

# 2009 PLAYTHINGS MEDIA KIT ELECTRONIC AD RATES

playthings.com

	Ad Location	CPM (cost per 1,000 impressions)
<b>BANNER UNITS</b>		
728 X 90 Leaderboard	ROS	\$42 per 1,000
<b>SKYSCRAPER UNITS</b>		
160 X 600	ROS	\$55 per 1,000
<b>RECTANGLE BOX UNITS</b>		
336 X 280	ROS	\$61 per 1,000
<b>BUTTON UNITS</b>		
125 X 125	ROS	\$25 per 1,000
<b>TEXT AD LINK</b>		
	ROS	\$11 per 1,000
<b>RICH MEDIA</b>		
<i>Please refer to your representative regarding formats and rates</i>		

## playthings BREAKING NEWS

	QUARTERLY SPONSORSHIP
728 x 90 Leaderboard	\$1,350 net
120 x 600 Skyscraper	\$1,225 net
120 x 240 Jr. Skyscraper	\$950 net

## playthings BUZZ

	Cost Per Show (2 per show)
728 x 90 Leaderboard	\$890 net
120 x 600 Skyscraper	\$812 net
120 x 240 Jr. Skyscraper	\$720 net

## playthings EXTRA

	1 month (4 releases per month)
<b>BANNER UNITS</b>	
728 x 90 Leaderboard	\$990 net
468 x 60 Full Banners	
Top	\$810 net
Middle	\$675 net
Bottom	\$644 net
<b>SKYSCRAPER UNITS</b>	
<i>Located in Right and Left-Hand Column of Pages</i>	
120 x 600 Skyscraper	\$990 net
120 x 240 Jr. Skyscraper	\$720 net

## playthings E-CATALOG

	RATES PER
<b>E-Catalog</b> (24 pages or less posted)	\$250 net per month \$750 net quarterly \$2,500 net annually

## playthings E-BLAST Opportunities

	RATES PER
<b>E-Blast</b> Single Retail Market – Playthings Toy Market	\$1,150 net
<b>E-Blast</b> 3 Retail Market Combination – Toy, Juvenile & Gift	\$2,500 net

## playthings E-SERVICES

	RATES
<b>Web Site Evaluation</b>	<b>Free!</b>
<b>Web Site Construction</b>	Inquire for Custom Quote <i>From "basic" view-only content to "Full service" online order fulfillment, our savvy Internet Ad Services team understands retail and is competitively priced when it comes to web site re-design.</i>
<b>Electronic Ad Design</b>	Schedule a consultation today!



BETSY KOMES ph: 626-339-7089  
betsy.komes@reedbusiness.com

# Playthings

# 2009 PLAYTHINGS MEDIA KIT ELECTRONIC OPPORTUNITIES

**88 x 31**  
Search Sponsor  
\$11 CPM

**728 x 90**  
Leaderboard  
\$42 CPM

**982 x 30**  
Ticker  
\$55 CPM

**336 x 280**  
Boom Box  
\$61 CPM

**88 x 31**  
Blog Sponsor  
\$11 CPM

**160 x 600**  
Skyscraper  
\$55 CPM

**88 x 31**  
Poll Sponsor  
\$11 CPM

**125 x 125**  
Cube  
\$25 CPM

**PLAYTHINGS.COM >>**  
website

**Avg. 75,000 impressions monthly**

With more than 54,000 unique visitors per month, **Playthings.com** is the premier website of the toy industry where retailers and manufacturers turn for daily news updates and opinions, new product information and industry events calendar.

**Sponsored Links**  
\$11 CPM

The screenshot shows the Playthings.com website interface. At the top, there's a navigation bar with links for Home, Magazine, Newsletters, Industry Topics, Blogs, Edit Invites, Calendar, Research, Classifieds, and Catalogs. Below this is a search bar and a 'Click here' button. The main content area is divided into several columns. On the left, there's a 'Show Buzz: Fall Toy Preview' section with a 'glitter Lava' advertisement. The middle column contains various news articles, including 'LeapFrog recalls Dig!' and 'Mega grabs "Gabbai"'. The right column features a 'Toy of the Week' section with a 'Girl Power!' advertisement. At the bottom, there are sections for 'Upcoming Events', 'Showcase: Musical Toy', and 'Expert Business Source'. A 'Sponsored Links' section is visible at the very bottom of the page.

- Please ask your sales representative about our Rich Media options and pricing:
- Welcome Page Interstitial
  - Peel Back
  - Floating Layer
  - Footer
  - In Banner Video

For complete Rich Media samples and creative specs go to:  
<http://www.rbinteractive.com/info/CA6424943.html>

For more information, please contact:

**Betsy Komes, Associate Publisher**  
phone: 626.339.7089  
betsy.komes@reedbusiness.com



360 PARK AVENUE SOUTH  
NEW YORK, NEW YORK 10010-1710

**Playthings**

# 2009 PLAYTHINGS MEDIA KIT ELECTRONIC OPPORTUNITIES

728 x 90  
Leaderboard



**BUZZ >>**  
email newsletter  
show daily sponsorship

Minimum 3 e-dailies per  
show covered; 15,000 avg.  
audience per show

**Playthings Show Buzz** offers daily show reports live from the industry's important events throughout the year so that you are kept informed. The next best thing to being there.

120 x 600  
Full  
Skyscraper



# Playthings **EXTRA**

**THE BUSINESS OF PLAY**

October 15, 2008




- Playthings.com
- Classifieds
- Advertise
- Industry Links
- Our Other Newsletters
- Magazine Subscription



## Fall Toy Preview

**DALLAS, Oct. 15, 2008**—The Toy Industry Association's Fall Toy Preview has been under way now for two solid days and so far the comments most commonly heard contain cautious optimism about retailers' plans for 2009 tempered by grave concerns over cost increases and the crimp they are putting in manufacturers' creativity, and more crucially, their profitability. [More](#)

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200 Cleanwater Drive, Oak Brook, IL 60523

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NEW YORK, NEW YORK 10010-1710

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# 2009 PLAYTHINGS MEDIA KIT ELECTRONIC OPPORTUNITIES



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Get FREE price quotes now

Reed Business Information.

# Playthings **EXTRA**

THE BUSINESS OF PLAY

NEWS.....BREAKING NEWS.....BREAKING NEWS.....BREAKING NEWS.....B

### Conflicting reports about award in Bratz case

LOS ANGELES—Mattel is getting something, but a lot less than it wanted in damages related to its case against Bratz doll maker MGA Entertainment. [MORE](#)

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- [Classifieds](#)
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- [Industry Links](#)
- [Our Other Newsletters](#)
- [Magazine Subscription](#)

**BREAKING NEWS >>**  
email newsletter

**Minimum audience of 72,000 quarterly**

Playthings Breaking News e-mail alerts deliver "need to know" news as it happens.

For more information, please contact:

Betsy Komes, Associate Publisher  
phone: 626.339.7089  
[betsy.komes@reedbusiness.com](mailto:betsy.komes@reedbusiness.com)



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NEW YORK, NEW YORK 10010-1710

# Playthings

# 2009 PLAYTHINGS MEDIA KIT ELECTRONIC OPPORTUNITIES

The screenshot shows the Playthings EXTRA website layout. At the top is a banner for 'glitter LaVa' with a 'Read Business Information' link. Below is the 'Playthings EXTRA THE BUSINESS OF PLAY' header. The main content area features several news items: 'Women in Toys Nominations Open', 'Mattel's numbers up in latest quarter', 'Hasbro sees growth in Q3', 'Jakks' sales up in third quarter', 'TOY OF THE WEEK' (highlighting Publications International's Pingo), 'Build-A-Bear Workshop ends Q3 in red', 'Big Lots' site adds daily deal', 'Meijer joins holiday price droppers', and 'TIA unveils job board'. A sidebar on the left includes a 'Subscribe TODAY!' button, a '60th anniversary fair' announcement, and a 'Spielwarenmesse' event notice. At the bottom, there is a 'PLAYTHINGS.COM POLL' about the 2008 presidential election, contact information for Cliff Annicelli and Karyn Paterson, and subscription options.

728 x 90  
Leaderboard

468 x 60  
Full Banner

120 x 600  
Full  
Skyscraper

468 x 60  
Full Banner

**EXTRA >>**  
**email newsletter weekly**  
**Avg. 24,000 readers monthly**  
Playthings Extra The leader in toy industry news. Promote your products and draw retail traffic to your website with the toy industry's best read weekly e-mail newsletter.

For more information, please contact:

Betsy Komes, Associate Publisher  
phone: 626.339.7089  
betsy.komes@reedbusiness.com



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NEW YORK, NEW YORK 10010-1710

Playthings

# 2009 PLAYTHINGS MEDIA KIT ELECTRONIC MEDIA SPECIFICATIONS

## WEBSITE ADS

<u>Unit</u>	<u>Dimensions (Pixels)</u>	<u>Maximum File Size</u>
Leaderboard	728x90	30k
Wide Skyscraper	160x600	30k
Boom Box	336x280	30k
Search, Blog & Poll Sponsor	88x31	8k
Cube	125x125	15k
Ticker	982x30	30k

## RICH MEDIA

Complete specs for the Welcome Page Interstitial, Peel Back, Footer, and Floating Layer can be found at:  
[www.rbinteractive.com/info/CA6424943.html](http://www.rbinteractive.com/info/CA6424943.html)

For in banner web videos specs, please contact your sales representative

## SPONSORED TEXT LINKS

Headline: 50 characters max; Body: 50 words max; Logo: 88x90, 15k max.  
Must supply a linking URL.

1. Web ad materials are needed 1 week to 10 days prior to going Live.
2. Include the ad size, posting position & posting dates when submitting (example: 728x90, leaderboard, <http://www.abccompany.com>)
3. gif, jpeg or Flash (for website only) files accepted. Flash requires the .swf, .gif files and all the fonts used to build the ad – no exceptions.
4. With Flash (for website only), if we are tracking clicks for the advertiser, we require the proper click-tag be embedded into the flash file (click-tag info below\*) NOTE: 35k max file size and a working URL (domain address) for us to link the ad to.
5. If using Flash (website only), it has to be version 5.5 or higher. Please use the Macromedia link below for the click-tag instructions for your .swf file.  
[http://www.macromedia.com/resources/richmedia/tracking/designers\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/designers_guide/)

**\*CLICK-TAG INFORMATION (For Flash Files)**

Please replace:

<http://www.microsun.com> (or whatever the destination url is)

with:

clickTAG

Your completed lines should look like this:

```
on (release) {  
  getURL(clickTAG, "_blank");  
}
```

The above needs to be EXACT. An extra quotation mark or comma will cause errors.

**Please submit all website ads to: [dan.sage@reedbusiness.com](mailto:dan.sage@reedbusiness.com)**

## eNewsletter AD SPECIFICATIONS

Please reference the eNewsletter price sheet for the proper size ad

1. Ad materials are needed 2-3 business days prior to going Live.
2. Include the name of the eNewsletter, ad size, posting position, posting dates and linking URL when submitting (example: Name of Newsletter, 468x60, Position #1, <http://www.abccompany.com>). NOTE: We can only track click throughs for web addresses, we cannot track clicks if you want your ad to link to an email address.
3. gif, jpeg files accepted: animated and static, saved at 72 dpi, RGB color mode, no larger than 50K.

**Please submit all eNewsletters ads to:  
[adsretail@reedbusiness.com](mailto:adsretail@reedbusiness.com)**

## eBlast AD SPECIFICATIONS

### REQUIRED DOCUMENTS FOR ALL 3RD PARTY EBLASTS:

- 1 - Email Deployment Agreement (4 pages)
- 2 - Statement Regarding Opt-Outs (1 page)
- 3 - Elist Advertiser Indemnity Form (1 page) (this form is ONLY required if the advertiser is providing their own email list to deploy to)

### Accepted Formats:

Jpg/Jpeg, Gif, PDF, HTML (if providing this format, please submit COMPLETE HTML file). There are no file size limitations, but eBlasts work best if no larger than 900 pixels wide (all image files should be saved at 72 dpi)

### What are the best days for us to deploy your eBlast?

Our experience has shown that the best days to send an eBlast are Tuesdays thru Thursdays. Although these are the best days, we can deploy 3rd Party eBlasts Monday thru Sunday.

### When submitting your eBlast materials, please include the following information:

- 1 - Subject Line for your eblast (Call-To-Action)
- 2 - Email addresses of individuals within your organization who should receive TEST deployment
- 3 - Linking URL (Web address) your eBlast should link to (NOTE: you can provide more than one linking URL - they will be set as "hot links" within your creative image)

**Please submit all eBlast ad materials to Missy Axe at:  
[maxe@reedbusiness.com](mailto:maxe@reedbusiness.com)**

### Can we create your web, newsletter or eBlasts ad for you?

Yes we can! You provide creative images, verbage, and any other pertinent information, and we'll do the rest. There is a \$75/hour charge for this service. Contact your sales representative for more information.

### Can we change your creative throughout the month?

Yes! We request that if you are going to be changing your creative that you name your file with a date tag (e.g., happyco081207.gif) – this will ensure we always post the correct ad for the specified time period.

For questions or additional information regarding web or eNewsletter ads, contact Dan Sage at 336-605-1080 or [dan.sage@reedbusiness.com](mailto:dan.sage@reedbusiness.com)

For questions or additional information regarding eBlasts, contact Missy Axe at [maxe@reedbusiness.com](mailto:maxe@reedbusiness.com)

**Please submit all electronic media ads to:  
Website ads to Dan Sage: [dan.sage@reedbusiness.com](mailto:dan.sage@reedbusiness.com)  
eNewsletters ads to: [adsretail@reedbusiness.com](mailto:adsretail@reedbusiness.com)  
eBlast ads to Missy Axe at: [maxe@reedbusiness.com](mailto:maxe@reedbusiness.com)**



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