

# Toy Collection

## 2008 Territory Policy

Toy Collection's Territory Policy limits the number of participating retailers using Toy Collection Catalogs and Flyers in a given market area to two. Exclusivity for a single retailer may be granted as availability permits and with the minimum catalog or flyer order quantity for that particular territory.

Territory Definitions: Toy Collection uses one or more 3-digit zip code areas (generally large geographic areas) as territories, as indexed by the USPS's list of metropolitan areas. A retailer's territory is determined by the zip code of their primary store location. Supporting maps for each state are available for review.

Minimum for Exclusivity: We base the minimum number of catalogs needed for exclusivity on US census data for number of households in each territory.

Households in Territory Area	Minimum for Exclusivity
Up to 75,000 households	6,000 catalogs
75,001 to 250,000 households	12,000 catalogs
250,001 to 500,000 households	18,000 catalogs
500,001-750,000 households	24,000 catalogs
Over 750,000 households	30,000 catalogs

### Priority and Exceptions:

- ❖ Continuing Toy Collection retailers in *good credit standing* have first priority in their current market area through January 16, 2008.
- ❖ Second priority goes to retailers ordering at least the minimum number of catalogs for exclusivity in a particular market area by March 28, 2008.
- ❖ Agreements thereafter will be reviewed on a first come basis through May 30, 2008.
- ❖ Retailers may request exclusivity in a *second market area* if it lies adjacent to their primary market area *or* they have a secondary location in that area. They must also order at least the minimum number of catalogs for exclusivity for each area.
- ❖ Exceptions will occasionally be made to allow additional retailers to use the catalog in a given territory with consent of concerned parties.
- ❖ Acceptance of Toy Collection Catalog and Flyers Agreements are always subject to credit approval.

Contact us today for the current status of your market territory!

Your zip territory	# households	Min. for exclusivity