

2011

Advertising Rates
Effective January 1, 2011

Business



The New York Times
NYTIMES.COM

Business 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

ROP Rates

Banks (Investment, Commercial, Private, Savings and Loan, Thrifts)
Broker, Credit Card, Corporate, Economic Development, Insurance, and Mutual Funds

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,541.00	\$1,727.00
2 pages / 252 column inches	1,307.00	1,465.00
5 pages / 630 column inches	1,254.00	1,408.00
10 pages / 1,260 column inches	1,206.00	1,352.00
15 pages / 1,890 column inches	1,161.00	1,305.00
20 pages / 2,520 column inches	1,064.00	1,195.00
40 pages / 5,040 column inches	1,051.00	1,177.00
60 pages / 7,560 column inches	1,029.00	1,154.00
75 pages / 9,450 column inches	1,014.00	1,135.00
100 pages / 12,600 column inches	998.00	1,119.00
150 pages / 18,900 column inches	930.00	1,044.00
200 pages / 25,200 column inches	885.00	991.00
250 pages / 31,500 column inches	812.00	898.00

Combination Rates

Same size ad must run and must be submitted on one insertion order.

Weekday Nationwide ad repeated from Sunday within 7 days.	\$812.00
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New York Regional Distribution

	Column Inch Rate	
	Weekday	Sunday
Open	\$1,386.00	\$1,554.00
2 pages / 252 column inches	1,174.00	1,315.00
5 pages / 630 column inches	1,127.00	1,268.00
10 pages / 1,260 column inches	1,087.00	1,217.00
15 pages / 1,890 column inches	1,046.00	1,172.00
20 pages / 2,520 column inches	958.00	1,073.00
40 pages / 5,040 column inches	945.00	1,060.00
60 pages / 7,560 column inches	926.00	1,036.00
75 pages / 9,450 column inches	914.00	1,021.00
100 pages / 12,600 column inches	897.00	1,006.00
150 pages / 18,900 column inches	838.00	941.00
200 pages / 25,200 column inches	798.00	892.00
250 pages / 31,500 column inches	723.00	810.00

Combination Rates

Same size ad must run and must be submitted on one insertion order.

Weekday Nationwide ad repeated from Sunday within 7 days.	\$723.00
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Financial Notices*/Securities Offerings/Redemption Notices

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,177.00	\$1,320.00
2 pages / 252 column inches	923.00	1,029.00
5 pages / 630 column inches	663.00	743.00

* Applies to New Issues, Tender Offers, Dividend Notices and Statement of Condition ads. General business rates apply to all other financial notice ads. Financial Notice ads appear Nationwide with distribution throughout the United States.

Mortgage Loans

Sunday Real Estate Section — New York Regional Distribution
Weekday: Main News, Business Day, World Business and Escapes

	Column Inch Rate	
	Weekday	Sunday
Open	—	\$1,039.00
1 page / 126 column inches	—	945.00
5 pages / 630 column inches	—	896.00
10 pages / 1,260 column inches	—	844.00

Combination Rates

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

Sunday ad repeated Monday or Friday within 5 days.	\$679.00	—
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Business rates apply to all ads running outside the Sunday Real Estate section or in any daily section, except for the repeat or combination ad on Monday or Friday. Monday or Friday combo in Main News, Business Day, World Business, Escapes or Metro.

Mortgage Loans — Zoned Display*

Sunday Real Estate Section (Long Island, New Jersey or Westchester/Connecticut)
Call your sales representative for additional details.

	Column Inch Rate	
	Weekday	Sunday
Open	—	\$355.00
1 page / 126 column inches	—	323.00
5 pages / 630 column inches	—	308.00
10 pages / 1,260 column inches	—	286.00

*Zoned Distribution:

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

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

Long Island — Brooklyn, Queens, Nassau and Suffolk.

Cause & Appeal

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,200.00	\$1,320.00
2 pages / 252 column inches	950.00	1,045.00
3 pages / 378 column inches	710.00	781.00
5 pages / 630 column inches	620.00	682.00
8 pages / 1,008 column inches	518.00	570.00
12 pages / 1,512 column inches	470.00	515.00

Outside of Main News and Week in Review.	Column Inch Rate	
	Weekday	Sunday
Open	\$840.00	\$920.00
2 pages / 252 column inches	665.00	732.00
3 pages / 378 column inches	497.00	545.00
5 pages / 630 column inches	434.00	475.00
8 pages / 1,008 column inches	345.00	399.00
12 pages / 1,512 column inches	330.00	360.00

Cause & Appeal advertising material due two days prior to publication.

Franchise Position & Premium Charges

Weekday Business Day

Business Day, First Stock page & Marketplace page	Add \$133.00 per column inch
Money and Business, page 2	Add \$156.00 per column inch
Back page (reserved, add to total price)	Add \$8,900.00 to unit price

All NYT Advertising Units Available

* These rates are to be added to the applicable column inch rate.

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 page 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.

First International/National News Page

	Unit 6 x 3		Unit 6 x 5.25	
	Nationwide Weekday	Nationwide Sunday	Nationwide Weekday	Nationwide Sunday
Open	\$30,545	\$34,215	\$53,455	\$59,875
6 times in one year	25,735	28,825	45,040	50,440
13 times in one year	24,765	27,735	43,340	48,540
26 times in one year	23,835	26,690	41,710	46,710
52 times in one year	22,900	25,650	40,075	44,885

First National News page — Facing page (full page only) available Monday to Saturday, add 15% premium charge to applicable contract level.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

Op-Ed Page

	Nationwide Weekday
Open	\$53,455
6 times in one year	45,040
13 times in one year	43,340
26 times in one year	41,710
52 times in one year	40,075

Ad size is modular — 6.85" wide by 9.3" in depth, and may only be submitted in B&W format.

Op-Ed reservations and cancellations must be done 5 business days prior to publication.

To obtain a copy of the Op-Ed guidelines, please call your account manager or COF at (212) 556-4995.

Sunday editorial position is full page only. Please contact your account manager for details.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

The New York Times Magazine 2011 Advertising Rates — General

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$107,075	\$101,720	\$ 98,510	\$ 95,300	\$ 92,085	\$ 88,880	\$ 85,655
2/3 page	78,145	74,235	71,890	69,535	67,200	64,855	62,510
1/2 page	71,520	67,950	65,785	63,650	61,505	59,350	57,215
Facing 1/2 page**	137,370	130,490	126,375	122,240	118,135	114,015	109,885
Fireplace Unit	117,785	111,890	108,360	104,830	101,295	97,770	94,220
1/3 page (horizontal)/Strip Ad	58,905	55,955	54,215	52,430	50,650	48,890	47,120
1/3 page (vertical)	49,447	46,970	45,495	44,012	42,522	41,035	39,555
Square Third	47,395	45,020	43,600	42,185	40,760	39,330	37,915

Black & White

Page	\$73,420	\$69,755	\$67,560	\$65,345	\$63,150	\$60,945	\$58,745
2/3 page	46,280	43,950	42,570	41,170	39,795	38,415	37,010
1/2 page	43,640	41,445	40,145	38,835	37,535	36,230	34,900
Facing 1/2 page**	83,555	79,375	76,880	74,365	71,865	69,345	66,850
Fireplace Unit	80,760	76,730	74,315	71,880	69,465	67,040	64,620
1/3 page (horizontal)/Strip Ad	31,865	30,270	29,315	28,370	27,405	26,450	25,495
1/3 page (vertical)	26,750	25,413	24,607	23,807	23,005	22,202	21,412
Square Third	25,640	24,360	23,585	22,815	22,050	21,280	20,530

* Limited availability

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

Note

- Magazine and ROP full-run general space run within a 12-month contract period may be applied to the same full-run general contract.
- Advertisers with a full-run general ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their general Magazine advertising.
- Covers: 2nd cover is charged a 15% premium; 3rd cover is charged a 10% premium; 4th cover (four-color only) is charged a 17% premium.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.
- Two-color rates are plus 5.5% of black and white rates.