

2009

Advertising Rates
Effective January 1, 2009

Travel



The New York Times
NYTIMES.COM

Travel 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

Transportation/Tour Operators/Travel Agents/Foreign Government Tourism

Weekday ROP and Sunday Sections

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,114.00	\$1,153.00
1 page / 126 column in. or 13 times	1,004.00	1,024.00
3 pages / 378 column in. or 39 times	999.00	1,012.00
5 pages / 630 column in. or 52 times	994.00	1,007.00
10 pages / 1,260 column in.	990.00	999.00
20 pages / 2,520 column in.	986.00	994.00
30 pages / 3,780 column in.	979.00	991.00
40 pages / 5,040 column in.	968.00	988.00
60 pages / 7,560 column in.	960.00	968.00
75 pages / 9,450 column in.	949.00	964.00
100 pages / 12,600 column in.	942.00	953.00

Combination Rates

Identical ad must run and must be submitted on one insertion order.

Weekday ad repeated from Sunday within 7 days. \$662.00

Sunday Travel Section page 2 and back page position charges. 51.00

Position charges must be added to the corresponding column inch rate.
Transportation applies to Airline, Bus, Cruise Line, Railroad and Car Rental advertisers.
For Commuter Transportation advertisers, Miscellaneous Advertising rates apply.

Resorts/Hotels/Domestic Destinations

Weekday ROP and Sunday Sections

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,026.00	\$1,153.00
1 page / 126 column in. or 13 times	898.00	1,011.00
5 pages / 630 column in. or 52 times	885.00	991.00
10 pages / 1,260 column in.	869.00	977.00
20 pages / 2,520 column in.	855.00	960.00
30 pages / 3,780 column in.	846.00	949.00
40 pages / 5,040 column in.	836.00	940.00

Resorts/Hotels/Domestic Destinations | CONTINUED

Weekday ROP and Sunday Sections

Column Inch Rate
Nationwide Weekday **Nationwide Sunday**

Combination Rates

Identical ad must run and must be submitted on one insertion order.

Friday weekend ad repeated from Sunday or weekday.

\$662.00

Sunday Travel Section page 2 and back page position charges.

\$51.00

Position charges must be added to the corresponding column inch rate. For Domestic Tourism rates, please contact your New York Times sales representative.

Small Inns and Lodges/Snow Country Inns/Travel Agency Directory*

	Nationwide Weekday	Nationwide Sunday
Open	\$64.30	\$79.40
4 Weeks	46.30	57.90
7 Weeks	45.20	56.80
13 Weeks	42.80	54.30
26 Weeks	41.60	53.20
52 Weeks	40.50	52.10

Combination Rates

Identical ad must run and must be submitted on one insertion order.

Weekday ad repeated from Sunday within 7 days.

\$40.60

Minimum space 6 lines (6 lines by 1 column width 2 1/16") based on 6 column measure. Caption must contain 13 pt. bold type. Sunday deadline: Thursday noon (10 days preceding)

* Travel Agency Directory available Sunday only. Please call 1-800-631-8275 to place an ad.

Color Premiums

	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday
1/2 page to full page*	\$31,500	\$36,100	\$36,100	\$41,200
Less than 1/2 page	21,900	25,300	25,300	28,900

* Full pages only in some sections. Contact your account manager for further information. Color premiums are set to reflect a 3% missed color variance. Missed color in excess of 3% of the press run will be credited accordingly. Additional color production charges will be incurred for the following: late material submission (\$500), additional rounds of color correction (\$250), extra proofs (\$100), cancellation order after color material has been processed (\$500). Contact the Color Services Department at (212) 556-7729 for details.

Dates for Color Advertising in Travel Section

Reservations: Monday, 13 days prior to issue date
 Art and Mechanical: Tuesday, 12 days prior to issue date
 Supplied digital: call (212) 556-7729 for more information. Or visit our website at www.nytadvertising.nytimes.com

Weekday Charges

Section back pages (reserved). Add \$8,900 to unit price.

The New York Times Magazine and T Travel 2009 Advertising Rates — General

Four Color	Open	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages	Column Inch Equiv.
Page	\$107,075	\$101,720	\$ 98,510	\$ 95,300	\$ 92,085	\$ 88,880	\$ 85,655	60
4/5 page	95,325	90,560	87,700	84,840	81,980	79,120	76,255	48
Junior page*	91,990	87,390	84,625	81,870	79,105	76,350	73,585	35
3/5 page	78,145	74,235	71,890	69,535	67,200	64,855	62,510	36
1/2 page	71,520	67,950	65,785	63,650	61,505	59,350	57,215	30
Facing 1/2 page**	137,370	130,490	126,375	122,240	118,135	114,015	109,885	60
Fireplace Unit	117,785	111,890	108,360	104,830	101,295	97,770	94,220	48
Strip Ad	58,905	55,955	54,215	52,430	50,650	48,890	47,120	24
2/5 page	53,550	50,870	49,285	47,665	46,045	44,445	42,835	24
Square third	47,395	45,020	43,600	42,185	40,760	39,330	37,915	18

Black & White

Page	\$ 73,420	\$ 69,755	\$ 67,560	\$ 65,345	\$ 63,150	\$ 60,945	\$ 58,745	60
4/5 page	64,330	61,120	59,190	57,245	55,325	53,405	51,460	48
Junior page*	63,065	59,915	58,015	56,130	54,235	52,335	50,450	35
3/5 page	46,280	43,950	42,570	41,170	39,795	38,415	37,010	36
1/2 page	43,640	41,445	40,145	38,835	37,535	36,230	34,900	30
Facing 1/2 page**	83,555	79,375	76,880	74,365	71,865	69,345	66,850	60
Fireplace Unit	80,760	76,730	74,315	71,880	69,465	67,040	64,620	48
Strip Ad	31,865	30,270	29,315	28,370	27,405	26,450	25,495	24
2/5 page	28,970	27,520	26,650	25,790	24,915	24,045	23,175	24
Square third	25,640	24,360	23,585	22,815	22,050	21,280	20,530	18

* Limited availability

** For two facing, 1/2 page horizontal ads.

Note

- Non-standard advertising units will be measured in column inches (number of columns x number of inches) and billed at the Column Inch Rate.
- Magazine and ROP full-run space run within a 12-month contract period may be applied to the same general full-run contract.
- Advertisers with a full-run ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their Magazine advertising.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.

T Travel Frequency Discounts

- Advertisers who run a full-page or page equivalent in two consecutive issues earn a 5% discount on both pages. Buy a third page in a third issue and earn 10% off; buy a fourth page in a fourth issue and earn 20% off.
- Advertisers who run less than a page (Square Third minimum) in three consecutive issues earn a 5% discount; buy a fourth issue and earn 10% off.

T Travel frequency discounts are given at the end of the contract period.

Note: T Travel frequency discounts do not apply to advertisers who qualify for multiple Part 2 discounts; and they do not apply to gatefolds, inserts or banners.

2009 Travel Features

Sunday Travel Section

January 11

Where to Go in 2009

January 25

Caribbean Deals

February 15

Spring/Summer Cruises

March 15

Asia/Pacific

April 26

Summer in Europe

May 31

The 25 Places to Go This Summer

September 20

Readers' Picks

October 11

Last-Minute Europe

October 25

South/Central America

November 15

Caribbean Cruises

December 13

Ski Issue

Closing Dates

Sunday Travel Section

Black and White Reservation

Friday, 9 days prior to issue date

Black and White Art and Mechanical

Friday, 9 days prior to issue date

Color Reservation

Monday, 13 days prior to issue date

Color Art and Mechanical

Tuesday, 12 days prior to issue date

See Magazine Rate Card for other discounts and information.

T Travel

Part 2 of

The New York Times Magazine

March 22

Reservations Close: Thursday, January 29

Materials Close: Tuesday, February 10

Reader Response Page Deadline: January 27

May 24

Reservations Close: Thursday, April 2

Materials Close: Tuesday, April 14

Reader Response Page Deadline: April 7

September 27

Reservations Close: Thursday, August 6

Materials Close: Tuesday, August 18

Reader Response Page Deadline: August 11

November 22

Reservations Close: Thursday, October 1

Materials Close: Tuesday, October 13

Reader Response Page Deadline: October 6

Advertising Offices

Atlanta

(770) 643-0053

Boston

(617) 227-0426

Chicago

(312) 565-0969

Dallas

(214) 526-1983

Detroit

(248) 822-2200

Los Angeles

(310) 914-2060

Miami

(305) 379-1601

San Francisco

(415) 438-6540

Washington, D.C.

(202) 862-0447

Honolulu

(808) 593-3223

Hong Kong

(852) 2516-1001

Toronto

(416) 966-1622

For More Information

Please call The New York Times

Travel Advertising Department

(212) 556-1052

Fax: (212) 556-1933

For Color Information

please call (212) 556-7729