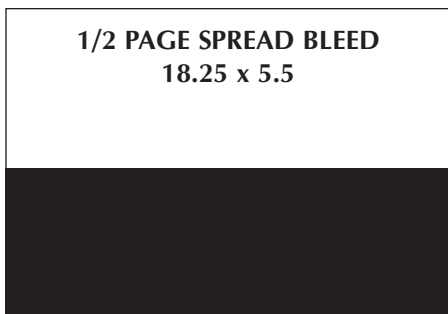
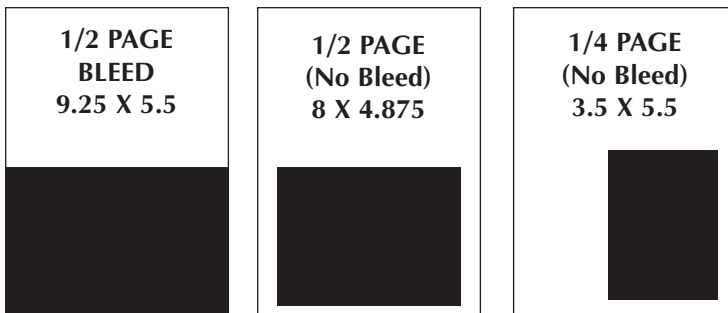
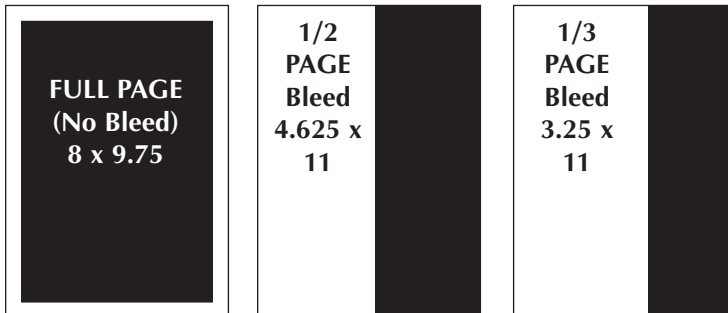


**DIGITAL FILE Specifications**

*Width by depth in inches*



**Publication Trim Size: 9 x 10.75**  
**Live Area: 1/4" from trim size on all 4 sides**

**Digital Requirements:** THE TOY BOOK accepts digital files only for publication. All files must be Macintosh format. We can accept ads composed in Quark XPress **OR** InDesign, with any Illustrator and/or Photoshop images linked to the file, as well as Illustrator, Photoshop or PDF. Images must have a resolution of at least 300 dpi and be in CMYK mode. We can accept either TIFF or EPS images. Files can be sent on a zip disk or CD-ROM. In certain situations, we can download files posted to an FTP site. All image, support and font files must be included. Please submit a color proof with your files. We accept match prints, IRIS, or color laser prints. Before submitting an ad digitally, advertisers MUST speak with our Production Department at 212-575-4510 to clarify any digital issues.

**INSERT SPECIFICATIONS**

Maximum Size (Standard)  
2-Page, single-leaf, untrimmed size:  
9.125" x 11", allow .125" trim at top, bottom and outer edge.  
4-Page: 18.25" x 11", folded to 9.125" x 11".  
**Do Not Fold** if publisher is to back up.  
Keep essential elements .25" or more from trim edges.  
Smaller-sized inserts (7" x 9" etc.) are also accepted.  
Maximum weight of stock: 80lbs. - 25 x 38 basis.

**Storage of Materials:** Files will be stored and available for pickup for up to one year after publication. Files will then be destroyed unless otherwise advised by advertiser or agency.

**Issuance and Closing Dates:** Published monthly. Issued second week of month.

Closing date:  
**INSERTION ORDERS** - 5th of month preceding issue.  
**MATERIALS** - 15th of month preceding issue.

**Shipping Instructions:** Send all contracts, insertion orders, digital files, etc. to (for Inserts contact Production Department):

**THE TOY BOOK**  
286 5th Avenue, 3rd Floor  
NEW YORK, N.Y. 10001  
Attn: Production Department