

2009 ADVERTISING RATES & DATA

TOYS & GAMES

RATE CARD NUMBER 37 — EFFECTIVE JANUARY 2009

ISSUES

January; April; June (Buyer's Guide); August; October; December.

FREQUENCY OF PUBLICATION

Six times per year. (See above)

GENERAL ADVERTISING RATES

Four Colour	6x	3x	1x
1 page	2920	3000	3075
2/3 page	2565	2655	2740
1/2 page island	2260	2335	2390
1/2 page	1960	2045	2125
1/4 page	1275	1350	1400

Black and White

1 page	2110	2190	2265
2/3 page	1755	1845	1930
1/2 page island	1450	1525	1580
1/2 page	1150	1235	1315
1/3 page	1020	1035	1225
1/4 page	715	755	875
1/6 page	515	545	595

COVERS - FOUR (4) COLOUR

Inside	3625	3690	3810
Outside	3850	3925	3990

Outside-Front Cover rates available on request.

COLOUR

Standard	\$375
Matched colours or PMS	475
Four colour	810

COMMISSION

Agency commission of fifteen (15) percent allowed to recognized advertising agencies only.

POLYBAGGING

Ideal for suppliers' catalogues and marketing pieces. Quotes will be given upon receipt of sample. Check the Publishing Schedule on the flipside to determine which issue best suits your needs or call Graham Kennedy at 416-663-9229 for information.

(Circulation data, as compiled by the publisher, is available on request.)

ELECTRONIC SUBMISSION OF AD ARTWORK

Ad artwork is accepted in a variety of formats (pdf, eps or jpg) and applications including Corel 8, Illustrator, Pagemaker, PhotoShop, InDesign and Quark 5. Artwork saved to a CDR is preferred to email. Please confirm the readability of your format before submitting. (A more detailed spec sheet is available upon request.) **A hard-copy proof must accompany all formats in order to confirm output.**

INSERTS

Quotes, mechanical requirements, and minimum quantities available on request. Tip-in charge is \$125 per thousand, plus extra postage for heavy stock (non-commissionable).

CLASSIFIED/INDUSTRY SERVICES MINI-DISPLAY AD

A classified ad, including text, bold heading and box number, is available at a minimum charge of \$140 per insertion. No agency commission. An Industry Services mini-display ad is also available at \$158 per insertion. Column width for both classified and Industry Services ads is 2-1/4 inches.

MECHANICAL SPECIFICATIONS

	Inches	Millimetres
Type Page	7 x 9-5/8	177 x 242
Trim Size	8-1/8 x 10-7/8	206 x 276
Bleed size	8-3/8 x 11-1/8	212 x 283
Double page spread	16-1/4 x 10-7/8	388 x 254
Double page bleed	16-3/4 x 11-1/8	426 x 283
2/3 page vertical	4-1/2 x 9-5/8	114 x 242
1/2 page island	4-1/2 x 7-1/2	114 x 190
1/2 page horizontal	7 x 4-7/8	177 x 123
1/2 page vertical	3-3/8 x 9-5/8	86 x 242
1/3 horizontal	7 x 3-1/4	177 x 83
1/3 vertical	2-1/4 x 9-5/8	57 x 242
1/3 square	4-1/2 x 4-7/8	113 x 123
1/4 page vertical	3-1/2 x 4-7/8	89 x 123
1/6 vertical	2-1/4 x 4-7/8	57 x 121
Column width	2-1/4	57
Column depth	9-5/8	242

TERMS OF PAYMENT

Net 30 days from date of invoice.

FOR MORE INFORMATION

For more information contact Graham Kennedy, 416-663-9229, fax: 416-663-2353 or email: cantoymag@bellnet.ca