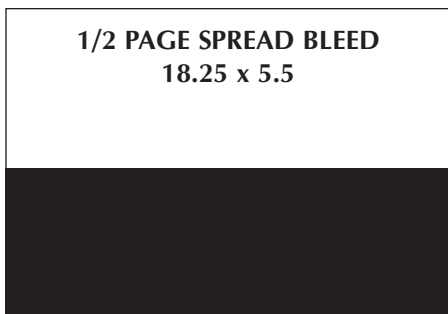
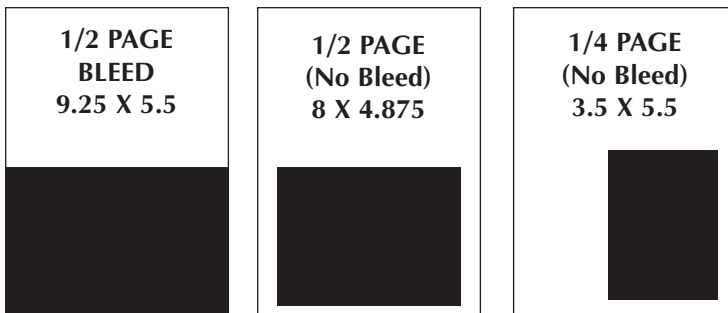
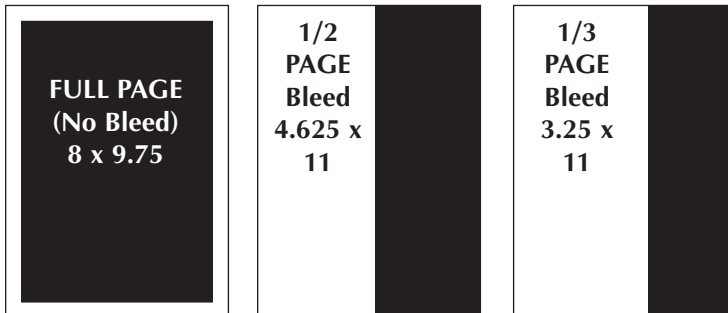


DIGITAL FILE Specifications

Width by depth in inches



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

Publication Trim Size: 9 x 10.75

Live Area: 1/4" from trim size on all 4 sides