

Online **ADVERTISING**

Since its inception in 1994, **edplay** has remained on the cutting edge of the toy industry. It is the #1 advertising choice for manufacturers who market their products to retailers of toys, games and gifts. We drive traffic to our brand's digital hub with our E-newsletters, Digimags, and printed publications. Reach specialty toy retailers who turn to **edplay.com** for the latest and hottest products, industry updates, trade news and more.

In a typical month, each online advertisement can exceed 30,000 impressions by 800 unique visitors viewing 1,900 pages.

Sponsor Ad 250 x 185 pixels (Ads randomly rotate in 1 position) *Additional Animated Frames...\$20 each/month*

Monthly \$195/per month **Full Year** \$145/per month **Best Value**

Leaderboard Ad 970 x 90 pixels (Ads randomly rotate in 1 position) *Additional Animated Frames...\$20 each/month*

Monthly \$225/per month **Full Year** \$165/per month **Best Value**

Banner Ad 300 x 400 pixels (Ads randomly rotate in 1 position) *Additional Animated Frames...\$20 each/month*

Monthly \$175/per month **Full Year** \$130/per month **Best Value**

Box Ad 300 x 200 pixels (Ads randomly rotate in up to 5 positions) *Additional Animated Frames...\$10 each/month*

Monthly \$125/per month **Full Year** \$95/per month **Best Value**

The screenshot shows the edplay website layout. At the top is a navigation bar with links for MAGAZINE, E-NEWSLETTER, ADVERTISE, and ABOUT US. The main header features the edplay logo and the tagline 'THE MAGAZINE FOR PEOPLE WHO SELL TOYS'. Below this is a secondary navigation bar with links for YOUR STORES, BEST SELLERS, NEW PRODUCTS, and THE INDUSTRY. The main content area is divided into several sections: a green 'SPONSOR AD' (250 x 185 px), a purple 'LEADERBOARD AD' (970 x 90 px) with an illustration of people and a computer, a blue 'BANNER AD' (300 x 400 px), and two orange 'BOX AD' (300 x 200 px) sections. The 'RECENT ARTICLES' section displays two article thumbnails with titles like 'SOCIAL MEDIA FROM A SERVICE STANDPOINT' and 'ALL SMILES'. At the bottom right, there is a 'NEWSLETTER SIGNUP' form with fields for First Name, Last Name, and E-mail address, and a 'SIGN UP' button. A 'WORDPLAY' section by Kevin Fahy is also visible.

Start Date: _____ Web Link: _____

Company Name: _____

Your Name: _____

Email: _____

Signature: _____ Date: _____

Discounts are available to advertisers on a current print advertising schedule. Invoice net 30. Credit Card Payments call (315) 789-0458; Mon-Fri 9 a.m. to 5 p.m. EST

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