

2010

Advertising Rates
Effective January 2010

Recruitment



The New York Times

nytimes.com & **monster**[®]

Recruitment 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 9*		2	3.75"	9"	18.0	14.3
2 X 8*		2	3.75"	8"	16.0	12.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 6*		2	3.75"	6"	12.0	9.5

*These units are available for display bannered categories only.

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 5.25		2	3.75"	5.25"	10.5	8.3
2 X 4*		2	3.75"	4"	8.0	6.4
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8
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	—

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.

*This unit is available for display bannered categories only.

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

Print Bundled Packages

The New York Times and Monster.com have joined forces.

The combined power of The New York Times and Monster enables employers to reach **one** out of every **two** active and passive candidates online, in print and in person. Employers have access to more than 4.9 million resumes in the New York DMA; the ability to reach 2.6 million New York Times weekday readers, 3.8 million Sunday Times readers and 2.6 million daily visitors to NYTimes.com.

The New York Times serves a marketplace of high-quality professionals actively seeking new job opportunities or considering career moves. More information is available at NYTimes.com/Monster.

A variety of job listings solutions and branding opportunities are available in print and online.

Source: MRI Fall 2009; Nielsen NetRatings October 2009

Agate Bundled Packages

Core Enhanced Coverage Package: \$1,425 (total value of \$2,099)

- 8 lines, 4 days: Sun, Tues, Wed, Thu
- 30-day NYT & Monster online posting
- Featured job
- Workplacediversity.com cross-posting
- Aftercollege.com cross-posting
- 2-week access to NYT & Monster Local Radius Resume Database

Core Coverage Package: \$900 (total value of \$1,314)

- 8 lines, 3 days: Sun, Tues, Thu
- 30-day NYT & Monster online posting
- Featured job
- Workplacediversity.com cross-posting
- Aftercollege.com cross-posting

Platinum Package: \$650* (online value of \$1,270)

- 30-day NYT & Monster online posting
- Featured job
- Workplacediversity.com cross-posting
- Aftercollege.com cross-posting
- 2-week access to NYT & Monster Local Radius Resume Database

Gold Package: \$399* (online value of \$620)

- 30-day NYT & Monster online posting
- Featured job
- Workplacediversity.com cross-posting
- Aftercollege.com cross-posting

Featured Job Package: \$350* (online value of \$420)

- 30-day NYT & Monster online posting
- Featured job

Diversity Package: \$325* (online value of \$395)

- 30-day NYT & Monster online posting
- Workplacediversity.com cross-posting

New Grad Package: \$325* (online value of \$395)

- 30-day NYT & Monster online posting
- Aftercollege.com cross-posting

Entry Online Job Listing: \$295

- 30-day NYT & Monster online posting
(Minimum requirement for agate print)

Display Bundled Packages

Platinum package: \$750* (online value of \$1,170)

- 30-day NYT & Monster online posting
- Featured job
- Workplacediversity.com cross-posting
- Aftercollege.com cross-posting
- 2-week access to NYT & Monster Local Radius Resume Database

Gold package: \$550* (online value of \$620)

- 30-day NYT & Monster online posting
- Featured job
- Workplacediversity.com cross-posting
- Aftercollege.com cross-posting
(This package is minimum requirement for display print)

***Rate does not include additional cost of agate and display print advertisements**

Display Recruitment Advertising

Help Wanted — Sunday Display

Nationwide Distribution: Money & Business or Week In Review

	Column Inch Rate Sunday Nationwide
Open	\$1,278.00
1/2 page / 63 column inches	1,247.00
2 pages / 252 column inches	1,222.00
5 pages / 630 column inches	1,194.00
10 pages / 1,260 column inches	1,136.00
15 pages / 1,890 column inches	1,078.00

Combination Rates

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

Weekday nationwide ad repeated from Sunday within 3 weeks	\$ 501.00
Weekday N.Y. Region ad repeated from Sunday within 3 weeks	454.00
Executive Resources Banner	1,023.00

Help Wanted — Weekday Display

Weekday ROP

	Column Inch Rate	
	N.Y. Region	Nationwide
Open	\$1,016.00	\$1,056.00
1/2 page / 63 column inches	992.00	1,031.00
2 pages / 252 column inches	971.00	1,008.00
5 pages / 630 column inches	951.00	985.00
10 pages / 1,260 column inches	902.00	937.00
15 pages / 1,890 column inches	859.00	890.00

Note: Non-standard New York Times advertising units will be charged the column inch rate plus 10%.

Classified and Display on Classified Recruitment Advertising

(Please contact your New York Times Account Manager for minimum size requirements)

Nationwide Distribution: ROP

New York Region Distribution:

- Job section (Sunday)
- All other weekdays in classified pages

For all display on classified advertising:

- Display on classified page ads are published in 10 column format and are billed in lines.
- Minimum depth: 2 columns — 42 lines; 3 columns — 56 lines; 4 columns — 70 lines; 5 and 6 columns — 84 lines; 7, 8, 9 and 10 columns — 98 lines.
- Full page ads receive 10% discount.

Help Wanted Classified and Display on Classified Pages

	Line Rate			
	Weekday N.Y. Region	Weekday Nationwide	Sunday N.Y. Region	Sunday Nationwide
Open	\$46.50	\$52.25	\$52.00	\$63.75
13 Sundays or 1,250 lines in one year	44.75	50.50	50.75	62.50
26 Sundays or 2,500 lines in one year	43.25	49.00	50.00	61.75
52 consecutive Sundays or 5,000 lines in one year	42.75	48.50	47.00	58.75
156 days (3 or more days a week for 52 consecutive weeks) or 10,000 lines in one year	42.25	48.00	46.25	58.00
365 consecutive days or 20,000 lines in one year	41.00	46.75	45.00	56.75

Combination Rates*

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

3 or more days a week	\$44.00	\$49.75	\$47.50	\$59.25
Tuesday and Thursday, plus Sunday within 7 days	20.25	26.00	46.25	58.00
7 or more consecutive days	18.75	24.50	43.00	54.75

Ads that run in this category in The New York Times may also run in the International Herald Tribune (IHT) and on iht.com for \$23 per line. For more information, please call the General Classified Department at 212-556-3900 or 1-800-458-5522.

Applies to NYT Classifications 2600, 2670, 3003, 3006, 3102 and 3190.

* If contract advertiser, substitute the lower of combo or Sunday contract rate.

Notes

- The following classifications require credit card payment or check with order: 3003, 3006, 3102 and 3190.
- Position Wanted ads (Classifications 3003 and 3006) are not uploaded to NYTimes.com.

Employment Services — Permanent/Temporary Classified and Display on Classified Pages

	Line Rate			
	Weekday N.Y. Region	Weekday Nationwide	Sunday N.Y. Region	Sunday Nationwide
Open	\$41.00	\$46.75	\$46.50	\$58.25
13 consecutive Sundays or 1,500 lines in one year	40.00	45.75	44.75	56.50
26 consecutive Sundays or 3,000 lines in one year	39.50	45.25	42.00	53.75
52 consecutive Sundays or 7,500 lines in one year	35.50	41.25	39.75	51.50
156 days (3 or more days a week for 52 consecutive weeks) or 15,000 lines in one year	29.25	35.00	33.50	45.25
365 consecutive days or 25,000 lines in one year	28.50	34.25	33.00	44.75

Combination Rates*

Tuesday and Thursday, plus Sunday within 7 days	\$19.75	\$25.50	—	—
Seven or more consecutive days**	16.50	22.25	—	—

Applies to NYT Classification 2500 for recognized employment or temporary services contract advertisers.

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

** Ads must be same size but not necessarily identical. Ads can be submitted on multiple insertion orders, but must be "multi coded" at the time of insertion to qualify for combination rate.

Career Training/Career Services Classified and Display on Classified Pages

	Line Rate			
	Weekday N.Y. Region	Weekday Nationwide	Sunday N.Y. Region	Sunday Nationwide
Open	\$26.50	\$32.25	\$29.75	\$41.50
13 times in one year	25.75	31.50	29.00	40.75
26 times in one year	25.25	31.00	28.00	39.75
52 times in one year	25.00	30.75	27.50	39.25
156 days (3 or more days a week for 52 consecutive weeks)	23.25	29.00	26.25	38.00
365 consecutive days	23.00	28.75	26.00	37.75

Applies to NYT Classifications 2700–2760.

Notes

- This category requires credit card payment or check with order.
- Career Training/Services ads are not uploaded to NYTimes.com

Household Employment Services/Household Positions Wanted Classified and Display on Classified Pages

	Line Rate			
	Weekday N.Y. Region	Weekday Nationwide	Sunday N.Y. Region	Sunday Nationwide
Open	\$21.50	\$27.25	\$26.50	\$38.25
52 consecutive Sundays or 5,000 lines in one year	20.50	26.25	21.50	33.25
156 days (3 or more days a week for 52 consecutive weeks) or 10,000 lines in one year	19.25	25.00	21.25	33.00
365 consecutive days or 20,000 lines in one year	19.00	24.75	21.00	32.75

Applies to NYT Classifications 3104–3120.

Notes

- Household Employment ads are not automatically uploaded to NYTimes.com.
- Position Wanted ads (Classifications 3112 and 3114) are not uploaded to NYTimes.com.
- This category requires credit card payment or check with order.

Help Wanted — Zoned Classified and Zoned Display on Classified Pages

Long Island, New Jersey or Westchester/Connecticut

Line rates apply to insertion orders for up to two zones.

Advertisers requesting all three zones must use N.Y. Regional rate and distribution.

	Line Rate	
	Weekday	Sunday
Open	—	\$18.50

Applies to NYT Classifications: 2600, 2670 and 3003 through 3190.

Ads are published in the Sunday zoned Help Wanted section.

Notes

- Classifications 3003–3190 require credit card payment or check with order.
- Position Wanted ads (Classifications 3003, 3006, 3112 and 3114).

Zoned Distribution

New Jersey — The state of New Jersey, Orange and Rockland counties in New York and Philadelphia and surrounding suburbs.

Westchester/Connecticut — In the northern Bronx, Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and Greene counties in New York and the state of Connecticut.

Long Island — Brooklyn, Queens, Nassau and Suffolk counties.

Note: Part-run lines and/or insertions will not be applied to fulfillment of full-run contract.

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.

Additional color production charges will be incurred for the following: Late material submission (\$500), additional rounds of color correction (\$250), extra proofs (\$100), cancellation of order after color material has been processed (\$500).

Contact the Color Services Department at (212) 556-7729 for details.

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.

Classified Photographs

Only electronic files will be accepted.

Classified Icons

Production charge for creation of new logos is \$275.00. The Times offers a variety of two and four-line logos to draw attention to your classified advertising. These logos will be billed at appropriate category and line rates. Please contact COF at (212) 556-7777 for assistance.

Classified Special Effects

- Shading: 25% premium
- 3D Black Border only: 40% premium
- Combination of Shading and 3D Black Border: 50% premium

Classified special effects are available in most classified categories. Minimum line requirements vary based on category and zoning. Contact your Account Manager for specific requirements.

Box Number

When The Times is requested to insert a box number in a full-run advertisement and forward the box number replies, the service charge is \$275.00 for full-run and \$100.00 for suburban zoned advertisements. Replies will be forwarded to the advertiser for a period of one month following the publication date of the ad. Charges for box numbers are not commissionable.

Additional services are available to enhance your recruitment advertising. Please contact your Account Manager for the latest offerings.

Sizes for Material for Recruitment Display on Classified Ads in 9-Column Format

9-Column Format	Inches	Minimum Depth
2 columns	2.512"	42 lines
3 columns	3.802"	56 lines
4 columns	5.092"	70 lines
5 columns	6.382"	84 lines
6 columns	7.672"	84 lines
7 columns	8.962"	98 lines
8 columns	10.252"	98 lines
9 columns	11.542"	98 lines

Sizes for Multi-Column Recruitment Classified Advertising in 9-Column Format

9-Column Format	Minimum Depth
2 columns	42 lines
3 columns	56 lines
4 columns	70 lines
5 columns	84 lines
6 columns	84 lines

Maximum depth for all units: 150 lines.
Not available in 7, 8 and 9 column widths.

Online Branding & Job Listings Solutions

www.nytimes.com/monster

Listings, Resume Database and Branding Opportunities

Job Posting Packages

60-day NYT & Monster Job Postings. The ultimate hiring tool for reaching the largest pool of qualified candidates fast. Designed for small local business and worldwide enterprises, NYT & Monster Job Postings quickly and easily connect you with the right job seekers — when and where you need them.

Number of Postings	Rate per Posting (any location)
1	\$475
2	400
3	375
4	350
5 – 9	320
10 – 24	265
25 – 49	200
50 – 99	165
100 – 249	135

Resume Database

Get immediate access to an online candidate pool that is second to none. The New York Times's alliance with Monster will give you access to the most comprehensive database of top-quality candidates, representing a vast spectrum of skill sets, experience levels, industries and disciplines.

- More than 47 million resumes nationally
- More than 4.9 million resumes in the NY DMA
- More than 40,000 new resumes are added every day

Source: Monster House Nov 07

100-Mile Radius Search: Allows for searches of the database for candidates living within 100 miles of your company.

- \$650 – 2-week access/400 views
- \$1,100 – 1 month/1,500 views
- \$3,000 – 3 months/5,000 views
- \$5,000 – 6 months/10,000 views
- \$7,000 – annual/20,000 views

Nationwide Search: Allows for searches of the database for candidates living within the United States.

- \$975 – 2-week access/500 views
- \$1,800 – 1 month/1,500 views
- \$4,000 – 3 months/5,000 views
- \$6,500 – 6 months/10,000 views
- \$9,995 – annual/20,000 views

Listing Enhancements

Job Bolding: Bolding your Job Posting name and location in the list of results on all job searches grabs the eye and attention of your target candidates and generates more results.

Number of postings	Rate per posting
1 – 99	\$30
100 – 249	\$20

7-Day Featured Job Upgrade: Featured Job listings rotate through the Featured Jobs module on each page of NYTimes.com/Monster and also appear in search results. It receives 30% more views on average than standard job listings.
\$74/posting

Workplace Diversity.com Cross-posting: Your job listing will appear on NYTimes.com/Monster and on Workplace Diversity.com, the nation's most active online career center for diverse professionals.
\$250/posting

AfterCollege Cross-posting: Your job listing will appear on NYTimes.com/Monster and on Aftercollege.com, the nation's most active online career network for college students and recent graduates.
\$250/posting

Job Wraps

Half the effort, twice the exposure. Automatically post jobs from your corporate site to NYTimes.com/Monster and Monster.com in one easy step. This feature extends your reach to millions more job seekers, maximizing your results. Save time, lighten your workload and attract more. Speak with a sales representative today about customized pricing.

Group Advantage Buy

The New York Times Company **Group Advantage Buy** allows advertisers to utilize a variety of media platforms to target their best prospects. With The New York Times, The Boston Globe, Worcester Telegram & Gazette, the International Herald Tribune, NYTimes.com, Boston.com and WQXR-FM as well as 15 regional newspapers across the country, marketers can customize their Group Advantage Buy to meet their specific objectives. For more information, call Mark Szollar at (212) 556-3656.

Online Ad Opportunities

Core Branding Opportunities

Uptown Big Ad: Appears above the fold on Jobs homepage. (\$7,500/mth, 20% SOV, 300 x 250 or 336 X 280)

Downtown Big Ad: Appears below the fold on Jobs homepage (\$5,000/mth, 25% SOV, 300 x 250 or 336 X 280)

Featured Employer: Appears above the fold on Jobs homepage (\$5,000/mth, 25% SOV, max: 190 x 60, min: 120 x 60)

Now Hiring Banner and Text: Appears on section front and categories pages within Jobs site, maximum of 6 display, rotates, direct employers only (up to \$1,500/mth, 50% SOV, 88 x 31, plus one line of text)

Home Page Premier Employer Tile: Appears on homepage of NYTimes.com (\$2,500/wk, 25% SOV, 160 x 105)

Right Ear: Appears on every page of Jobs site, two creatives needed (\$7,500/mth, 20% SOV, 88 x 31)

Standby Special Combo (ROS Big Ad and Skyscraper): Appears on all pages where inventory is not sold (\$7,500/mth, 25% SOV, max: 190 x 60, min: 120 x 60 and 300 x 250 or 336 X 280)

Industry or Location-Specific Opportunities

Premier Industry Sponsorship: Appears on search result Skyscraper, category Leaderboard and Big Ad on industry section front (\$6,500/mth, 25% SOV, max: 160 x 800, min: 120 x 600 and 728 x 90 or 768 x 90 and 300 x 250 or 336 x 280)

Presented By Category Banner: Appears on the category pages within the Jobs section, direct employers only (\$2,500/mth, 6 mth min, 100% SOV, 88 x 31)

Diversity Section Front Big Ad: Appears above the fold in Diversity section (\$3,500/mth, see premier industry sponsorship)

Diversity Section Leaderboard: Appears above the fold on the section front of the Diversity section (\$2,000/mth, see premier industry sponsorship)

Career Calendar Large Tile: Appears at top of the Career Calendar section front (\$1,000/mth, 120 x 90, 130 characters)

Career Calendar Leaderboard: Appears at top of the Career Calendar section front (\$2,000/mth, see premier industry sponsorship)

Location Page Sponsorship: Appears on section front of location page, includes Leaderboard and Big Ad (\$2,500/mth, see premier industry sponsorship)

Online Exposure Opportunities

Sponsored By Job Search Banner: Appears on all pages except search results, career calendar and advanced job search (\$10,000/mth, 100% SOV, 88 x 31)

Sponsored By Career Calendar Banner: Appears on all pages except search results, career calendar and advanced job search (\$7,500/mth, 100% SOV, 88 x 31)

Career Services Text Link: Appears on every page of Jobs site, maximum of 10 links (\$3,500/mth, 3 mth min, static link, max of 2 lines, 32 characters each)

Staffing Center Module: Appears on section front and categories pages within Jobs site, maximum of 6 display, rotates, staffing companies only (up to \$1,500/mth, 50% SOV, 88 x 31)

Run-of-Site/E-Mail Sponsorship Opportunities

For other run-of-site digital opportunities and e-mail sponsorships, please contact your New York Times Account Manager.

Custom Opportunities

In addition to offering a broad range of advertising opportunities, NYTimes.com features a number of customized programs for advertisers including targeting readers based on information gathered in registration, including age, income, gender, industry and geographic locations.

For more information regarding Job Market online advertising opportunities, please contact your New York Times sales representative or Mark Szollar at (212) 556-3656 or szollma@nytimes.com, or visit nytimes.com/employercentral.html

2010 Special Sections & Events Calendar

The Best Source for the Best Candidates

Throughout 2010, The New York Times offers a variety of industry-specific advertising features with thought-provoking special sections and career fairs to help you reach your best prospects.

February

28 **Abilities, Inc.**, Sunday Business/Week in Review

March

6 **March 6 – April 6: Online Financial Career Fair**

14 **Diversity in Education**, Week in Review

21 **Hire Disability**, Sunday Business/Week in Review

April

25 **Charter Schools**, Week in Review

May

2 **Nurses Week**, Week in Review

June

6 **Arthur Ashe Day**, Sunday Business

20 **Careers in Government**, Sunday Business

September

12 **Leadership in Diversity**, Sunday Magazine

12 **Magnet Hospitals**, Week in Review

19 **Diversity in Education**, Week in Review

26 **Emerging Leaders**, Sunday Business

October

3 **Executive Leadership Council section**, Sunday Magazine

10 **Nursing & Allied Healthcare Career Fair**, Week in Review

24 **Women in the Workplace**, Sunday Business

November

21 **Tribute To Nurses section**, Sunday Magazine

Dates subject to change.

Classification Chart

Temporary Services/ Employment Services — 2500

Help Wanted — 2600

Sales Opportunities — 2670

Career Training — 2700

2700 Career Training

2701 Office Skills & Training

2710 Tutors & Private Instruction

2720 Training Facilities

Career Services — 2750

2750 Career Services

2760 Resumes

Positions Wanted — 3000

3003 Executive Positions Wanted

3006 Positions Wanted

Household Employment — 3100

3102 Household Help Wanted

3104 Household Help Wanted — Employment Services

3112 Household Positions Wanted

3114 Household Positions Wanted — Employment Services

3120 In Home Care

Help Wanted Web Sites — 3190
