

# 2012

Advertising Rates  
Effective January 1, 2012

# Magazine



The New York Times Magazine

[NYTIMES.COM/MAGAZINE](http://NYTIMES.COM/MAGAZINE)

# The Magazine

## Advertising Rate Card Effective January 1, 2012

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Each Sunday, The New York Times Magazine sets the tone for informed debate and thoughtful discussion around the country. Reaching more than 23 million highly educated readers nationwide, in print and online, The Magazine explores the ideas, issues and personalities defining our world: in politics, global issues, finance, culture, fashion, design and more. Under the creative direction of editor Hugo Lindgren, some of the most influential writers and photographers of our time capture the way we live now. In addition, fifteen times a year, **T: The New York Times Style Magazine** explores the worlds of fashion, beauty, design and travel with intelligence, originality and authority.

## 2012 General Advertising Rates for The New York Times Magazine and Part 2S

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)	58,905	55,955	54,215	52,430	50,650	48,890	47,120
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)	31,865	30,270	29,315	28,370	27,405	26,450	25,495
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.

## 2012 Retail Advertising Rates for The New York Times Magazine and Part 2S

Net — No Advertising Agency Commission

Four Color	Open rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$ 91,025	\$ 86,465	\$ 83,755	\$ 81,010	\$ 78,285	\$75,550	\$72,825
2/3 page	66,430	63,105	61,120	59,115	57,130	55,130	53,140
1/2 page	60,770	57,735	55,920	54,095	52,285	50,440	48,630
Facing 1/2 page**	116,745	110,915	107,410	103,910	100,405	96,910	93,400
Fireplace Unit	100,130	95,110	92,130	89,110	86,115	83,105	80,110
1/3 page (horizontal)/Strip Ad	50,070	47,565	46,085	44,570	43,055	41,560	40,055
1/3 page (vertical)	50,070	47,565	46,085	44,570	43,055	41,560	40,055
Square Third	40,275	38,245	37,040	35,850	34,645	33,435	32,230
<b>Black &amp; White</b>							
Page	\$62,410	\$59,295	\$57,425	\$55,550	\$53,675	\$51,790	\$49,920
2/3 page	39,330	37,360	36,185	34,995	33,810	32,645	31,460
1/2 page	37,105	35,245	34,125	33,005	31,895	30,785	29,680
Facing 1/2 page**	71,030	67,470	65,345	63,200	61,080	58,945	56,815
Fireplace Unit	68,650	65,225	63,170	61,105	59,045	56,970	54,910
1/3 page (horizontal)/Strip Ad	27,085	25,730	24,920	24,115	23,295	22,485	21,675
1/3 page (vertical)	27,085	25,730	24,920	24,115	23,295	22,485	21,675
Square Third	21,800	20,705	20,055	19,405	18,755	18,095	17,440

\* 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.

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## Mechanical Requirements — Color

### New York Times Magazine and T: The New York Times Style Magazine

- Trim size is 8 15/16" x 10 7/8". See page 6 for mechanical sizes.
- Printed by rotogravure on high-quality supercalendered paper.
- Please visit our Web site for complete, detailed specifications at [www.nytmmediakit.com](http://www.nytmmediakit.com).

The following is acceptable for color gravure (GAA specs apply) advertisements.

#### Digital Input

PDF/X 1-A or Adobe® Acrobat® distilled PDFs. PDFs exported from Photoshop are discouraged and can lead to less than desirable results. Please visit the RRD Web site for complete distilling information.

#### Transmission Options

PDF files may be uploaded directly to The New York Times ad portal located at [www.nytmmediakit.com](http://www.nytmmediakit.com). Please note that files must be named the appropriate NYT ad reservation number prior to uploading. For information regarding the reservation number, please call (717) 293-2397 to reach a New York Times color Representative who can also assist in providing the ad reservation number. You may also obtain the ad reservation number from the COF department in New York, (212) 556-7777, hit 3, then hit 1.

#### Digital Proofs

It is recommended that all advertisers submit a contract proof with their ad files, regardless of delivery method. Electronically submitted ad files ARE NOT EXCLUDED. For a complete list of acceptable contract proofs, visit our Web site at [www.nytmmediakit.com](http://www.nytmmediakit.com).

#### Advertisement Inspection Process

Advertising material, arriving within the allotted 48-hour production window, will be put through a complete inspection process, including a mechanical size check, preflight of the file, and SWOP2006-Coated5 Epson Inkjet contract proof pulled for color

evaluation and content check. Should the ad material fail the mechanical or preflight steps, the sender will be notified and given the opportunity to replace the file. If there are any issues regarding content and color, as compared to the supplied contract proof, the SWOP 5 Epson proof will be submitted to the sender for review. After review, a revised file may be sent to the printer correcting any problems identified, e.g. color or text. There will not be a second SWOP 5 Epson proof submission for replacement material.

Material arriving on extension and past the 48 hour lead time is subject to the terms of the NYT ad disclaimer which eliminates the content and color inspection of the material. The ad disclaimer may be found on our Web site under the Sunday magazine color ad specs page.

#### Notes

- Inkjet proofs on SWOP #5 publication-grade, gloss paper or a simulation of that paper, matching a lab value of L90.0 a0.0 b4.0 following the SWOP2006\_Coated5 tolerances, are accepted. Kodak Approval, Kodak Digital Matchprint and Fuji Final contract proofs (on the manufacturer's recommended Publication #5 Stock or SWOP standard 60lb. Publication #5 grade paper) will also be accepted for Press guidance, (133-150 line screen required). All proofs must pass certification based on SWOP2006\_Coated5 characterization data set or an ICC profile made from this data set. **All proofs must contain an ISO 12647-7 tone scale**, which will be used to certify that the proof is within the standard tolerance.
- For those advertisers who submit electronic files without an acceptable contract level proof for color guidance, a SWOP2006-Coated5 Epson Inkjet will be pulled by the printer and used for color guidance. This proof will not be sent out for review. Color reproduction will be based on the match to the proof pulled by the printer. The Times will accept a non-contract level proof for mechanical and element check only.

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## Mechanical Requirements — Black and White

The following is acceptable for black and white gravure advertisements.

#### Digital Input

PDF/X 1-A or Adobe® Acrobat® distilled PDF's. PDF's exported from Photoshop are discouraged and can lead to less than desirable results. Please call COF at (212) 556-7777 for more information regarding this. NOTE : When submitting black and white files, images must be set to Grayscale, not C,M,Y,K, before distilling. Please be sure all fonts are embedded. PDF files created using PDF Writer are NOT ACCEPTABLE. Images embedded in PDF files should not be downsampled below 300 dpi.

#### Transmission Options

Advertisers wishing to submit black and white advertisements electronically may do so using the following digital transmission options:

- A. The New York Times advertising portal, which may be found at [www.nytmmediakit.com](http://www.nytmmediakit.com). PDF files only, no fee. Call (212) 556-7777, option 3 for details.

- B. AdTransit, via the Internet, "UNSTUFFED" PDF files only. Visit the AdTransit Web site at [www.b-linked.com](http://www.b-linked.com) for details.

- C. AP AdSEND offered by the Associated Press, PDF files only, fee based. Call 1-800-223-7363 for details.

#### Notes

##### The New York Times Magazine type specifications:

- Black type should not be finer than .004" at the finest part of the character or rule, with a minimum size of 6 points. The surrounding tone value must be light enough to assure legibility (less than 30%).
- Reverse and screened type and imagery must be legible in the final print. The surrounding tone values must be dark enough to assure legibility. The finest part of the reverse character or rule should measure no less than .007", with a minimum size of 10 points.

For more detailed black and white digital specifications, please visit our Web site at [www.nytmmediakit.com](http://www.nytmmediakit.com).

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## Standard Sizes for Non-Bleed Ads

Trim Size is 8 15/16" x 10 7/8"

Size	Width	Depth
2-page spread	17 3/8"	10 3/8"
Full page	8 7/16"	10 3/8"
2/3 page (vertical)	5 5/16"	10 3/8"
2/3 page (horizontal)	8 7/16"	6 1/2"
2/3 page (horizontal spread)	17 3/8"	6 1/2"
1/3 page (horizontal)/Strip Ad	8 7/16"	3"
1/3 page (vertical)	2 5/8"	10 3/8"
1/2 page (horizontal)	8 7/16"	5 3/16"
1/2 page (vertical)	4"	10 3/8"
Sq 1/3 page	5 5/16"	5 3/16"
Fireplace	11 1/8"	7 1/8"

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## Standard Sizes for Bleed Units

Size	Width	Depth
2-page spread	18 1/8"	11 1/8"
Full page	9 3/16"	11 1/8"
2/3 page (vertical)	5 13/16"	11 1/8"
1/3 page (horizontal)/Strip Ad	9 3/16"	6 15/16"
2/3 page (horizontal spread)	18 1/8"	6 15/16"
1/3 page (horizontal)	9 3/16"	3 7/16"
1/3 page (vertical)	3 1/8"	11 1/8"
1/2 page (horizontal)	9 3/16"	5 5/8"
1/2 page (vertical)	4 1/2"	11 1/8"

Gutter type safety of 3/8" is required. Illustrations or type matter not intended to trim should be kept at least 3/8" from each side and 3/8" from top and bottom.

# Gatefolds, Inserts and Posters

Closing dates for gatefolds, inserts and posters that appear either in The New York Times Magazine or T: The New York Times Style Magazine are shown on page 18. A fifth color will be charged a 10% premium.

## Second Cover Gatefolds

Printed by The New York Times

Composed of four consecutive pages, three on the gatefold cover printed on 60 lb. coated stock plus one facing right-hand page printed on supercalendered stock. No crossovers allowed between the inside front cover and the first page on supercalendered stock.

	General		Retail	
	All Four Color	3 Four Color 1 B&W Page*	All Four Color	3 Four Color 1 B&W Page*
1x in 1 year	\$368,605	\$343,945	\$313,285	\$294,630
2x in 1 year	359,220	336,940	306,645	286,250
4x in 1 year	348,830	326,420	296,390	277,480
6x in 1 year	329,300	307,275	278,615	260,965

\* Fourth page printed on supercalendered paper.

## Second Cover Double Gatefolds

Printed by The New York Times

Four-Color Magazine Size	General	Retail
6 pages	\$677,380	\$575,750
7 pages	751,355	638,585
8 pages*	825,070	701,285

\* Note: Composed of eight consecutive pages, seven on the gatefold cover printed on 60 lb. coated stock plus one page printed on supercalendered stock.

## Centerfold Gatefolds

Printed by The New York Times

Coated stock

Four-Color Magazine Size	General		Retail	
	50 lb.	60 lb.	50 lb.	60 lb.
6 pages	N/A	\$433,940	N/A	\$368,855
8 pages	\$507,660	536,950	\$431,305	456,590

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## Centerfold Inserts

Printed by The New York Times

Four-Color Magazine Size	General		Retail	
	50 lb.	60 lb.	50 lb.	60 lb.
4 pages	N/A	\$ 280,490	N/A	\$ 238,310
6 pages	N/A	433,940	N/A	368,855
8 pages	\$ 507,660	536,950	\$ 431,305	456,590
12 pages	601,160	638,585	511,040	542,960
16 pages	754,980	805,050	641,965	684,395
20 pages	952,990	1,015,200	810,055	862,745
24 pages	1,026,590	1,096,055	872,510	931,335
28 pages	1,172,030	1,253,005	996,170	1,064,855
32 pages	1,317,845	1,409,835	1,119,955	1,198,185

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## Centerfold Posters

Printed by The New York Times

Rates and mechanical requirements vary. Determined by size, stock weight and binding requirements.

Note: For additional information, contact your sales representative.

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## Signature Gatefolds

Printed by The New York Times

Coated stock

Four-Color Magazine Size	General		Retail	
	50 lb.	60 lb.	50 lb.	60 lb.
4 pages	N/A	\$367,980	N/A	\$312,910
6 pages	N/A	499,025	N/A	424,050
8 pages	\$689,900	724,815	\$586,640	616,055

Note: For additional information, contact your sales representative.



## Furnished Centerfold Inserts

Magazine Size	General	Retail
4 pages*	\$153,325	\$130,220
8 pages	202,775	172,375
12 pages	228,345	194,095
16 pages	257,650	218,895
20 pages	286,490	243,545
24 pages	314,700	267,575
28 pages	343,535	292,060
32 pages	369,575	314,075
36 pages	384,610	326,950

Smaller than Magazine Size**	General	Retail
4 pages*	\$ 80,615	\$ 68,520
8 pages	134,095	114,105
12 pages	160,745	136,570
16 pages	187,580	159,360
20 pages	201,225	171,140
24 pages	221,230	188,045
28 pages	246,335	209,430
32 pages	268,340	228,040
36 pages	292,375	248,500

Furnished inserts conforming to the following size requirements (low folio — 7 3/8" x 10 7/8" and high folio — 7 3/4" x 10 7/8") are not required to buy the surrounding space.

\* 60 lb. or heavier stock only.

\*\* The purchase of surrounding space (centerfold) is required; contract rates apply; there is an additional 10% charge for bleed.

## Furnished Multiple-Advertiser Centerfold Inserts\*

Magazine Size	General	Retail
4 pages**	\$191,655	\$162,770
8 pages	253,475	215,470
12 pages	285,435	242,615
16 pages	322,060	273,620
20 pages	358,110	304,430
24 pages	393,380	334,465
28 pages	429,420	365,080
32 pages	461,970	392,590
36 pages	480,770	408,685
<b>Smaller than Magazine Size***</b>		
4 pages**	\$100,765	\$ 85,650
8 pages	167,620	142,630
12 pages	200,930	170,710
16 pages	234,475	199,200
20 pages	251,530	213,925
24 pages	276,535	235,060
28 pages	307,920	261,790
32 pages	335,425	285,055
36 pages	365,470	310,620

Furnished inserts conforming to the following size requirements (low folio — 7 3/8" x 10 7/8" and high folio — 7 3/4" x 10 7/8") are not required to buy the surrounding space.

\* Full run distribution only.

\*\* 60 lb. or heavier stock only.

\*\*\* The purchase of surrounding space (centerfold) is required; contract rates apply; there is an additional 10% charge for bleed.

Subject to approval by The New York Times Magazine.

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## Furnished Centerfold Gatefolds

### 6-Page Gatefolds

	General	Retail
Magazine size	\$171,140	\$145,415
Smaller than Magazine size*	119,525	101,530

### 8-Page Gatefolds

	General	Retail
Magazine size	\$202,925	\$172,545
Smaller than Magazine size*	134,095	114,105

\* The purchase of surrounding space (centerfold) is required; contract rates apply; there is an additional 10% charge for bleed.

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## Furnished Two-Page Inserts, Cards, Scent Strips and Blow-Ins

	General	Retail
Magazine size	\$76,940	\$65,425
Smaller than Magazine size*	42,835	36,440

\* The purchase of one right-hand page is required; contract rates apply; there is an additional 10% charge for bleed.

### Notes

- For the furnished gatefolds, contract credit is calculated based on the amount charged divided by the appropriate black and white contract column inch rate.
- For general information regarding inserts and gatefolds, please see page 17. Or for further information, please call: Specialty Printing Director, (212) 556-1788.

## Furnished Two-Page Inserts, Cards, Scent Strips and Blow-Ins Mechanical Requirements

### Notes

- All mechanical requirements must be obtained from the Specialty Printing Director, (212) 556-1788.
- Stock: 50 lb. stock is minimum weight for an eight-page furnished gatefold.
- Trim: Jog direction of inserts determined by issue date.
- Spot gluing top and bottom of each flap is required if gate folds to more than 3/8" from backbone.
- Specifications and delivery will change for patent bound issues. Please call the Specialty Printing Director for information, (212) 556-1788.

### Insert Samples

A "blueprint" or copy of the insert creative, plus a sample of paper stock, must be forwarded to the Specialty Printing Director for mechanical and advertising acceptability content approval prior to printing. Once printed, 12 samples of the furnished insert must be forwarded to the Specialty Printing Director before shipping to The Times printer, R.R. Donnelley.

### Print Orders

Once the issue date has been established, tentative print orders will be issued. It is essential that the print order be confirmed before your press start-up. If this procedure is not followed, you could easily undership or overship the quantity needed by R.R. Donnelley. Please call the Specialty Printing Director at (212) 556-1788.

### Insertion Order

An insertion order showing date, cost and description of insert must be at The Times at least 34 days prior to Magazine issue and 52 days prior to a T issue. Postcards must be reserved 60 days prior to issue.

### Delivery

Magazine inserts must be at R.R. Donnelley East Plant, Lancaster, PA, no later than 16 days prior to issue date. T Magazine inserts must be at R.R. Donnelley West Plant, Lancaster, PA, no later than 26 days prior to issue date.\*

### Special Regulations

- New York Times Magazine-size furnished inserts with only one advertiser will be accepted. Editorial matter must contain the standard New York Times disclaimer (see below).
- For information on New York Times Magazine-size furnished inserts carrying more than one advertiser and using an advertorial format, call the Group Director of the Magazine, (212) 556-4613.
- Advertisers must purchase the surrounding four-color or black and white page for furnished inserts smaller than New York Times Magazine size.
- New York Times Magazine furnished inserts that consist of more than one advertiser and in advertorial format will be accepted subject to the following conditions:
  - The New York Times logo may not be used on the supplement. The phrase "Advertising Supplement to The New York Times" must be spelled out in block letters on the cover.
  - Every "Advertorial" page must be slugged with the word "Advertisement." Slugs should be centered horizontally at the top of the page (no vertical slugs will be permitted) in Helvetica type or equivalent — ALL CAPITALS. Sample:

#### ADVERTISEMENT

- A disclaimer box must run on a forward page of every advertising supplement—preferably on the first reading matter page: "This all-advertising supplement is being produced by (name of organization) and does not involve The New York Times reporting, editorial or sales staff." The disclaimer should also state who prepared the "reading matter" (the sponsoring organization, a company or group of advertisers) and should be large enough to be clearly visible.
- Bylines may not appear under the title of any pieces. Authorship credit must come within the text or at the end of the article.
- The masthead cannot use the terms editor, writer or publisher. Executive producer or copy director are acceptable.
- A copy of the "blueprint" of the section must be submitted to the Advertising Manager of The New York Times Magazine for approval prior to printing.

### Specifications

Please call the Specialty Printing Director for more information, at (212) 556-1788.

# Bannered Features

## Mechanical Requirements — Banners

Size	Width	Depth
1/24 page	2"	1 1/2"
1/16 page	2"	2 3/8"
1/12 page (vertical)	2"	3 1/4"
1/12 page (horizontal)	4 1/8"	1 1/2"
1/8 page (horizontal)	4 1/8"	2 3/8"
1/8 page (vertical)	2"	4 13/16"
1/6 page	4 1/8"	3 1/4"
1/4 page	4 1/8"	4 13/16"
3/8 page (vertical)	4 1/8"	7 1/8"
1/2 page (vertical)	4 1/8"	9 7/8"
1/2 page (horizontal)	8 7/16"	4 13/16"
Full page	8 7/16"	9 7/8"

## Column Widths

Printed Columns	Material Size
1	2" wide
2	4 1/8" wide
3	6 1/4" wide
4	8 7/16" wide

## 2012 Advertising Rates — Bannered Features

Luxury Homes		Luxury Homes	
Color	Line	Black and White	Line
Open	\$107.50	Open	\$67.15
3 Sundays in one year	102.00	3 Sundays in one year	65.45
6 Sundays in one year	98.90	6 Sundays in one year	62.90
13 Sundays in one year	95.60	13 Sundays in one year	61.65
26 Sundays in one year	92.30	26 Sundays in one year	60.40
39 Sundays in one year	89.20	39 Sundays in one year	58.35
52 Sundays in one year	87.00	52 Sundays in one year	56.45

## Schools & Camps

<b>Black and White</b>	<b>Line</b>
Open	\$66.05
3 Sundays in one year	64.55
6 Sundays in one year	62.15
13 Sundays in one year	60.55
26 Sundays in one year	59.70
39 Sundays in one year	57.50
52 Sundays in one year	55.50

## Shop at Home

<b>Black and White*</b>	<b>Line</b>
Open	\$102.05
3 Sundays in one year	99.20
6 Sundays in one year	98.35
13 Sundays in one year	96.80
26 Sundays in one year	95.75
39 Sundays in one year	93.15
52 Sundays in one year	91.60

# Bannered Features — T Books

## Mechanical Requirements — Banners 3-Column Format

T Travel—Sophisticated Vacation Guide Only

<b>Size</b>	<b>Width</b>	<b>Depth</b>	<b>Lines</b>
1/9 page	2 5/8"	3 1/8"	44
2/9 page (vertical)	2 5/8"	6 7/16"	88
2/9 page (horizontal)	5 5/16"	3 1/8"	88
1/3 page (vertical)	2 5/8"	9 7/8"	132
1/3 page (vertical)	8 7/16"	3 1/8"	132
<b>Rates</b>	<b>Line</b>		
Open	\$94.60		
2 Part IIs	92.20		
4 Part IIs	90.00		

# Bannered Features — Luxury Homes & Estates Property Showcase

<b>Size</b>	<b>Width</b>	<b>Depth</b>	<b>Lines</b>
1/6 page	4"	3 5/16"	90

## Mechanical Requirements — Banners 4-Column format

T Travel— States Banners. Available in full page, 1/2 page V or H, 1/4 page and 1/8th page H only.

T Travel— Travel for Knowledge. Available in 1/24 page, 1/16 page, 1/12 page V or H, 1/8 page V or H only.

T Design— Designer's Directory. Available in all sizes.

Size	Width	Depth	Lines
1/24 page	2"	1 1/2"	21
1/16 page	2"	2 3/8"	33
1/12 page (vertical)	2"	3 1/4"	45
1/12 page (horizontal)	4 1/8"	1 1/2"	21
1/8 page (horizontal)	4 1/8"	2 3/8"	33
1/8 page (vertical)	2"	4 13/16"	67
1/6 page	4 1/8"	3 1/4"	45
1/4 page	4 1/8"	4 13/16"	67
3/8 page (vertical)	4 1/8"	7 1/8"	100
1/2 page (vertical)	4 1/8"	9 7/8"	138
1/2 page (horizontal)	8 7/16"	4 13/16"	67
Full Page	8 7/16"	9 7/8"	138

## Mechanical Requirements — Banners 5-Column Format

T Travel— Sophisticated Vacation Guide Only

Size	Width	Depth	Lines
1/30 page	1 1/2"	1.5"	21
1/20 page	1 1/2"	2 3/8"	33
1/15 page	1 1/2"	3 1/4"	45
1/10 page	1 1/2"	4 13/16"	67

## Banner Four-Color Rates

	Full Page	1/2 Page	1/4 Page	1/6 Page
Open	\$60,765	\$30,380	\$15,090	\$10,060
3 Sundays in one year	57,650	28,825	14,315	9,545
6 Sundays in one year	55,925	27,960	13,885	9,255
13 Sundays in one year	54,025	27,010	13,415	8,945
26 Sundays in one year	52,165	26,080	12,955	8,635
39 Sundays in one year	50,435	25,215	12,525	8,350

For more information about advertising in The New York Times, log on to [www.nytmmediakit.com](http://www.nytmmediakit.com).

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## Requirements for All Advertisers in The New York Times Magazine and T

### General Policies and Rate Information

Advertising is accepted by The New York Times subject to all terms and conditions herein and in The New York Times Advertising Rate Card where applicable. Forwarding of an order by the advertiser constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold by The Times, and those of subsequent rate cards. Forwarding of an advertising order also indicates acceptance of the advertising acceptability policies of The New York Times. In the event of a conflict between the advertiser's order and the rate card, the rate card shall govern.

The terms and conditions of this rate card and all subsequent rate cards are incorporated into every advertising contract between The Times and the advertiser and/or agency. Submission of advertising subsequent to the receipt of such a contract constitutes acceptance of the terms and conditions of the contract.

The Times reserves the right to issue new rate cards and revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or written notice of rate changes to the addresses of the advertiser or agency stated in a contract.

### Contract and Copy Regulations

The rate card level applicable to an advertiser is determined by the advertiser's projected volume during a 12-month contract period. Our Customer Order Fulfillment Department will provide the advertiser/agency with a New York Times contract for signature.

Contract requests must specify a definite beginning date and are subject to a rate card effective when the contract begins and subsequent rate card increases and modifications. Volume and frequency contract discounts will be earned only on advertising inserted within a 12-month period. Magazine column inches will be credited toward fulfillment of contracts.

The volume discount levels for newspaper display advertising are based on 126 column inches per broadsheet page, 65 column inches per Book Review page, and 60 column inches per Magazine page.

Advertising not paid for in compliance with credit policies will not be included when calculating the final earned rate and is not eligible for volume and frequency discounts.

Contracts can be voided at The Times's discretion unless space is used within 30 days after the effective date. For frequency contracts, multiple insertions of the same ad on a single day count as one insertion for contract fulfillment, unless otherwise specified.

Each advertising entity will establish a separate advertising contract with The Times. Corporate affiliates are not automatically entitled to the contract benefits of each other.

The advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against The Times. Advertiser

acknowledges that The New York Times owns a collective copyright in and to the selection, coordination and arrangement of the content of the newspaper, including any advertisements it publishes. Advertiser agrees that to the extent The New York Times deems it necessary, advertiser is obligated to cooperate and/or participate in any enforcement by The New York Times of copyrights of The New York Times.

The New York Times shall carry the appropriate copyright notice in its name. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold The Times harmless from all costs, expenses (including reasonable attorneys' fees), liabilities and damages arising in any way from publication of any advertisement placed by the advertiser or the advertising agency.

The Times will not be bound by any special clauses relating to legal liability, circulation guarantees or any other condition in contracts or insertion orders that conflict with its policies, unless The Times has specifically agreed in writing.

The Times accepts no liability for its failure, for any cause, to insert an advertisement. The Times accepts no liability for reductions in distribution, caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond its control.

The Times accepts no liability for any error in an advertisement caused by it, except for the cost of the space actually occupied by the error. In order to qualify for any allowances, claims for errors must be made to The New York Times Customer Order Fulfillment Department (212) 556-7777 within thirty (30) days from date of invoice. Credit for errors allowed only for first insertion. The New York Times will make the final determination on the amount, if any, of a credit allowance.

Two or more separate advertisements may not be submitted to fill a single standard unit space.

Non-standard advertising units will be measured in column inches and charged the non-standard unit rate as stated in The New York Times Advertising Rate Card; position cannot be assured.

Cancellation of orders over the telephone will be accepted subject to written confirmation by the advertiser the same day. Cancellations will not be accepted after black and white and four-color close.

Advertising orders with or without reproduction material must be accompanied by identifying copy. Drawings, art and articles for reproduction are accepted at advertiser's risk and should contain an identifying mark to facilitate return. The Times shall not be responsible and does not assume any liability for damage or loss to original printing material supplied.

The Times reserves the right to revise or reject advertisements in accordance with standards of acceptability of The New York Times, to lighten or change type and borders, or to omit advertisements without notice. Placement of advertising is at The Times's discretion.



### Advertising Acceptability Guidelines

The New York Times maintains an Advertising Acceptability Department whose function is to examine advertisements before publication to determine if they meet the standards of acceptability. The Times has developed over the years.

The Times may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fail to comply with its standards of decency and dignity. If an advertisement contains statements or illustrations that are not deemed acceptable, and that The Times thinks should be changed or eliminated, the advertiser will be notified. The Times will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by The Times.

In addition, an advertisement must sometimes be amended because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right of privacy, the sale of securities, the sale of real estate and political advertising.

The New York Times maintains a clear separation between news and editorial matter, and its advertisements. Accordingly, ads that include elements usually associated with The New York Times editorial matter will not be accepted (for example, but not limited to: Times-style headlines, bylines, news style column arrangements or typography). Additionally, The Times reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

### Real Estate Advertising

All display residential real estate advertising must contain one of the following:

1. The Equal Housing Opportunity (EHO) logo, which includes the words "Equal Housing Opportunity," OR
2. *We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.* OR
3. The phrase "Equal Housing Opportunity."

Advertisements that do not contain one of the above statements will be rejected or amended at The Times's option, and without notice to the advertiser.

For more detailed information, please download the Advertising Acceptability Booklet from the "ad specs" section under the "magazine" bar at [nytmediakit.com](http://nytmediakit.com), or contact the Advertising Acceptability Department at (212) 556-7171.

### Credit and Payment Terms

Advertisements must be paid for prior to publication deadline unless credit has been established by the advertiser and/or agency with The Times. However, certain advertising categories will require prepayment as specified in the rate cards. Acceptable forms of prepayment are bank wire transfer, credit card or advertiser or agency guaranteed check.

Advertisers or agencies wishing to establish credit with The Times must request a credit application from The New York Times Credit Department. Application requests can be made by fax at (646) 428-6145 or e-mail ([credit\\_department@nytimes.com](mailto:credit_department@nytimes.com)). Completed applications should be returned to The Times Credit Department for evaluation of credit standing. If credit is granted, The Times will establish a credit limit and applicable payment terms. Advertisers and agencies granted credit will be billed weekly or monthly for published advertisements, as is determined by the category of ads and established credit terms. Payment is due 15 days after the invoice date.

The advertiser and agency shall be jointly and severally liable to The Times for the payment. Cash discounts are not available.

Insertion orders containing disclaimers will not be accepted by The Times.

### Agency Recognition and Commission

Commission of 15% will be granted only to recognized advertising agencies.

Application for agency recognition must be made with The New York Times. Applications are available upon request to The Times Credit Department by fax at (646) 428-6145 or e-mail [credit\\_department@nytimes.com](mailto:credit_department@nytimes.com).

### Color Requirements and Extra Charges

Four-color advertisements requiring the four-color manufacturing process but which appear as two color will be charged at the four-color rate. Advertisements requiring the three-color manufacturing process but which appear as two color or three color will be charged at the two-color rate.

### Closing Dates of The New York Times Magazine

#### Color and Black and White • Main Magazine

Reservation Close: Friday, 30 days before publication.  
Material Close: Friday, 23 days before publication.

#### New York Times Printed Gatefolds/Inserts

Reservation Close: Wednesday, 60 days before publication.  
Material Close: Monday, 27 days before publication.

#### New York Times Printed Posters

Reservation Close: Wednesday, 60 days before publication.  
Material Close: Monday, 34 days before publication.

### Closing Dates of T: The New York Times Style Magazine

#### Color and Black and White • T Perfect Bound

Reservation Close: Thursday, 52 days before publication.  
Material Close: Tuesday, 40 days before publication.

#### New York Times Printed Gatefolds/Inserts • T

Reservation Close: Thursday, 80 days before publication.  
Material Close: Thursday, 52 days before publication.

For more information on insert specifications, contact The New York Times, Specialty Printing Director, (212) 556-1788.

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## How to Place an Ad

- All Magazine and T advertising reservations should be made by phone to COF, at (212) 556-7777, press 1.
- You will then be given a confirmation number, which needs to be included on your insertion order.
- All 4-color material, insertion orders and contract level proofs should be sent to:

**R.R. Donnelley Printing Co.**

**Attn: New York Times**

Dept. LPC  
216 Greenfield Road  
Lancaster, PA 17601  
Tel. (717) 293-2397  
Fax (717) 293-2491

- 4-color proof for book makeup purposes only (the proof may be a color laser or an e-mailed low-res PDF or JPEG to [smitnick@nytimes.com](mailto:smitnick@nytimes.com)) should be sent to:

**The New York Times**

**Attn: Scott Mitnick, 11th Floor**

620 Eighth Avenue  
New York, NY 10018  
e-mail: [smitnick@nytimes.com](mailto:smitnick@nytimes.com)

- All black & white material and insertion orders should be sent to:

**The New York Times**

**Attn: COF Dept.**

20th Floor  
620 Eighth Avenue  
New York, NY 10018  
Tel. (212) 556-7777, press 2  
Fax: (212) 556-7787

- If you have any questions about production, please call The New York Times Magazine Production Dept.

**Color Production at Donnelley**

(717) 293-2397

**Black & White Production COF**

(212) 556-7777

**Specialty Printing Director**

**Marilyn McCauley**

(212) 556-1788

**Specialty Printing Manager**

**Janice Ross**

(212) 556-1865

**Magazine Makeup Manager**

**Scott Mitnick**

(212) 556-7295

For more information about advertising in The New York Times or to submit files electronically, log on to [www.nytmmediakit.com](http://www.nytmmediakit.com).