



2011 Toy Book Rate Package:

Full page, 4-color:

Specs

1x placement	\$7240
3x placement	\$6500
6x placement	\$5800
10x placement	\$5000

9.125 x 11 (Full Bleed)
8 x 9.75 (No Bleed)

1/2 Page, 4-color:

1x placement	\$5500
3x placement	\$5100
6x placement	\$4650
10x placement	\$4200

8 x 4.875 (1/2 Horizontal No Bleed)
9.25 x 5.5 (1/2 Horizontal Bleed)
4.625 x 11 (1/2 Vertical Bleed)

1/3 Page, 4-color:

1x placement	\$4125
3x placement	\$3825
6x placement	\$3475
10x placement	\$3150

3.25 x 11 (1/3 Vertical Bleed)

1/4 Page, 4-color:

1x placement	\$3750
3x placement	\$3500
6x placement	\$3250
10x placement	\$2850

3.5 x 5.5 (1/4 Horizontal No Bleed)