

2012

Advertising Rates
Effective January 1, 2012

Consumer Products



Consumer Products 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

Beverage Alcohol

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,207.00	\$1,430.00
5 pages / 630 column inches	1,098.00	1,298.00
10 pages / 1,260 column inches	1,077.00	1,274.00
20 pages / 2,520 column inches	1,058.00	1,248.00

Beverage Alcohol ROP*/Magazine Combination Rates

Nationwide Distribution	Open	5 ROP Ads	10 ROP Ads	20 ROP Ads
3-11 Magazine pages	\$1,104.00	\$820.00	\$788.00	\$743.00
12-17 Magazine pages	1,104.00	810.00	775.00	728.00
18+ Magazine pages	1,104.00	796.00	764.00	721.00

*Minimum accepted ROP size is 2 x 7.

National Grocery Products

	Nationwide Weekday	Nationwide Sunday
Open	\$927.00	\$1,060.00
5 pages / 630 column inches	843.00	962.00
10 pages / 1,260 column inches	828.00	945.00
20 pages / 2,520 column inches	813.00	925.00

New York Regional Distribution	Weekday	Sunday
Open	\$834.00	\$957.00
5 pages / 630 column inches	760.00	869.00
10 pages / 1,260 column inches	746.00	852.00
20 pages / 2,520 column inches	730.00	835.00

National Grocery Products ROP*/Magazine Combination Rates

Nationwide Distribution	Open	5 ROP Ads	10 ROP Ads	20 ROP Ads
3–11 Magazine pages	\$850.00	\$630.00	\$607.00	\$570.00
12–17 Magazine pages	850.00	624.00	595.00	561.00
18+ Magazine pages	850.00	611.00	589.00	554.00

*Minimum accepted ROP size is 2 x 7.

ROP Position Charges — General

Main News pages 6–15	Add \$149.00 per column inch
Top of Advertising	Add \$127.00 per column inch
Sections back pages (reserved)	Add \$8,500.00

Color Premiums — General

	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).

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.

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

Retail Grocery/Drug Stores

Nationwide Distribution

Net — No Advertising Agency Commission

	Weekday	Sunday
Open	\$441.00	\$633.00
5 pages / 630 column inches	356.00	517.00
10 pages / 1,260 column inches	312.00	456.00
20 pages / 2,520 column inches	291.00	426.00

New York Regional Distribution

Net — No Advertising Agency Commission

	Weekday	Sunday
Open	\$396.00	\$571.00
5 pages / 630 column inches	320.00	465.00
10 pages / 1,260 column inches	279.00	411.00
20 pages / 2,520 column inches	261.00	385.00

Retail Liquor Stores

New York Regional Distribution

Net — No Advertising Agency Commission

	Weekday
Open	\$498.00
5 pages / 630 column inches	406.00
10 pages / 1,260 column inches	393.00
20 pages / 2,520 column inches	379.00

Combination Rates

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

Run one ad during the period Monday through Thursday,
repeat this ad Friday or Saturday (at NYT's option) \$251.00

Rate applies to each insertion.

Applies to these units only: 6 x 21, 6 x 18, 6 x 10.5, 5 x 21, 3 x 21, 2 x 10.5, 2 x 7, 2 x 3.5.

Contract rates apply to all other units.

Retail Grocery/Liquor Stores — Metropolitan Sections

Net — No Advertising Agency Commission	City Zone	All Other Metropolitan Sections
Open	\$166.00	\$119.00
1 page / 126 column inches	138.00	94.00
5 pages / 630 column inches	126.00	85.00
10 pages / 1,260 column inches	115.00	80.00

City Zone: distribution limited to Manhattan and Brooklyn.

Long Island Zone: distribution limited to Queens, Nassau and Suffolk counties.

New Jersey Zone: distribution limited to New Jersey and adjacent Rockland and Richmond counties.

Westchester Zone: distribution limited to Westchester, North Bronx and parts of Putnam County.

Connecticut Zone: distribution limited to the state of Connecticut.

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

Retail Grocery Zoned — The Dining Section

Wednesday — Full Pages Only (Standard Unit Number 6 x 21)
Net — No Advertising Agency Commission

1. Manhattan/Bronx

Full Page

Open	\$19,360
6 pages / 756 column inches	15,109
13 pages / 1,638 column inches	13,340
26 pages / 3,276 column inches	11,922
52 pages / 6,524 column inches	10,623
78 pages / 9,828 column inches	10,269

2. Brooklyn/Queens/Long Island

Full Page

Open	\$14,874
6 pages / 756 column inches	13,221
13 pages / 1,638 column inches	11,687
26 pages / 3,276 column inches	11,097
52 pages / 6,524 column inches	10,152
78 pages / 9,828 column inches	9,561

3. New Jersey/Rockland/Orange/Staten Island

Full Page

Open	\$8,798
6 pages / 756 column inches	6,459
13 pages / 1,638 column inches	5,903
26 pages / 3,276 column inches	5,791
52 pages / 6,524 column inches	5,234
78 pages / 9,828 column inches	4,566

4. Westchester/Fairfield

Full Page

Open	\$8,798
6 pages / 756 column inches	6,459
13 pages / 1,638 column inches	5,903
26 pages / 3,276 column inches	5,791
52 pages / 6,524 column inches	5,234
78 pages / 9,828 column inches	4,566

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

ROP Position Charges — Retail

Net — No Advertising Agency Commission

Sections back pages (reserved) Add \$7,700.00

These rates must be added to applicable page rate or column inch rate.

Color Premiums — Retail

	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday
1/2 page to full page*	\$26,600	\$30,800	\$30,800	\$34,500
Less than 1/2 page	19,100	21,700	21,700	24,700

* 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).

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.

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