

New Look for 2012!

- Printed full color on glossy paper.
- Each issue is available electronically and archived with interactive links for advertisers.

Specialty toy retailers rely on The ASTRA Newsletter for industry news, new products and ordering specials ... all year long. Each issue is mailed first class to a growing membership of over 1,300 companies.



2012 Issues

Toy Fair

Reserve Space By:
Dec. 2, 2011
Mails: Jan. 6, 2012

This issue kicks off 2012 with a preview of the largest toy convention in North America. Bonus copies will circulate the show, distributed from ASTRA's booth.

ASTRA Marketplace & Academy

Reserve Space By:
March 9
Mails: April 16

Previewing ASTRA's show in Baltimore, June 10-13, this issue offers a bonus distribution for additional advertising exposure.

Holiday Issue

Reserve Space By:
July 13
Mails: August 13

Remind ASTRA retailers about your products they saw at the show, and provide an early look at your new product releases for the upcoming holidays.

NTSD Issue

Reserve Space By:
September 7
Mails: October 19

Neighborhood Toy Store Day – held annually on the second Saturday in November – is taking off as our grassroots effort goes national. Retailers look to ASTRA for ideas on in-store events and exciting gift products to kick off the holidays. Make sure you show your support with an ad in this timely issue.

Membership Directory

Reserve Space By:
October 19
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.

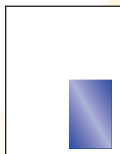
Full Color Ad Rates

Ad Size	1x	2x	3x	4x	5x
Full-page	755	740	720	695	680
1/2	520	510	495	480	470
1/3	455	445	435	420	410
1/4	390	380	370	360	350
Back Cover	1,005	985	955	925	905
Inside Front Cover	955	935	910	880	860
Inside Back Cover	855	840	815	785	770

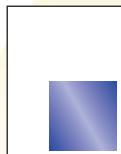
Black & White Ad Rates

Ad Size	1x	2x	3x	4x	5x
Full-page	550	535	520	510	505
1/2	350	340	330	320	315
1/3	285	275	265	260	255
1/4	210	205	200	195	190

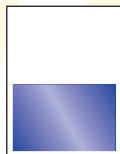
Two-Color Ad Rates (add 15% to black & white ad rate) Non-ASTRA members subject to 20% premium.



1/4 PAGE
3-1/4" x 4-3/4"
(WxH)



1/3 PAGE
Square
4-5/8" x 4-3/4"
(WxH)



1/2 PAGE
Horizontal
7" x 5"
(WxH)



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



BLEED PAGE
8-3/4" x 11-1/4" (WxH)
Trim Size: 8-1/2" x 11"
Please keep live area 1/4" from trim.

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



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All articles are provided by ASTRA and its members. Contact the ASTRA office directly at info@astratoy.org with editorial questions, comments or suggestions.