

# the toybook®

## 2018 Toy Book Rate Package:

### FULL PAGE, 4-COLOR:

#### Specs

1x placement	\$5,000	9.25" x 11" (Full Bleed)
3x placement	\$4,500	
6x placement	\$4,000	

### 1/2 PAGE, 4-COLOR:

#### Specs

1x placement	\$3,500	8" x 4.875" (1/2 Horizontal, No Bleed)
3x placement	\$3,250	4.625" x 11" (1/2 Vertical, Bleed)
6x placement	\$3,000	

### 1/3 PAGE, 4-COLOR:

#### Specs

1x placement	\$2,750	3.375" x 11" (1/3 Vertical, Bleed)
3x placement	\$2,500	
6x placement	\$2,250	

### 1/4 PAGE, 4-COLOR:

#### Specs

1x placement	\$2,250	4" x 4.875" (1/4 Horizontal, No Bleed)
3x placement	\$2,000	
6x placement	\$1,750	