

# E-newsletter **ADVERTISING**

Every month we send out the **edplay** Product E-newsletter to thousands of industry email subscribers. Each issue features new products with large images, descriptions, contact information, web links and video demonstration links. It's a perfect format for busy retailers who are on the lookout for new product ideas for their store and a bargain for **edplay** advertisers who want to supplement their print advertising.

Reaching a growing subscriber base of almost **3,000** readers, our **28.5%** open rate is well above the industry standard (16.6%)

## E-news Sponsor Banner with Product Feature

**Banner Ad: 705 x 175 pixels**  
(top of E-newsletter placement)

*Includes* **One Product Feature: 500 x 500 pixel image, 150 word description, contact info, web link, product video link** (bottom of E-newsletter placement).

**\$235** per issue for our print advertising customers  
**\$260** per issue for non-print advertisers.

## E-news Product Feature

**500 x 500 pixels, 150 word description, contact info, web link, product video link.**

**\$175** per issue for our print advertising customers  
**\$200** per issue for non-print advertisers.

## 2017 E-Newsletter Schedule

Check months below to reserve space

Sponsor	Product Feature	Materials Due	Distribution Date
<input type="checkbox"/>	<input type="checkbox"/>	Jan 6	<b>Jan 10</b>
<input type="checkbox"/>	<input type="checkbox"/>	Feb 3	<b>Feb 7*</b>
<b>SOLD</b>	<input type="checkbox"/>	Feb 27	<b>Mar 2</b>
<b>SOLD</b>	<input type="checkbox"/>	Apr 7	<b>Apr 11</b>
<input type="checkbox"/>	<input type="checkbox"/>	May 5	<b>May 9</b>
<input type="checkbox"/>	<input type="checkbox"/>	Jun 2	<b>Jun 6*</b>
<b>SOLD</b>	<input type="checkbox"/>	Jun 30	<b>Jul 6</b>
<b>SOLD</b>	<input type="checkbox"/>	Aug 4	<b>Aug 8</b>
<b>SOLD</b>	<input type="checkbox"/>	Sep 1	<b>Sep 7</b>
<input type="checkbox"/>	<input type="checkbox"/>	Oct 6	<b>Oct 10</b>
<input type="checkbox"/>	<input type="checkbox"/>	Nov 3	<b>Nov 7</b>
<input type="checkbox"/>	<input type="checkbox"/>	Dec 1	<b>Dec 5</b>

Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*February and June may have multiple issues.

Distribution dates are subject to change. Invoice net 30. Credit Card Payments call (315) 789-0458; Mon-Fri 9-5 EST

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**www.edplay.com**

For People Who Sell Toys

# edplay

E-newsletter

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ABC Kids Expo

The world of juvenile products - all in one place

October 18-21, 2016 • Las Vegas Convention Center

[www.ABCKidsExpo.com](http://www.ABCKidsExpo.com)

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**Playsilks**  
Creative, open-ended dress-ups

At Sarah's Silks we believe in the power of imaginative play! We make playsilks, crowns, capes, fairy wings, mermaid costumes, streamers, dragon, unicorn costumes and much more. All of our toys are made of silk: Eco-friendly, renewable resource, non-itchy and beautiful. Email or call us for a wholesale login password.

Sarah's Silks  
888-814-7455  
[sarah@sarahsilks.com](mailto:sarah@sarahsilks.com)  
[www.sarahsilks.com](http://www.sarahsilks.com)

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**Grip Zone® Youth Buckskin Branded Footballs**  
New! Just in time for the start of the football season!

Grip Zone® 8.5 and 10.5 inch buckskin tan leather composite material footballs offer a mega grip patented surface that makes this football the easiest to grasp, throw and catch! Perfect spirals every throw.

The unique materials make this football non-threatening and safe for team sports or recreational play for ages 6-12 and up! Proper hand placement is easy with this unique traditional design! Football is very durable and easy to grip with small hands when learning to throw a football. Perfect practice football for Mom, Dad, Sister or Brother. Get in the zone with Grip Zone! Suggested retail \$17.99 to \$24.99

Comes in:

- Two sizes 8.5 and 10.5
- NEW! Embossed branded logo Grip Zone® buckskin design provides for excellent ball control in all weather.
- Patented Grip Zone® foam matrix material for easy grip football, double laces for extra grip.
- Ages 6 to 9 years old. Perfect for learning to throw a football or flag football games.
- Buy! bladder for maximum air retention, waterproof soft cover to play anywhere.

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