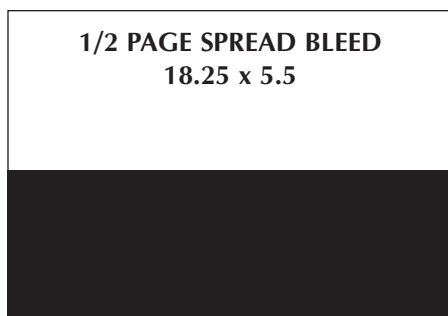
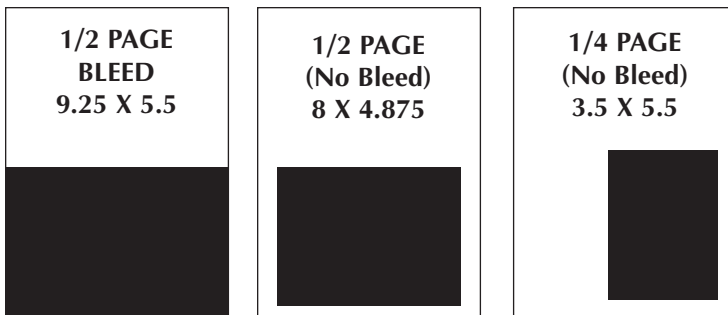
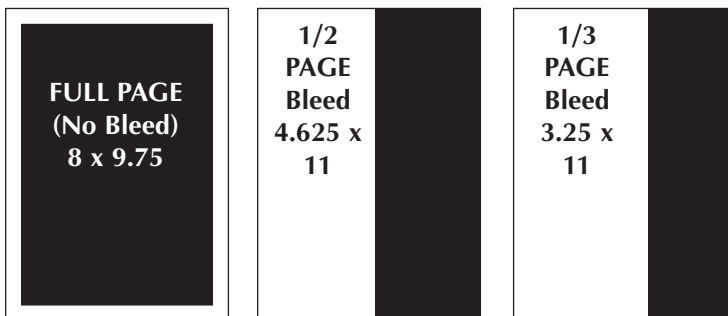


DIGITAL FILE Specifications

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, InDesign, Illustrator or Photoshop. Images must have a resolution of at least 300 dpi and be in CMYK mode. We can accept either TIFF, JPEG or EPS images. Files can be sent on a CD, DVD or posted to either your or our FTP site. All support 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.

Video Requirements:

For the digital version of THE TOY BOOK, advertisers may submit video files to complement their digital ads. We prefer Flash Video (FLV), but can accept Windows Media (WMV) or Quicktime (MPEG) files. Files should be less than 25 MB in file size; the smaller the file the faster the load time in our digital edition.

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 bimonthly. 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

307 7th Avenue, Room 1601
NEW YORK, N.Y. 10001
Attn: Production Department