

2011

Advertising Rates
Effective January 1, 2011

Regional General



The New York Times
NYTIMES.COM

Regional General 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

Metropolitan Section General Advertising

Commission to recognized advertising agencies

The City

Column Inch Rate Sunday

Open	\$274.00
1/2 page / 63 column inches or 6 times	235.00
1 page / 126 column inches or 13 times	213.00
5 pages / 630 column inches or 26 times	196.00
10 pages / 1,260 column inches or 52 times	186.00
20 pages / 2,520 column inches	182.00
40 pages / 5,040 column inches	178.00

Position Charge

Back page	54.00
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Distribution limited to Manhattan, Brooklyn, Staten Island and lower Bronx.

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

New Jersey Metropolitan

Column Inch Rate Sunday

Open	\$244.00
1/2 page / 63 column inches or 6 times	215.00
1 page / 126 column inches or 13 times	212.00
5 pages / 630 column inches or 26 times	207.00
10 pages / 1,260 column inches or 52 times	204.00
20 pages / 2,520 column inches	200.00
40 pages / 5,040 column inches	194.00

Position Charge

Back page	39.00
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Distribution limited to New Jersey and adjacent Rockland and Richmond counties.

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

Long Island Metropolitan

Column Inch Rate Sunday

Open	\$232.00
1/2 page / 63 column inches or 6 times	206.00
1 page / 126 column inches or 13 times	202.00
5 pages / 630 column inches or 26 times	197.00
10 pages / 1,260 column inches or 52 times	192.00
20 pages / 2,520 column inches	186.00
40 pages / 5,040 column inches	182.00

Position Charge

Back page	39.00
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Distribution limited to Queens, Nassau and Suffolk counties.

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

Westchester Metropolitan**Column Inch Rate
Sunday**

Open	\$187.00
1/2 page / 63 column inches or 6 times	161.00
1 page / 126 column inches or 13 times	157.00
5 pages / 630 column inches or 26 times	149.00
10 pages / 1,260 column inches or 52 times	147.00
20 pages / 2,520 column inches	143.00
40 pages / 5,040 column inches	141.00

Position Charge

Back page	25.00
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Distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Green and Columbia counties.
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Connecticut Metropolitan**Column Inch Rate
Sunday**

Open	\$164.00
1/2 page / 63 column inches or 6 times	147.00
1 page / 126 column inches or 13 times	143.00
5 pages / 630 column inches or 26 times	134.00
10 pages / 1,260 column inches or 52 times	130.00
20 pages / 2,520 column inches	127.00
40 pages / 5,040 column inches	125.00

Position Charge

Back page	25.00
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Distribution limited to the state of Connecticut.
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Westchester & Connecticut Metropolitan**Column Inch Rate
Sunday**

Open	\$274.00
1/2 page / 63 column inches or 6 times	240.00
1 page / 126 column inches or 13 times	237.00
5 pages / 630 column inches or 26 times	225.00
10 pages / 1,260 column inches or 52 times	220.00
20 pages / 2,520 column inches	217.00
40 pages / 5,040 column inches	214.00

Position Charge

Back page	36.00
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Identical ad must run in both Westchester and Connecticut zones.
 Combined distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Green and Columbia counties and the state of Connecticut.
 Connecticut and Westchester portions are billed separately; contract credit is given for each portion.
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

**Combination Rates for Arts & Antiques, Education,
Suburban Hospitals, and Health Care**

**Column Inch Rate
Weekday**

Weekday regional ad repeated from any Suburban Metropolitan Section within 7 days	\$460.00
Weekday nationwide ad repeated from any Sunday Suburban Metropolitan Section within 7 days	\$510.00

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

Multiple Units in the Metropolitan Section

Discounts are available for advertisers running 3 or 4 units of the same size ad on the same Sunday across one or more of the Metropolitan sections. Three units on the same Sunday receive a 10 percent discount, and 4 units receive a 15 percent discount. The Westchester and Connecticut Metropolitan section counts as one unit because there is already a discount for running in both sections.

Color Charges

Quarter Page or Larger

Sunday

City, New Jersey, Long Island or Westchester/Connecticut	Add \$5,450
Westchester or Connecticut	Add \$4,110

Contact your Account Manager for further details.

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.