

2012

Advertising Rates
Effective January 1, 2012

General Information



General Information

Advertising Rate Card Effective January 1, 2012

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The New York Times continues to build on its reputation as the nation's premier newspaper and advertising medium. In 2011, we earned two Pulitzer Prizes, bringing our total to 106 Pulitzer Prizes and citations — far more than any other paper. We now offer integrated print and online advertising opportunities so advertisers can extend the impact of their message across platforms.

Even in our rapidly changing media landscape, The Times is, as always, vital reading for influential Americans in every arena and for discerning consumers across the nation. We look forward to being an important part of your advertising program in the year ahead.

General Information/Circulation

Weekday Issues and Distribution

Nationwide

Main News
Business Day (incl. Sports)
The Arts

Weekday Theme Sections and Distribution

Nationwide

Sports Monday	Weekend Arts (Fri.)
Science Times (Tues.)	
Dining (Wed.)	
Styles (Thurs.)	
Home (Thurs.)	

Sunday Sections and Distribution

New York Regional

Automobiles*
Job Market*
Real Estate*

Nationwide

Main
Arts & Leisure
Book Review
Sports
Sunday Business
Sunday Styles
The Magazine*
Travel
Sunday Review

Metropolitan Zoned Sections

The City
Westchester
Connecticut
Long Island
New Jersey

*Zoning available in these sections.
Contact your account manager for additional information.

Circulation

	New York Region*	Nationwide**
Weekdays	398,356	913,850
Sundays	557,383	1,364,291

* Source: NY Times, based upon ABC Audit Report data for the 52-week period ended September 26, 2010.

** Source: ABC Audit Report for The New York Times for the 52-week period ended September 26, 2010.

How to Order a Display Ad

Reservations

To reserve space for a display ad, call or e-mail our Customer Order Fulfillment Department or send the reservation and material directly through our Web site, nytadvertising.com. To learn more about this service, or to place an ad through Customer Order Fulfillment (COF), you can contact one of our representatives from 8:30 AM to 10:30 PM Eastern Time, Monday through Friday, and 9 AM to 5 PM Eastern Time Saturday.

Telephone: (212) 556-7777; outside the New York Metropolitan area, (800) NYT-5515.

E-mail: cofdepartment@nytimes.com

When you call COF, a Customer Service Representative (CSR) will handle your request. The CSR will take your ad information, which must include size, date, edition and position request, if applicable. The CSR will assign a reservation number to your ad and provide the ad cost.

Service will be expedited if you have your contract number ready. If you do not have a contract number, the CSR can assign one.

Please make sure to retain the reservation number; all materials and insertions submitted for publication must include a reservation number.

Insertion Orders

An insertion order must be prepared by the advertiser/agency for each advertisement, and should include the following:

- Reservation number
- Contract number and name of advertiser (and agency, if applicable)
- Billing address
- Day and date of insertion
- Section or position request
- Size and cost of ad
- Description of ad (i.e., headline)
- Contact name and phone number

No endorsement, statement or disclaimer on any insertion order or letter shall act as an accord or satisfaction, or as a waiver of any terms or conditions stated in this rate card or other Times's policies unless and until it is accepted by The New York Times by a separate written agreement signed by a duly authorized representative of The New York Times.

Materials

Electronic submission of industry standard PDF files is preferred for black and white newspaper material. The New York Times does not accept advertising material via e-mail; however files can be transmitted at no charge through our Web site, nytadvertising.com. This site also contains additional information on electronic ad submission, including other transmission options and file settings, or you can call COF at (212) 556-7777 and press 3 then 2 to reach a Customer Service Representative. Please make sure to submit your insertion order for all electronic files.

Material for color newspaper advertisements must be delivered in digital format or electronically transmitted. We cannot accept film for color advertisements. For more information on color ads, please call our Color Services Department at (212) 556-7729. The address for Color Services is as follows:

Color Services
The New York Times
620 Eighth Avenue
New York, NY 10018

All color materials for The New York Times Magazine should be uploaded to:

www.rrd-lpc.com/nyt/upload.php

All color materials for The New York Times Homes book should be uploaded to:

www.rrd-lpc.com/nyt-homes

Color submissions for The New York Times Magazine or The New York Times Homes book may also be sent directly to:

R.R. Donnelley Printing Co.
Attn.: New York Times Dept. LPC
216 Greenfield Road
Lancaster, PA 17601

Black and white Magazine advertising insertion orders and material should be sent to COF. Please see The New York Times Magazine rate card for magazine color and black and white material and mechanical requirements.

If your advertisement is a repeat of an ad published within 90 days, you may e-mail COF an insertion order with the repeat date along with a copy of the original ad, specifying the date the original ad ran, page number, description and original reservation number.

Please do not direct any original insertion orders to your account manager (which could result in the ads missing a deadline). However, you can e-mail a copy of the insertion order to your account manager for his or her records.

Deadlines for reservations, insertion order and material submission are contained in the back of the rate card.

Questions

If you have any questions after placing your reservation, COF (212) 556-7777 or (800) NYT-5515 outside the NY Metropolitan area) is available to help you deal with advertising reservations, material processing and billing information, including:

- Ad changes
- Contract, rate and billing information
- Deadline and material specification inquiries
- Electronic transmission questions

Display Advertising

A full broadsheet display advertising page is based on a 6-column by 21-inch advertising unit, or 126 column inches. Display advertisements are billed based on the larger of the reserved or supplied copy dimensions. The precise dimensions of the published advertisements may vary by a few percentage points from the supplied material due to the electronic transmission and reproduction processes.

How to Calculate the Cost of an Ad

Determine the Size of the Ad. Display ad cost is based upon the ad size stated in column inches. Column inches are calculated by multiplying the number of columns of the ad by its depth (inches).

Include any Special Discounts or Premiums. For example, if the ad was in color or in a special layout position, you would add the appropriate color or position premium.

General

Nonstandard advertising units will be charged 10% above the column inch rate. Units must conform to column width specifications; position cannot be assured.

Display advertisements more than 18" deep will occupy the full column depth and be charged accordingly. Minimum size is one column inch for all display advertising unless otherwise stated.

Miscellaneous Advertising Rates apply to all display advertising categories not listed in this or other rate cards and to certain display advertisements ordered outside the banner or section.

If you have questions regarding your display ad, please call an Advertising Account Manager or COF at (212) 556-7777 and press 3.

Classified Advertising

To place a classified ad, or to obtain information, please visit our Web site at nytadvertising.com or contact The New York Times Classified Advertising Department at (212) 556-3900; Tristate outside New York City, 1-800-ADTIMES; all others 1-800-458-5522.

Classified advertisements are charged on a line count basis, and not any other standard of measurement. Each line of 5 pt. type is charged as 1 line; 10 pt. as 2 lines; 14 pt. as 3 lines; 18 pt. as 4 lines; 30 pt. as 6 lines; 36 pt. as 7 lines; 48 pt. as 10 lines; 60 pt. as 12 lines; and 72 pt. as 14 lines. White space is charged on a line count basis when ordered.

Classified Guide and Directory advertisements are charged on a line count basis, and not any other standard of measurement. Each line of 6-pt. type is charged as 1 line; 12 pt. as 2 lines; 12 pt. bold as 2 lines; 18 pt. as 3 lines; 24 pt. as 4 lines; 30 pt. as 5 lines; 30 pt. bold as 5 lines; 36 pt. as 6 lines; 48 pt. as 8 lines;

and 60 pt. as 10 lines. White space is charged on a line count basis when ordered. There is a 4-line minimum for single column classified, guide and directory advertising unless otherwise indicated.

To calculate the cost of a classified advertisement, multiply the number of lines by the applicable rate for the category of advertising. Please make sure to select the rate that corresponds to your contract level and choice of day.

Logos, shading and borders surrounding classified ads are subject to a separate charge. Please contact The New York Times Classified Advertising Department at (212) 556-3900; Tristate outside New York City, 1-800-ADTIMES; all others 1-800-458-5522.

In addition, there might be other special premiums, such as color premiums, which must be added to your advertisement cost.

Display on Classified Advertising

Classified advertisements more than 260 lines deep will occupy the full column depth and be charged accordingly.

Display on Classified advertising represents display advertising published on classified pages. Such advertising will be billed based upon the larger of the space reserved or supplied copy dimensions, including white space.

To calculate the cost of a display on classified advertisement, multiply the number of lines (the larger of reserved or supplied) by the applicable rate for the category of advertising. Please make

sure to select the rate that corresponds to your contract level and choice of day.

In addition, there might be other special premiums, such as color premiums, which must be added to your advertisement cost.

For display on classified minimum space requirements, please refer to the category rate cards.

If you have any questions regarding your ad, please call your account manager or COF at (212) 556-7777.

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 (646-428-6145), e-mail (creditdepartment@nytimes.com) or online at nytmediakit.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 advertising 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 phone (212-556-8777), fax (646-428-6145), e-mail (creditdepartment@nytimes.com) or online at nytmediakit.com.

General Policies and Rate Information

Advertising accepted by The New York Times is subject to all terms and conditions contained herein. 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 to revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or of written notice of rate changes to the address of the advertisers or agency stated in a contract.

When The Times is requested to insert a box number in a full-run advertisement and forward the box number replies, the service charge is \$275 for full-run and \$100 for suburban zoned advertisements. Replies will be forwarded to the advertiser for a period of one month following the publication date of the ad. Charges for box numbers are not commissionable.

Contracts 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 COF Department will provide the advertiser or 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. Additionally, a contract is applicable to ads placed within a single advertising category.

If the advertiser exceeds the initial estimated contract level and achieves the next level of the rate card, the advertiser will be entitled to a rebate based upon the retroactive application of the lower rate earned. The Times will credit the advertiser or agency account for the amount of the rebate earned.

If the contract level is not achieved, the advertiser will be assessed a shortage based upon the retroactive application of the higher rate earned. The Times will invoice the advertiser or agency for the shortage, and payment will be due to The Times in accordance with the previously established credit terms for the advertiser.

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 from the effective date.

The volume discount levels for display advertising are based on 126 column inches per broadsheet page or 65 column inches per Book Review page. Volume discount levels for classified and display on classified advertising are based on number of lines or frequency of insertion, as noted in the rate card for the applicable category.

For frequency contracts, multiple insertions of the same ad on a single day count as one insertion for contract fulfillment, unless otherwise specified.

Magazine column inches will be credited toward fulfillment of contracts. See The New York Times Magazine rate card for details or contact your account manager.

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.

Copy Regulations

The advertiser and the advertising agency jointly grant to The Times the nonexclusive worldwide perpetual right and license to publish the advertisement in The Times, including in print and in any other format or media now known or later devised, whether or not such advertisement may be individually accessed, perceived or retrieved from such form or media. In addition, the advertiser and the 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 The New York Times's copyrights. 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 advertisement caused by it, except for the cost of the space actually occupied by the error. In order to qualify for an allowance, claims for errors must be made to COF within thirty (30) days from the date of invoice. Credit for errors is allowed only for the 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.

For split run advertising information, please contact your account manager.

Book Review copy should be prepared according to the schedule shown for Books under Category Rates.

Cancellation of orders over the telephone will be accepted subject to written confirmation by the advertiser the same day. Advertising orders with or without reproduction material must be accompanied by identifying copy. Drawing, 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.

Mechanical Requirements

Please see page 3, How to Order a Display Ad, for information on submitting advertising material to The New York Times. For additional information on electronic ad submission, including transmission options and file settings, visit our Web site at nytmediakit.com.

- 1) Color newspaper ads must be submitted in digital format and sent via electronic transmission or on disk. Please visit our Web site at nytmediakit.com for specifications on creating color ads for The New York Times.
- 2) Electronic submission of industry standard PDF files for black and white newspaper advertising material can be transmitted at no charge through our Web site, nytadvertising.com.

The following standards are for black and white newspaper ads and should serve as a guide only. Every continuous tone or half tone image, supplied digitally or otherwise, should be evaluated on an individual basis with an expected dot gain of approximately 26% in the 50% dot area using an 100% screen ruling. Dot gain curves are nonlinear; ads will gain more in their mid-tone values than the highlight or shadow.

All ads supplied to The New York Times should have a minimum of 5% dot in the highlight and a maximum of 80% dot in the shadow area. Any part of the ad not intended to print solid black should be created with a maximum 87% screen.

A minimum of 20% contrast between foreground and background is recommended.

Type should be kept at a minimum of 6 pt. for standard or 10 pt. for reverse. All type intended to print solid black should be set at a 100% black. Surprinted type should be solid black and contrasted against 30% black screen or less. Reverse or knockout type should be 0% (white) type on a 70% screen or higher. Fine serif typefaces should be avoided; use 7 pt. minimum for standard type or 11 pt. minimum for reverse.

All ads are reduced between 2% and 5% when printed.

For additional assistance with material specifications, please call COF at (212) 556-7777; press 3, then 2, to reach a NYT Customer Service Representative.

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 fails 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 to privacy, the sale of securities, the sale of real estate and political advertising.

The New York Times maintains 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.

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

General Information

For questions or additional information regarding advertising in The New York Times, please visit our Web site at nytmediakit.com, or call The New York Times Advertising Department or contact

COF at (212) 556-7777 or (800) NYT-5515 outside the New York Metropolitan area.

Closing Times

For Weekday Black & White Display Advertising

Date of Publication	Reservations* — Due by 5:00 PM	Closings — Materials Due by 2:00 PM
Monday and Sports Monday	Preceding Friday	Preceding Saturday
Tuesday and Science Times	Preceding Friday	Preceding Monday
Wednesday and Dining	Preceding Monday	Preceding Tuesday
Thursday, Home and Styles	Preceding Tuesday	Preceding Wednesday
Friday and Weekend Arts	Preceding Wednesday	Preceding Thursday
Saturday	Preceding Thursday	Preceding Friday

For Weekday Color Display Advertising**

Date of Publication	Reservations* — Due by 5:00 PM	Closings — Materials Due by 10:00 AM
		Shipped Within Manhattan
Monday through Saturday	5 business days prior to issue date	3 business days prior to issue date
		Shipped From Outside Manhattan
Monday through Saturday	5 business days prior to issue date	4 business days prior to issue date

For Sunday Black & White Display Advertising

Publication	Reservations*	Closings — Materials Due By:
Main	Preceding Thursday 5:00 PM	Friday 12:00 noon
Styles	Preceding Thursday 3:00 PM	Thursday midnight
Metropolitan	Preceding Wednesday 8:00 PM	Thursday 5:00 PM
Travel	Friday — 9 days prior	Friday 5:00 PM — 9 days prior
Arts & Leisure	Preceding Monday 5:00 PM	Tuesday Noon
Real Estate	Preceding Wednesday 5:00 PM	Wednesday 8:00 PM
Help Wanted Display	Preceding Thursday 10:00 PM	Thursday midnight
Sunday Review	Preceding Thursday 10:00 PM	Thursday midnight
Business	Preceding Wednesday 10:00 PM	Thursday midnight
Sports	Preceding Thursday 10:00 PM	Friday 2:00 PM
Book Review	Tuesday — 19 days prior	Thursday 5:00 PM — 17 days prior
Auto	Preceding Wednesday 10:00 PM	Thursday 11:00 AM

* For advertising space reservations, please call (212) 556-7777. Out of town, call toll free 1-800-NYT-5515.

** International advertisers (including Canada): materials are due 14 days prior to issue date.

For Sunday Color Display Advertising

Publication	Reservations* — Due by 5:00 PM	Closings — Materials Due by 10:00 AM***
Main, Styles**	Preceding Monday	Preceding Tuesday
Business, Sunday Review**	Preceding Monday	Preceding Tuesday
Sports**	Preceding Monday	Preceding Tuesday
Auto	Friday — 9 days prior	Preceding Tuesday
Arts & Leisure	Tuesday — 12 days prior	Wednesday — 11 days prior
Book Review	Tuesday — 19 days prior	Wednesday — 18 days prior
Real Estate	Thursday — 10 days prior	Friday — 9 days prior
Travel	Monday — 13 days prior	Tuesday — 12 days prior

Magazine

	Reservations* and Insertion Orders	Closings
4 color and black & white — Saddle Stitch	Friday — 30 days prior	Friday — 23 days prior
Part 2 — 4 Color and Black & White — Perfect Bound & Saddle Stitch	Thursday — 52 days prior	Tuesday — 40 days prior

* For advertising space reservations, please call (212) 556-7777. Out of town, call toll free 1-800-NYT-5515.

** International advertisers (including Canada): materials are due 14 days prior to issue date.

*** TNYT will return color proofs on newsprint for sign-off if material is received before published deadlines. Material received after deadline may run "as supplied."
4C material that arrives more than 3 days past the published deadline may be subject to a \$500 late production fee. Please contact TNYT Color Department at (212) 556-7729 for more information.

Insertion Order

Advertiser Name _____ Acct # _____

Agency Name _____ Acct # _____

Reservation # _____

Date / Day of Insertion(s) _____

Section / Position _____

Ad Size _____

BW / Color _____

Ad Description _____

Material Contact Name _____ E-mail _____ Phone # _____

Reservation Contact Name _____ E-mail _____ Phone # _____

Rate _____ Cost _____

Billing Address _____

Signature _____ Date _____

The New York Times

Customer Order Fulfillment Department

620 Eighth Avenue

New York, NY 10018

Tel: (212) 556-7777 Fax: (212) 556-4953, (212) 556-7813, (212) 556-4911

Visit our Web site at <http://www.nytmediakit.com>

The New York Times
NYTIMES.COM

Advertising Management

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Senior Vice President, Advertising
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Andrew Wright

Vice President, Advertising
(212) 556-1050
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National Advertising Offices

Atlanta

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Suite 300
GA 30350
Tel: (770) 643-0053
Fax: (770) 643-9345
steinsg@nytimes.com

Boston

135 Morrissey Blvd.
MA 02125
Tel: (617) 929-3200
Fax: (617) 929-2221
roberjm@nytimes.com

Chicago

111 East Wacker Dr.
Suite 2910
IL 60601
Tel: (312) 565-0969
Fax: (312) 565-0362
garricb@nytimes.com

Dallas

3500 Maple Ave.
Suite 210
TX 75219
Tel: (214) 526-1983
Fax: (214) 526-1984
janssb@nytimes.com

Detroit (Troy)

3155 W. Big Beaver Road
Suite 117
MI 48084
Tel: (248) 822-2200
Fax: (248) 822-5077
ramselp@nytimes.com

Los Angeles

11835 W. Olympic Blvd.
Suite 480 East
CA 90064
Tel: (310) 914-2060
Fax: (310) 479-7414
szigman@nytimes.com

Miami

100 N. Biscayne Blvd.
Suite 3020
FL 33132
Tel: (305) 379-1601
Fax: (305) 379-4425
lauren.funke@nytimes.com

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555 Montgomery Street
Suite 610
CA 94111
Tel: (415) 438-6540
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