

Toy Farmer Publications

# MEDIAKIT

## *Toy Trucker & Contractor*



for the informed collector

# Toy Trucker & CONTRACTOR.

## PRIME COLOR (Camera Ready)

	1x	3x	6x	12x
CENTER SPREAD	\$980	\$930	\$880	\$785
BACK COVER	\$595	\$565	\$535	\$475
INSIDE FRONT COVER	\$555	\$525	\$500	\$445
INSIDE BACK COVER	\$510	\$485	\$460	\$410

## COLOR (Camera Ready)

	1x	3x	6x	12x
2 page spread	\$765	\$725	\$690	\$610
Page 3	\$470	\$445	\$425	\$375
Full page	\$425	\$405	\$385	\$340
2/3 page	\$365	\$345	\$330	\$290
1/2 page	\$275	\$260	\$250	\$220
1/3 page	\$205	\$195	\$185	\$165
1/4 page	\$185	\$175	\$165	\$150
1/6 page	\$150	\$145	\$135	\$120
1/8 page	\$110	\$105	\$100	\$90

## Call for Production Fees.

### TRAVEL SHOW PACKAGE - \$45

- ✓ 2 5/16" x 3" ad
- ✓ Star listing in coming shows section of *Toy Trucker & Contractor*.
- ✓ Listed on Toy Trucker & Contractor's Web Site.

### SHOW PACKAGE - \$450

- ✓ 1/4 page, 1/4 page, 1/2 page
- ✓ Star listing in coming shows section of *Toy Trucker & Contractor*.
- ✓ Listed on Toy Trucker & Contractor's Web Site.

### PRIME PACKAGE

- ✓ 12-month prime color contract
- ✓ 2 extra full color ads
- ✓ 12 months in collector's directory
- ✓ 12 months on open opportunities (Web site listing in *Toy Trucker & Contractor*.)

### COLOR PACKAGE

- ✓ 12-month full page, color contract
- ✓ 1 extra full color ad
- ✓ 6 months in collector's directory
- ✓ 6 months on open opportunities (Web site listing in *Toy Trucker & Contractor*.)

### WEB LISTING - Open New Worlds of Opportunities - \$95

- ✓ Web site listing in *Toy Trucker & Contractor*.

### COLLECTOR'S DIRECTORY

- ✓ \$75—1-inch ad for 6 issues
- ✓ \$105—1 1/2-inch ad for 6 issues
- ✓ \$120—2-inch ad for 6 issues
- ✓ \$140—1-inch ad for 12 issues
- ✓ \$190—1 1/2-inch ad for 12 issues
- ✓ \$220—2-inch ad for 12 issues

### CLASSIFIEDS

25 cents a word (\$5 minimum), 35 cents each bold word, \$4 all bold and \$4 for box.

# TT&C Advertising Rates

2-page spread ..... \$765  
(17 1/4" x 11 1/4" - bleed size), 4 color

Full page ..... \$425  
(7 5/16" x 9 3/4"), 4 color

2/3 page ..... \$365  
(4 7/8" x 9 3/4"), 4 color

2/3 page  
4 7/8" x 9  
3/4"

1/2 page ..... \$275  
(4 7/8" x 7 5/16" or 7 5/16" x 4 7/8"), 4 color

1/2 page  
horizontal  
7 5/16" x 4 7/8"

1/2 page  
vertical  
4 7/8" x 7  
5/16"

1/3 page ..... \$205  
(2 5/16" x 9 3/4" or 4 7/8" x 4 7/8"), 4 color

1/3 page  
vertical  
2 5/16" x  
9 3/4"

1/3 page  
square  
4 7/8" x 4  
7/8"

1/4 page ..... \$185  
(4 7/8" x 3 9/16" or 3 9/16" x 4 7/8"), 4 color

1/4 page  
horizontal  
4 7/8" x 3  
9/16"

1/4 page  
vertical  
3 9/16" x  
4 7/8"

1/6 page ..... \$150  
(4 7/8" x 2 5/16" or 2 5/16" x 4 7/8"), 4 color

1/6 page  
horizontal  
4 7/8" x 2 5/16"

1/8 page ..... \$110  
(2 5/16" x 3 1/2"), 4 color

1/8  
page  
2 5/16"  
x  
3 1/2"

1/6  
page  
vertical  
2 5/16"  
x  
4 7/8"

# Production Requirements

**Toy Farmer** and **Toy Trucker & Contractor** is printed using the computer-to-plate method. We will not accept negatives. A hard copy of your ad should be sent along with any electronic file.

## Placeable ad formats include:

### PDF (Portable Document Format)

*Checklist before creating PDF:*

- ✓ All color graphics in CMYK mode?
- ✓ Distiller setting set to "Press Optimized?" Note: "Screen Optimized" will only print at low-res. or dpi resolution.
- ✓ All editing and changes have been made and ad is print ready? (PDF files are not editable.)

### EPS (Encapsulated Postscript)

*Checklist before saving your final EPS:*

- ✓ All placed color graphics in CMYK mode?
  - ✓ All graphics embedded in file?
  - ✓ No font dependencies (i.e. create outlines in Illustrator)?
- Note: Fonts not turned to curves or outlines and otherwise not included with your file may not print properly.

### TIF

*Checklist before saving your final TIF:*

- ✓ File is in grayscale, CMYK?
- ✓ IMAGE SIZE of your TIF has to be at least 300 pixels/inch at the size of use?

**If you are not able to create a "Placeable" file (PDF, EPS or TIF):** *Toy Farmer is produced in QuarkXPress 5.1 for Macintosh. We prefer ads in that format. Save ads on CDs or 100 MG Zip disks.*

- ✓ Files created in other programs or PC platform files may be accepted but not preferred.
- ✓ Include all fonts and graphic links with your file (even if embedded).
- ✓ ALWAYS label your disk and indicate what program your ad was created in.
- ✓ Please include a printout of your ad with the disk.

**We can design and build your ad for you. Talk to Gwen Chappell, Toy Farmer's advertising manager, about your production needs and rates.**

## FIVE EASY WAYS TO ORDER YOUR DISPLAY AD...

1. **CALL** Gwen, advertising manager at **(800) 826-1537** or (701) 787-0802.
2. **MAIL** your ad to: 442 Burdick Ct, Grand Forks ND 58203.
3. **FAX** your ad to: (701) 787-0803.
4. **E-MAIL** your ad to [gchappell@toyfarmer.com](mailto:gchappell@toyfarmer.com).
5. Our sales team will help you create the perfect presence in the *Toy Farmer* or *Toy Trucker & Contractor*.

**Call us today!**

## All Rates Are Net

- A 1.5 percent late charge will be assessed monthly on the unpaid balance of past due accounts, beginning on the 31st day.
- Changes of reasonable length in subsequent runs are \$10.

## Discounts

- Frequency discounts are based on number of insertions run within a 12-month period.
- Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not fulfill their contract.
- Advertisers will earn a rebate if, within the 12-month period, they achieve a higher frequency level than contracted.

## Closing Dates

Issue	Space Reservation	Materials Due
January	November 15	November 20
February	December 15	December 20
March	January 15	January 20
April	February 15	February 20
May	March 15	March 20
June	April 15	April 20
July	May 15	May 20
August	June 15	June 20
September	July 15	July 20
October	August 15	August 20
November	September 15	September 20
December	October 15	October 20

If the deadlines for space reservation or materials due fall on a weekend, the following Monday will serve as the deadline.

Cancellations are not accepted beyond the space reservation closing date.

## Specifications

**Production:** Web printing. Saddlestitch binding. Poly-bagged.

Trim Size: 8 3/8" x 10 3/4"

Bleed Size: Full page - 9" x 11 1/4"

Spread - 17 1/4" x 11 1/4"

Live Copy Area: 7 1/4" x 9 3/4"

## Editorial and Production Office

7496 106 Ave SE • LaMoure ND 58458-9404

**1-800-533-8293**

**Tel: (701) 883-5206 • Fax: (701) 883-5209**  
**Web Sites: [toyfarmer.com](http://toyfarmer.com) • [toytrucker.com](http://toytrucker.com)**

## Advertising Office

Gwen Chappell

442 Burdick Ct • Grand Forks ND 58203

**1-800-826-1537**