

2008

Advertising Rates
Effective January 1, 2008

Books



Books Advertising Rates & Units

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
6 X 21 (full page)	8%	6	11.55"	21"	126.0	100.0%
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
6 X 10.5 (half-page horizontal)		6	11.55"	10.5"	63.0	50.0
6 X 7		6	11.55"	7"	42.0	33.3
6 X 5.25		6	11.55"	5.25"	31.5	25.0
5 X 21		5	9.6"	21"	105.0	83.3
5 X 15.75		5	9.6"	15.75"	78.75	62.5
5 X 14		5	9.6"	14"	70.0	55.6
5 X 10.5		5	9.6"	10.5"	52.5	41.7
5 X 7		5	9.6"	7"	35.0	27.8
4 X 21		4	7.65"	21"	84.0	66.7
4 X 18		4	7.65"	18"	72.0	57.1
4 X 15.75		4	7.65"	15.75"	63.0	50.0
4 X 14		4	7.65"	14"	56.0	44.4
4 X 10.5		4	7.65"	10.5"	42.0	33.3
4 X 7		4	7.65"	7"	28.0	22.2
4 X 5.25		4	7.65"	5.25"	21.0	16.7
3 X 21 (half-page vertical)		3	5.7"	21"	63.0	50.0
3 X 18		3	5.7"	18"	54.0	42.9
3 X 15.75		3	5.7"	15.75"	47.25	37.5
3 X 14		3	5.7"	14"	42.0	33.3
3 X 10.5 (quarter page)		3	5.7"	10.5"	31.5	25.0
3 X 7		3	5.7"	7"	21.0	16.7
3 X 5.25		3	5.7"	5.25"	15.75	12.5
2 X 21		2	3.75"	21"	42.0	33.3
2 X 18		2	3.75"	18"	36.0	28.6
2 X 15.75		2	3.75"	15.75"	31.5	25.0
2 X 14		2	3.75"	14"	28.0	22.2
2 X 10.5		2	3.75"	10.5"	21.0	16.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 5.25		2	3.75"	5.25"	10.5	8.3
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8

New York Times Advertising Units | CONTINUED

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
2 X 2		2	3.75"	2"	4.0	3.2
1 X 21		1	1.8"	21"	21.0	16.7
1 X 18		1	1.8"	18"	18.0	14.3
1 X 15.75		1	1.8"	15.75"	15.75	12.5
1 X 14		1	1.8"	14"	14.0	11.1
1 X 10.5		1	1.8"	10.5"	10.5	8.3
1 X 7		1	1.8"	7"	7.0	5.6
1 X 5.25		1	1.8"	5.25"	5.25	4.2
1 X 3.5		1	1.8"	3.5"	3.5	2.8
1 X 3		1	1.8"	3"	3.0	2.4
1 X 2		1	1.8"	2"	2.0	2.0
1 X 1.5		1	1.8"	1.5"	1.5	1.5
1 X 1		1	1.8"	1"	1.0	1.0
13 X 21		13	23.75"	21"	273.0	—
13 X 18		13	23.75"	18"	234.0	—
13 X 14		13	23.75"	14"	182.0	—
13 X 10.5		13	23.75"	10.5"	136.5	—
11 X 21		11	19.85"	21"	231.0	—

Column inch rates apply to New York Times advertising units contained on this page. All other size units will be charged 10% above the column inch rate.

Minimum ROP Depth Requirement

Columns	Depth	NYT Unit Number
6	7"	6 x 7
5	7"	5 x 7
4	5.25"	4 x 5.25
3	5.25"	3 x 5.25
2	2"	2 x 2
1	1"	1 x 1

Sunday Book Review Advertising Rates

	Open	1 Page/ 126 Column Inches	5 Pages/ 630 Column Inches	10 Pages/ 1,260 Column Inches	20 Pages/ 2,520 Column Inches	40 Pages/ 5,040 Column Inches
Full centerspread*	\$88,270	\$81,100	\$79,475	\$78,225	\$76,575	\$74,120
Mini centerspread*	63,175	58,060	56,895	56,005	54,825	53,065
Book Review strip	25,415	23,315	22,860	22,515	21,325	19,710
Full page	41,955	38,520	37,740	37,145	36,360	35,180
4/5 page	36,910	33,900	33,215	32,685	31,990	30,955
3/5 page	28,445	26,115	25,590	25,180	24,650	23,845
1/2 page	24,200	22,220	21,765	21,435	20,970	20,295
9/20 page	22,025	20,225	19,815	19,500	19,085	18,465
2/5 page	19,605	18,005	17,635	17,345	16,980	16,435
3/10 page	15,015	13,795	13,520	13,295	13,020	12,595
1/5 page	10,360	9,515	9,335	9,175	8,980	8,695
3/20 page	7,755	7,125	6,975	6,875	6,725	6,505
1/10 page	5,285	4,860	4,760	4,670	4,580	4,435
1/20 page	2,800	2,575	2,535	2,490	2,435	2,355

*Full and mini centerspread costs include applicable volume discounts and bleed charges.

Combination rate for Book Review and ROP*

Combination ads must be submitted on one insertion order.

\$650 (nationwide distribution)

*Applies to a Sunday Book Review ad which is also repeated in the weekday section. Contact your account manager for further details.

Discount for multiple pages in one issue of Book Review: 5% off earned rates for 2-5 pages in the same issue. Discount is on space only.

Book Review Standard Advertising Units | PREPARE REPRODUCTION MATERIAL TO THESE SIZES

Size	No. of Cols.		Depth	Width		Depth
Full centerspread*	11	x	10.875"	20.6"	x	10.875"
Mini centerspread*	7	x	10.875"	12.8"	x	10.875"
Book Review strip** (per side)	5	x	2.625"	9.6"	x	2.625"
Full page	5	x	10.875"	9.6"	x	10.875"
4/5 page	4	x	10.875"	7.875"	x	10.875"
3/5 page (vert.)	3	x	10.875"	5.7"	x	10.875"
3/5 page (horiz.)	4	x	9.312"	7.875"	x	9.312"
1/2 page	5	x	5.375"	9.6"	x	5.375"
9/20 page	3	x	8.125"	5.7"	x	8.125"
2/5 page (vert.)	2	x	10.875"	3.75"	x	10.875"
2/5 page (horiz.)	4	x	5.375"	7.875"	x	5.375"
3/10 page (vert.)	2	x	8.125"	3.875"	x	8.125"
3/10 page (horiz.)	3	x	5.375"	5.7"	x	6.1875"
1/5 page (vert.)	1	x	10.875"	1.8"	x	10.875"

Book Review Standard Advertising Units | CONTINUED

Size	No. of Cols.	Depth	Width	Depth
1/5 page (horiz.)	2	x	5.375"	3.75" x 5.375"
3/20 page	1	x	8.125"	1.8" x 8.125"
1/10 page (vert.)	1	x	5.375"	1.8" x 5.375"
1/10 page (horiz.)	2	x	2.625"	3.75" x 2.625"
1/20 page	1	x	1.8"	1.8" x 2.625"
1/40 page	1	x	1.8"	1.8" x 1.5"
2 Small Press	1	x	2"	1.8" x 2.0"
1 Small Press	1	x	1.25"	1.8" x 1.25"

*Submit one velox for full and mini centerspreads.

** Sold as a double unit only. No bleed. Two separate reservations and two sets of materials required.

Beginning August 2007, the New York Times will update the look of its print edition by moving to the industry-standard 48-inch web width for all editions of the paper across the country. New advertising specifications will be issued before August 2007. Please contact your Account Manager if you have questions.

Book Review Position Charges

Page 2, 5 or 6	\$1,000
Table of Contents, 2/5 vertical	475
Letters page, 2/5 vertical	475
Contributors page, 3/5 vertical	695
Edit Well, 1/5 vertical (2 positions available)	330
Page facing Best Sellers, Paperback Best Sellers or "Bookend":	
1) Full page	1,000
2) 3/5 vertical	700
3) Half page	575
4) 2/5 vertical	480
5) 1/5 vertical or horizontal	330
Back cover	2,215

Black & white A/B split available: \$750 gross. Minimum size 3/5 page.

Book Review Color Charges

Open	\$9,420
1 page	8,760
5 pages	7,885
10 pages	7,235
20 pages	6,580
40 pages	6,135

To calculate cost of space, add color premium to regular contract rate.

Available sizes: 2/5 page or larger.

Four color A/B split available: \$1,500 gross.

Special pre-press and on-press production work will receive an additional charge. Contact your advertising representative for details.

Supplied digital: call (212) 556-7729 for more information.

A color specification kit is available. Please contact the Color Pre-Press Department before submitting materials.

Small Press Rates*

Weekday ROP column in. rate	\$ 605
Sunday ROP column in. rate	705
Book Review rates:	
Full page	35,735
4/5 page	31,440
3/5 page	24,230
1/2 page	20,625
9/20 page	18,765
2/5 page	16,690
3/10 page	12,790
1/5 page	8,830
3/20 page	6,615
1/10 page	4,510
1/20 page	2,385
2 Small Presses	1,215
1/40 page	1,065
1 Small Press	605

*Small Presses are defined as those Independent Publishers whose press runs do not exceed 8,000 copies per title. For more information, call Mark Hiler at (212) 556-8452.

Classified Advertising Book Exchange

Book Exchange Subheadings

Art and Applied Art	Bookbinding	Languages	Printing – Related Services
Auctions	Book Offers	Literature of Other Nations	Prints
Autograph Letters	Books Wanted	Miscellaneous	Rare, First, Deluxe Editions
Back Numbers	Education – Scientific	Out of Print	Specialists' Services

	Line Rate Sunday
Open	\$52.00
13 Sundays in one year	45.75
26 Sundays in one year	43.75
39 Sundays in one year	42.75
52 Sundays in one year	41.75

Minimum space 4 lines. Word count: 6 to a line.

Closing: Friday, 16 days before Sunday publication date.

To advertise, call (212) 554-3900. Out of NYC call toll free 1-800-AD-TIMES. For more details, call your sales representative.

Book Page & Run of Paper

Nationwide Distribution

	— Column Inch Rate —	
	Weekday	Sunday
Open	\$1,015.00	\$1,185.00
1 page / 126 column in.	935.00	1,080.00
5 pages / 630 column in.	915.00	1,060.00
10 pages / 1,260 column in.	900.00	1,035.00
20 pages / 2,520 column in.	875.00	1,010.00
40 pages / 5,040 column in.	850.00	985.00

Weekday Book Page Multiple Insertion Discount Program

- Buy 2 ads at regular contract rate, receive 50% off the 3rd ad.
- Buy 3 ads at regular contract rate, receive the 4th ad free.

All ads must feature the same title (copy changes allowed), be of the same size and appear on or facing the weekday book page during a 14-day period. Minimum size ad to qualify for discount program is 7 column inches. Please call your account manager for more details.

ROP Position Charges

Section back pages (reserved)

Add \$8,900 to unit price.

ROP Color Premiums

	Weekday Nationwide	Sunday Nationwide
1/2 page to full page*	\$ 36,100	\$ 41,200
Less than 1/2 page	25,300	28,900

*Full page only in some sections. Contact your account manager for further information.

Special Advertising Programs

For details on special rates and programs, contact your account manager.

2008 Book Review Publication & Closing Dates

Publication Date	Reservations Close Tuesday	Color Materials Close Wednesday	B&W Materials Close Thursday
January 6	December 18	December 19	December 20
January 13	December 24	December 26	December 27
January 20	December 31	January 2	January 3
January 27	January 8	January 9	January 10
February 3	January 15	January 16	January 17
February 10	January 22	January 23	January 24
February 17	January 29	January 30	January 31
February 24	February 5	February 6	February 7
March 2	February 12	February 13	February 14
March 9	February 19	February 20	February 21
March 16	February 26	February 27	February 28
March 23	March 4	March 5	March 6
March 30	March 11	March 12	March 13
April 6	March 18	March 19	March 20
April 13	March 25	March 26	March 27
April 20	April 1	April 2	April 3
April 27	April 8	April 9	April 10
May 4	April 15	April 16	April 17
May 11	April 22	April 23	April 24
May 18	April 29	April 30	May 1
May 25	May 6	May 7	May 8
June 1	May 13	May 14	May 15
June 8	May 20	May 21	May 22
June 15	May 27	May 28	May 29
June 22	June 3	June 4	June 5
June 29	June 10	June 11	June 12
July 6	June 17	June 18	June 19
July 13	June 24	June 25	June 26
July 20	July 1	July 2	July 3
July 27	July 8	July 9	July 10
August 3	July 15	July 16	July 17
August 10	July 22	July 23	July 24
August 17	July 29	July 30	July 31
August 24	August 5	August 6	August 7
August 31	August 12	August 13	August 14

*Please note earlier close dates due to holidays.

2008 Book Review Publication & Closing Dates | CONTINUED

Publication Date	Reservations Close Tuesday	Color Materials Close Wednesday	B&W Materials Close Thursday
September 7	August 19	August 20	August 21
September 14	August 26	August 27	August 28
September 21	September 2	September 3	September 4
September 28	September 9	September 10	September 11
October 5	September 16	September 17	September 18
October 12	September 23	September 24	September 25
October 19	September 30	October 1	October 2
October 26	October 7	October 8	October 9
November 2	October 14	October 15	October 16
November 9	October 21	October 22	October 23
November 16	October 28	October 29	October 30
November 23	November 4	November 5	November 6
November 30	November 11	November 12	November 13
December 7	November 18	November 19	November 20
December 14	November 24	November 25	November 26
December 21	December 2	December 3	December 4
December 28	December 9	December 10	December 11