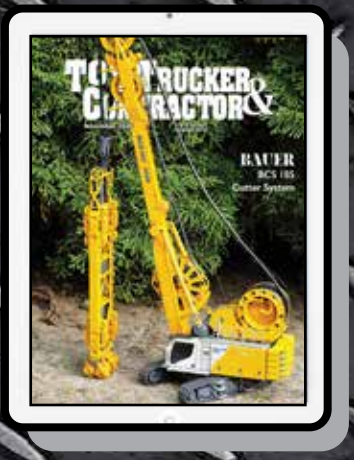


The World's Finest Truck & Construction Toy Magazine!

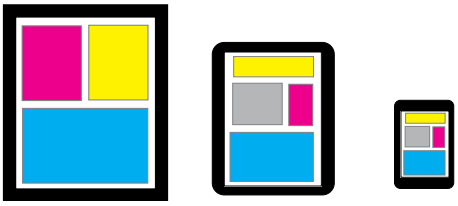
TOY TRUCKER & CONTRACTOR

MEDIA KIT

Multimedia Advertising

Multimedia Package
Thousands of viewers through our magazine, website and social media!

MULTIMEDIA PACKAGE - $300
- Print ad - 1/4 page
- Display ad on our website - 1 month
- Facebook blast - INSTANTLY promote your advertisment throughout your region
- Digital issue - link your website from our Digital Issue



Website Advertising

BANNER AD - (8 1/2" x 1 1/2")
- Link a large display ad to your website or shopping cart
- 1 month $300
- 2 weeks for $225

VERTICAL DISPLAY AD (3" x 2")
- 1 month $200
- 2 weeks for $125

BUTTON DISPLAY AD (1 1/2" x 2")
- 1 month $100
- 1 week for $75

WEBSITE EVENT LISTING - $150
- 1 month listing for a toy show or auction on our Coming Shows/Auctions page

E-Pub Advertising
Link directly to your website or shopping cart from our digital publication!

COVER PAGE AD - $250
- The first page of our e-pub can be viewed by anyone!
- This is the page BEFORE our cover

DISPLAY ADS - Link your display ads to your website
- Highlight and link web address
$25 all sizes
$40 both publications
- Highlight and link your whole ad
$50 full page
$40 - 1/2 page
$35 - 1/3 page
$30 - 1/4 page or 1/6 page or 1/8 page
- Multiple listings:
$50 Display Ad, Collectors Directory, Web Listing and Classified
$40 - Display ad and two other listings

COLLECTORS DIRECTORY
- Link whole ad - $10

CLASSIFIED ADS
Highlight your ad!
- Link whole ad - $10

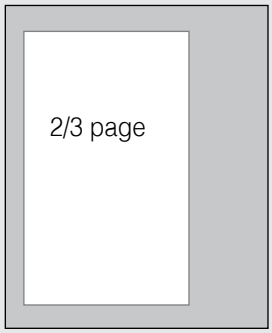
LINK PICTURES TO YOUR SHOPPING CART
Great for direct online sales!
- 1 or 2 - $25 each
- 3 or 4 - $20 each
- 5-9 - $15 each
- 10 or more - $10 each

YOUTUBE VIDEO AD
- $500

More Visitors and Buyers

Something For Every Budget

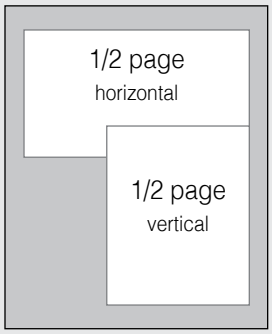
Print Ad Rates - All Display Ads are Full Color



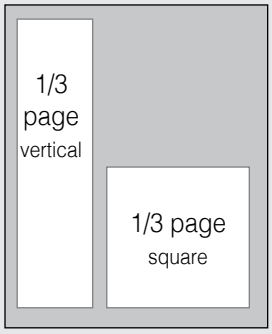
2-page Spread $795
(17 1/4" x 11 1/4" - bleed size)

Full page $440
(7 5/16" x 9 3/4")

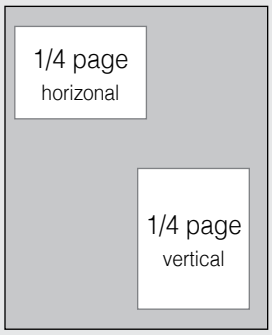
2/3 page $380
(4 7/8" x 9 3/4")



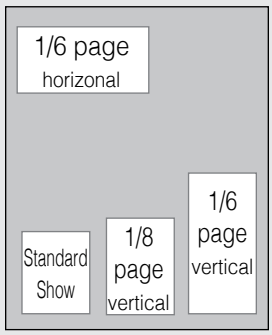
1/2 page $285
(4 7/8" x 7 5/16" horitonzal)
(7 5/16" x 4 7/8" vertical)



1/3 page $215
(4 7/8" x 4 7/8" square)
(2 5/16" x 9 3/4" vertical)



1/4 page $195
(4 7/8" x 3 9/16" vertical)
(3 9/16" x 4 7/8" horizonal)



1/6 page $155
(4 7/8" x 2 5/16" horizonal)
(2 5/16" x 4 7/8" vertical)

1/8 page $115
(2 5/16" x 3 1/2")

Standard Show $75
(2 5/16" x 3")

Set-up Fees (Camera Ready ads do not have set-up fees)

Full-sized ad: $50	1/3 sized ad: $30	1/8 sized ad: $15
2/3 sized ad: $40	1/4 sized ad: $20	First photo: FREE
1/2 sized ad: $35	1/6 sized ad: $15	Additional: $10 each

PRIME PLACEMENT (Camera Ready)

	1x	3x	6x	12x
CENTER SPREAD	$1,020	$975	$915	$815
BACK COVER	$615	$585	$555	$495
INSIDE FRONT COVER	$575	$545	$520	$460
INSIDE BACK COVER	$530	$505	$480	$425
PAGE 3	$490	$460	$440	$390

STANDARD PLACEMENT (Camera Ready)

	1x	3x	6x	12x
2-page spread	$795	$755	$720	$635
Full page	$440	$420	$400	$355
2/3 page	$380	$360	$345	$300
1/2 page	$285	$270	$260	$230
1/3 page	$215	$205	$195	$170
1/4 page	$195	$180	$170	$155
1/6 page	$155	$150	$140	$125
1/8 page	$115	$110	$105	$100

Magazine Ads

CROSS-OVER PACKAGE - $1,250
OVER $1,500 worth of advertising!
- Perfect for ads pertaining to BOTH magazines!
- 2 - 1/2 pages in Toy Farmer
- 2 1/4 pages in Toy Trucker & Contractor
- FREE link to your website for each ad
- FREE URL listed in Toy Farmer & Toy Trucker & Contractor's website addresses page

PRIME SHOW PACKAGE - $470
OVER $800 worth of advertising!
- 2 1/4 pages, 1 1/2 page
- Star listing in Coming Shows section of Toy Trucker & Contractor
- Listed on Toy Trucker & Contractor's website

WEBSITE LISTING - $100 for 12 issues
- Website listing in Toy Trucker & Contractor
- Link this listing directly to your website - $10 per month

COLLECTOR DIRECTORY
Place your business card for more customers!
- $230 - 2-inch ad for 12 issues
- $195 - 1 1/2-inch ad for 12 issues
- $145 - 1-inch ad for 12 issues
- $125 - 2-inch ad for 6 issues
- $110 - 1 1/2-inch ad for 6 issues
- $80 - 1-inch ad for 6 issues

CLASSIFIEDS
35 cents a word ($5 minimum), 45 cents each bold word, $5 all bold and $5 for box

TOY TRUCKER & CONTRACTOR

Production Requirements

Toy Trucker & Contractor and **Toy Farmer** 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 "Press 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.)
• All fonts must be embedded.

EPS (Encapsulated Postscript)
Checklist before creating 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 creating 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 able to create a "Placeable" file (PDF, ESP or TIF):
Toy Trucker & Contractor is produced in Adobe InDesign CS5 for Macintosh. We prefer ads in that format. Save ads on CDs or 100 mg zip disks.
• File 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 inlcude a printout of your ad with the disk.

We can design and build your ad for you!
Call now about your
production needs and rates!

FIVE EASY WAYS TO ORDER YOUR DISPLAY AD:
1. Call: **1-800-533-8293** or **701-883-5206**.
2. E-mail: **jwaswick@toyfarmer.com**
3. MAIL: TT&C, 110 S Main St, LaMoure ND 58458-9404
4. Our sales team will help you create the perfect presence in the *Toy Trucker & Contractor* or *Toy Farmer*.

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 acheive a higher frequency level than contracted.

Closing Dates for TT&C:

Issue	Space Reservation	Materials Due
January	Nov 15	Nov 20
February	Dec 15	Dec 20
March	Jan 15	Jan 20
April	Feb 15	Feb 20
May	Mar 15	Mar 20
June	April 15	April 20
July	May 15	May 20
August	June 15	June 20
September	July 15	July 20
October	Aug 15	Aug 20
November	Sept 15	Sept 20
December	Oct 15	Oct 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 beyound the space reservation closing date.

Specifications
Production: Web printed. Saddlestitch binding.

Trim size: 8 3/8" x 10 3/4"
Bleed size: Full page - 10" x 12"
Spread - 17 1/4" x 11 1/4"
Live Copy Area: 7 1/4" x 9 3/4"

Advertising Office

110 S Main St • LaMoure ND 58458-9404
E-mail: jwaswick@toyfarmer.com
1-800-533-8293 • 701-883-5206
www.toytrucker.com • www.toyfarmer.com