

2012

Advertising Rates
Effective January 1, 2012

Automotive



The New York Times
NYTIMES.COM

Automotive 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

Automotive General — ROP

Nationwide Distribution

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$859.00	\$1,031.00
5 pages / 630 column inches	746.00	906.00
10 pages / 1,260 column inches	660.00	814.00
25 pages / 3,150 column inches	612.00	784.00
40 pages / 5,040 column inches	579.00	759.00

New York Regional Distribution

	Column Inch Rate		
	Weekday Sports/Metro*	Sunday Automobiles*	Sunday Sports/Metro
Open	\$715.00	\$851.00	\$936.00
5 pages / 630 column inches	619.00	749.00	827.00
10 pages / 1,260 column inches	547.00	677.00	745.00
25 pages / 3,150 column inches	519.00	660.00	726.00
40 pages / 5,040 column inches	499.00	639.00	702.00

* New York DMA distribution.

Automotive — Premium Charges

Front and back pages Add 15%

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

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.

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

First National/International 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.

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.

Automotive — Dealer Associations (Zoned Display)

	Column Inch Rate	
	Friday	Sunday
Westchester/Connecticut	\$229.00	\$272.00
New Jersey	229.00	272.00
4 Boros/Long Island	383.00	457.00

Automotive — Single Dealer (Zoned Display)

Friday & Sunday availability.

For more information, please call the following numbers:

Central & Northern New Jersey	(212) 566-4075
Westchester/Connecticut	(212) 556-4075
4 Boros	(212) 556-4075
Long Island	(212) 556-4075

Auto Dealer Directory

Combination Rates

Directory appears in Sunday Automobiles Section

Per week rate per listing.

	Per Listing
Open	\$400
26x	\$300
52x	\$200

Copy restricted to dealer name, address, phone number and business hours under each make of car.
Caption must contain 13 point bold type.

Note: Auto Dealer Directory listings require credit card or check pre-payment for non-contract advertisers.

Automotive Exchange — Classified

	Weekday Line Rate	
	Weekday N.Y. Region	Weekday Nationwide
Open	\$25.50	\$29.50
1,350–2,699 lines in 1 year	16.50	20.50
2,700–5,399 lines in 1 year	15.25	19.25
5,400 lines in 1 year	14.50	18.50

	Sunday Line Rate			
	Sunday N.Y. Region	Sunday with 52x in Dealer Directory N.Y. Region	Sunday Nationwide	Sunday with 52x in Dealer Directory Nationwide
Open	\$39.25	—	\$49.00	—
1,350–2,699 lines in 1 year	32.75	\$29.50	42.50	\$39.25
2,700–5,399 lines in 1 year	29.00	28.25	38.75	38.00
5,400 lines in 1 year	26.75	26.00	36.50	35.75

Combination Rates

(Preceding or following within 7 days
from either N.Y. regional or zoned Sunday ad)

N.Y. Regional Distribution	Weekday Line Rate			
	Weekday N.Y. Region	Weekday Nationwide	Sunday N.Y. Region*	Sunday Nationwide*
Sunday ad repeated on Friday	\$14.50	\$18.50	\$39.25	\$49.00
Friday, Saturday and Sunday within 7 days	8.75 each day	12.75	32.75	42.50
Sunday and Friday ad repeated on 2+ weekdays	8.25 each day	12.25	32.75	42.50
7 or more consecutive days	7.75 each day	11.75	32.75	42.50

* The lower of the Sunday combination rate above or contract rate will apply.
Web upload is available for \$29 per ad.

Note: This category requires credit card payment or check for noncontract advertisers.

Zoned Distribution

	Sunday Line Rate			
	4 Boros and Long Island Zone	Long Island Zone	West./Conn. Zone	New Jersey Zone
Open	\$28.75	\$14.25	\$15.75	\$15.75
1,350–2,699 lines in 1 year	17.75	8.75	9.50	9.50

Classification Chart

Automotive Exchange — 3700

3712 Antique & Classic Cars

3713 Antique & Classic Cars Wanted

3714 Limousines/Commercial Vehicles

3716 Recreational Vehicles

3718 Motorcycles, Off-Road Vehicles

3720 Autos/Vans/Sport Utility Vehicles

3740 Autos/Vans/Sport Utility Vehicles Wanted

3744 Other Vehicles — Wanted

3750 Vehicles for Rent

3780 Miscellaneous

3790 Automotive Web Sites
