525	495	480
Full Color	720	690	670



Covers

Placement	1x	3x	5x
Cover 2	830	800	780
Cover 3	800	770	750
Cover 4 (Back)	830	800	780



1/2 Pg. Vertical Ad (4-5/8" W x 7-5/8" H)

	1x	3x	5x
Black & White	330	315	300
Full Color	495	480	465



1/3 Pg. Horizontal Ad (4-5/8" W x 4-3/4" H)

	1x	3x	5x
Black & White	270	255	240
Full Color	435	420	410



1/2 Pg. Horizontal Ad (7" W x 5" H)

	1x	3x	5x
Black & White	330	315	300
Full Color	495	480	465



1/4 Pg. Ad (3-1/4" W x 4-3/4" H)

	1x	3x	5x
Black & White	200	190	180
Full Color	370	355	345

Rates are per issue. Further discounts applied to multi-year ad contracts or combined commitments with Fahy-Williams publications.

Ad Materials: High Resolution (300 dpi) CMYK PDF. Upload via www.fwpi.com, due 1 week from closing date.

ASTRA and its members provide all articles for the Newsletter. Contact ASTRA directly with editorial questions, comments or suggestions. Fahy-Williams Publishing, (publishers of *edplay* magazine) manages the assembly, editing and advertising sales functions. For a complete advertising quote and material requirements, contact: **Fahy-Williams Publishing (800) 344-0559 • (315) 789-0458**



ASTRAtoy.org has a fresh new look!

Our newly designed website offers a great opportunity for your company to be seen by thousands of specialty toy retailers each month. The ASTRAtoy.org website is visited by more than 4,900 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	
3 Month Placement	\$600
6 Month Placement	\$1,100 (Save \$100)
1 year Placement	\$2,000 (BEST VALUE Save \$400)

Online Display Ad
(190 W x 160 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.

The American Specialty Toy Retailing Association was founded in 1992 on a simple premise: to bring members of the independent toy industry together to help each other succeed. Since then, we have grown to be the largest association for companies in the toy and children's products arenas, with more than 1,300 members.