

2012

Advertising Rates
Effective January 1, 2012

International



The New York Times
NYTIMES.COM

International Advertising Rates & Units

New York Times Advertising Units	Special Size Discount	Number of Columns	Measurements (Width x Depth)		Contract Column Inches	% Broad-sheet Page (126 Column Inches)
			Inches	Millimeters		
6 X 21 (full page)	8%	6	11.55" X 21"	293 X 533	126.0	100.0%
6 X 18		6	11.55" X 18"	293 X 457	108.0	85.7
6 X 14		6	11.55" X 14"	293 X 355	84.0	66.7
6 X 10.5 (half page horiz.)		6	11.55" X 10.5"	293 X 266	63.0	50.0
6 X 7		6	11.55" X 7"	293 X 177	42.0	33.3
6 X 5.25		6	11.55" X 5.25"	293 X 133	31.5	25.0
5 X 21		5	9.6" X 21"	243 X 533	105.0	83.3
5 X 15.75		5	9.6" X 15.75"	243 X 400	78.75	62.5
5 X 14		5	9.6" X 14"	243 X 355	70.0	55.6
5 X 10.5		5	9.6" X 10.5"	243 X 266	52.5	41.7
5 X 7		5	9.6" X 7"	243 X 177	35.0	27.8
4 X 21		4	7.65" X 21"	194 X 533	84.0	66.7
4 X 18		4	7.65" X 18"	194 X 457	72.0	57.1
4 X 15.75		4	7.65" X 15.75"	194 X 400	63.0	50.0
4 X 14		4	7.65" X 14"	194 X 355	56.0	44.4
4 X 10.5		4	7.65" X 10.5"	194 X 266	42.0	33.3
4 X 7		4	7.65" X 7"	194 X 177	28.0	22.2
4 X 5.25		4	7.65" X 5.25"	194 X 133	21.0	16.7
3 X 21 (half page vert.)		3	5.7" X 21"	144 X 533	63.0	50.0
3 X 18		3	5.7" X 18"	144 X 457	54.0	42.9
3 X 15.75		3	5.7" X 15.75"	144 X 400	47.25	37.5
3 X 14		3	5.7" X 14"	144 X 355	42.0	33.3
3 X 10.5 (quarter page)		3	5.7" X 10.5"	144 X 266	31.5	25.0
3 X 7		3	5.7" X 7"	144 X 177	21.0	16.7
3 X 5.25		3	5.7" X 5.25"	144 X 133	15.75	12.5
2 X 21		2	3.75" X 21"	95 X 533	42.0	33.3
2 X 18		2	3.75" X 18"	95 X 457	36.0	28.6
2 X 15.75		2	3.75" X 15.75"	95 X 400	31.5	25.0
2 X 14		2	3.75" X 14"	95 X 355	28.0	22.2
2 X 10.5		2	3.75" X 10.5"	95 X 266	21.0	16.7
2 X 7		2	3.75" X 7"	95 X 177	14.0	11.1
2 X 5.25		2	3.75" X 5.25"	95 X 133	10.5	8.3
2 X 3.5		2	3.75" X 3.5"	95 X 89	7.0	5.6
2 X 3		2	3.75" X 3"	95 X 76	6.0	4.8

New York Times Advertising Units | CONTINUED

New York Times Advertising Units	Special Size Discount	Number of Columns	Measurements (Width x Depth)		Contract Column Inches	% Broad-sheet Page (126 Column Inches)
			Inches	Millimeters		
2 X 2		2	3.75" X 2"	95 X 50	4.0	3.2
1 X 21		1	1.8" X 21"	45 X 533	21.0	16.7
1 X 18		1	1.8" X 18"	45 X 457	18.0	14.3
1 X 15.75		1	1.8" X 15.75"	45 X 400	15.75	12.5
1 X 14		1	1.8" X 14"	45 X 355	14.0	11.1
1 X 10.5		1	1.8" X 10.5"	45 X 266	10.5	8.3
1 X 7		1	1.8" X 7"	45 X 177	7.0	5.6
1 X 5.25		1	1.8" X 5.25"	45 X 133	5.25	4.2
1 X 3.5		1	1.8" X 3.5"	45 X 89	3.5	2.8
1 X 3		1	1.8" X 3"	45 X 76	3.0	2.4
1 X 2		1	1.8" X 2"	45 X 50	2.0	2.0
1 X 1.5		1	1.8" X 1.5"	45 X 38	1.5	1.5
1 X 1		1	1.8" X 1"	45 X 25	1.0	1.0
13 X 21		13	23.75" X 21"	603 X 533	273.0	—
13 X 18		13	23.75" X 18"	603 X 457	234.0	—
13 X 14		13	23.75" X 14"	603 X 355	182.0	—
13 X 10.5		13	23.75" X 10.5"	603 X 266	136.5	—
11 X 21		11	19.87" X 21"	504 X 533	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

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

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 1,541	\$ 1,727
2 pages / 252 column inches	1,307	1,465
5 pages / 630 column inches	1,254	1,408
10 pages / 1,260 column inches	1,206	1,352
Example sizes — at open rate		
Full page	\$178,633	\$200,194
5 x 15.75 (large junior page)	121,354	136,001
4 x 14 (small junior page)	86,296	96,712
6 x 10.5 (half page)	97,083	108,801
3 x 10.5 (quarter page)	48,542	54,401
2 x 7	21,574	24,178

Technology and Telecommunications

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 1,331	\$ 1,495
1 page / 126 column inches	1,233	1,336
2 pages / 252 column inches	1,195	1,294
5 pages / 630 column inches	1,148	1,250
Example sizes — at open rate unless noted otherwise		
Full page (1 page rate)	\$142,929	\$154,869
5 x 15.75 (large junior page)	104,816	117,731
4 x 14 (small junior page)	74,536	83,720
6 x 10.5 (half page)	83,853	94,185
3 x 10.5 (quarter page)	41,927	47,093
2 x 7	18,634	20,930

Cause & Appeal

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 1,200	\$ 1,320
2 pages / 252 column inches	950	1,045
3 pages / 378 column inches	710	781
5 pages / 630 column inches	620	682
8 pages / 1,008 column inches	518	570
12 pages / 1,512 column inches	470	515

Example sizes — at open rate unless otherwise noted

Full page	\$139,104	\$153,014
5 x 15.75 (large junior page)	94,500	103,950
4 x 14 (small junior page)	67,200	73,920
6 x 10.5 (half page)	75,600	83,160
3 x 10.5 (quarter page)	37,800	41,580
2 x 7	16,800	18,480

Outside of Main News and Sunday Review

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 840	\$ 920
2 pages / 252 column inches	665	732
3 pages / 378 column inches	497	545
5 pages / 630 column inches	434	475
8 pages / 1,008 column inches	345	399
12 pages / 1,512 column inches	330	360

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

Example sizes — at open rate unless otherwise noted

Full page	\$ 97,373	\$106,646
5 x 15.75 (large junior page)	66,150	72,450
4 x 14 (small junior page)	47,040	51,520
6 x 10.5 (half page)	52,920	57,960
3 x 10.5 (quarter page)	26,460	28,980
2 x 7	11,760	12,880

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.

Transportation/Foreign Government Tourism/Travel Agents/Tour Operators

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 1,114	\$ 1,153
1 page / 126 column inches or 13 times	1,004	1,024
3 pages / 378 column inches or 39 times	999	1,012
5 pages / 630 column inches or 52 times	994	1,007
10 pages / 1,260 column inches	990	999

Example sizes — at open rate unless noted otherwise

Full page (1 page rate)	\$116,384	\$118,702
5 x 15.75 (large junior page)	87,728	90,799
4 x 14 (small junior page)	62,384	64,568
6 x 10.5 (half page)	70,182	72,639
3 x 10.5 (quarter page)	35,091	36,320
2 x 7	15,596	16,142

Resorts/Hotels

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 1,026	\$ 1,153
1 page / 126 column inches or 13 times	898	1,011
5 pages / 630 column inches or 52 times	885	991
10 pages / 1,260 column inches	869	977

Example sizes — at open rate unless noted otherwise

Full page (1 page rate)	\$104,096	\$117,195
5 x 15.75 (large junior page)	80,798	90,799
4 x 14 (small junior page)	57,456	64,568
6 x 10.5 (half page)	64,638	72,639
3 x 10.5 (quarter page)	32,319	36,320
2 x 7	14,364	16,142

Fine Arts and Antiques

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 727	\$ 935
1 page / 126 column inches or 13 times	620	812
5 pages / 630 column inches or 52 times	589	760
10 pages / 1,260 column inches	565	737

Example sizes — at open rate unless noted otherwise

Full page (1 page rate)	\$71,870	\$94,127
5 x 15.75 (large junior page)	57,251	73,631
4 x 14 (small junior page)	40,712	52,360
6 x 10.5 (half page)	45,801	58,905
3 x 10.5 (quarter page)	22,901	29,453
2 x 7	10,178	13,090

Education

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 698	\$ 883
1 page / 126 column inches or 13 times	631	798
4 pages / 504 column inches or 52 times	603	759
10 pages / 1,260 column inches	593	749

Example sizes — at open rate unless noted otherwise

Full page (1 page rate)	\$73,146	\$92,504
5 x 15.75 (large junior page)	54,968	69,536
4 x 14 (small junior page)	39,088	49,448
6 x 10.5 (half page)	43,974	55,629
3 x 10.5 (quarter page)	21,987	27,815
2 x 7	9,772	12,362

Residential Real Estate

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 855	\$ 932
1 page / 126 column inches or 13 times	741	804
4 pages / 504 column inches or 52 times	690	754
10 pages / 1,260 column inches	665	733

Example sizes — at open rate unless noted otherwise

Full page (1 page rate)	\$ 85,897	\$ 93,200
5 x 15.75 (large junior page)	67,331	73,395
4 x 14 (small junior page)	47,880	52,192
6 x 10.5 (half page)	53,865	58,716
3 x 10.5 (quarter page)	26,933	29,358
2 x 7	11,970	13,048

Help Wanted (includes one week online)

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 1,056	\$ 1,278
1/2 page / 63 column inches	1,031	1,247
5 pages / 630 column inches	985	1,194
10 pages / 1,260 column inches	937	1,136

Example sizes — at open rate unless noted otherwise

Full page (1 page rate)	\$129,906	\$157,122
5 x 15.75 (large junior page)	81,191	98,201
4 x 14 (small junior page)	59,136	71,568
6 x 10.5 (half page)	64,953	78,561
3 x 10.5 (quarter page)	33,264	40,257
2 x 7	14,784	17,892

Automotive

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 859	\$ 1,031
5 pages / 630 column inches	746	906
10 pages / 1,260 column inches	660	814
25 pages / 3,150 column inches	612	784

Example sizes — at open rate

Full page	\$ 99,575	\$119,514
5 x 15.75 (large junior page)	67,646	81,191
4 x 14 (small junior page)	48,104	57,736
6 x 10.5 (half page)	54,117	64,953
3 x 10.5 (quarter page)	27,059	32,477
2 x 7	12,026	14,434

Healthcare

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 1,254	\$ 1,406
5 pages / 630 column inches	1,129	1,232
10 pages / 1,260 column inches	1,106	1,216
15 pages / 1,890 column inches	1,083	1,211

Example sizes — at open rate

Full page	\$145,364	\$162,984
5 x 15.75 (large junior page)	98,753	110,723
4 x 14 (small junior page)	70,224	78,736
6 x 10.5 (half page)	79,002	88,578
3 x 10.5 (quarter page)	39,501	44,289
2 x 7	17,556	19,684

Retail

Net — no advertising agency commission

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 621	\$ 949
1 page / 126 column inches or 13 times	518	791
5 pages / 630 column inches or 26 times	505	773
10 pages / 1,260 column inches or 52 times	480	729

Example sizes — at open rate unless noted otherwise

Full page (1 page rate)	\$60,047	\$91,693
5 x 15.75 (large junior page)	48,904	74,734
4 x 14 (small junior page)	34,776	53,144
6 x 10.5 (half page)	39,123	59,787
3 x 10.5 (quarter page)	19,562	29,894
2 x 7	8,694	13,286

Classified Rates

Classified ads are measured and billed in lines. Minimum space for classified categories: 4 lines. Rates listed are one-time full-run rates.

	Nationwide Weekday	Nationwide Sunday
Art & Antiques	\$ 29.00	\$ 39.25
Book Exchange	—	52.00
Business Opportunities	37.75	48.75
Help Wanted Classified	52.25	63.75
Public & Commercial Notice	52.00	52.00
Real Estate	34.35	51.65
Small Inns & Lodges	65.60	81.00

Fax insertion order to (212) 556-8828. Please send orders and type written ad copy together. Be sure to include the 5-digit account number for billing purposes. See Automotive, General Classified or Real Estate rate card for additional classifications and discounted contract rates.

Color Premiums

Gross	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
Retail — Net				
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 pages only in many 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.

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.

See the 2012 Magazine Rate Card for additional rates, discounts and other information.

Standard Sizes for Non-bleed Ads

Size	Unit Size	
	Inches	Millimeters
2-page spread	17 3/8" x 10 3/8"	441 x 264
Full page	8 7/16" x 10 3/8"	214 x 264
2/3 page (vertical)	5 5/16" x 10 3/8"	135 x 264
2/3 page (horizontal)	8 7/16" x 6 1/2"	214 x 165
2/3 page (horizontal spread)	17 3/8" x 6 1/2"	441 x 165
1/3 page (horizontal)/Strip Ad	8 7/16" x 3"	214 x 76
1/3 page (vertical)	2 5/8" x 10 3/8"	67 x 264
1/2 page (horizontal)	8 7/16" x 5 3/16"	214 x 132
1/2 page (vertical)	4" x 10 3/8"	102 x 264
Sq 1/3 page	5 5/16" x 5 3/16"	135 x 132
Fireplace	11 1/8" x 7 1/8"	283 x 181

International Advertorials, Special Sections and Supplements

Weekday Special Sections

SAU Number	Inches (Width x Depth)	Millimeters (Width x Depth)	Percent of Broadsheet	Price
6 X 21	11.55" x 21"	293 x 533	100.0%	\$189,010

Sunday advertorial rates also available.

Special Regulations

General

The New York Times maintains a clear separation between news/editorial matter and advertising. Accordingly, advertisements, advertorials, and advertising supplements, free standing inserts, etc., that include elements usually associated with New York Times news/editorial matter (Times-style captions beneath photographs, brief biographies of authors, news-style column arrangements, layouts and typography, etc.) will not be accepted for publication or distribution.

Broadsheet Advertorials (added pages)

- 1) The use of The New York Times logo may not appear anywhere within the pages.
- 2) Body type must be set in a sans-serif typeface. Headlines may not be set in typefaces that resemble those used by The New York Times. (The New York Times generally uses Bookman and Imperial typefaces.)
- 3) The reading matter may be set in three, four or five column format, but the design may not resemble New York Times format or be set in six columns.
- 4) The slug ADVERTISEMENT must appear horizontally in 8-point Helvetica type or equivalent sans serif, all capitals, at the upper right and left corners of each page that contains editorial-style material. No italic, script or vertical slugs will be accepted. Slugs may not be set in reverse type.
- 5) The following disclaimer must appear on the first page of the advertorial: *This advertising supplement is produced by [name of sponsor] and did not involve The New York Times reporting, editorial or sales staff.*
- 6) Bylines may not appear under the headline of an article. Authorship credit may come within the text or at the end of the article.
- 7) A one point border must surround all editorial matter.

Advertising Special Sections, Supplements and Free Standing Inserts that include editorial-style copy

- 1) The use of The New York Times logo may not appear anywhere within the section or insert.
- 2) Legend lines [Advertising Supplement to The New York Times] must appear on the cover and be set horizontally in 10 point Helvetica type or equivalent sans serif. Legend line must be legible and not obscured by other elements on the cover.
- 3) All inside pages that include editorial-style material must be slugged with one of the following: [1] Advertisement, [2] Advertising Supplement, [3] Special Advertising Supplement or [4] Special Advertising Supplement to The New York Times. Slugs must appear horizontally in 8 point Helvetica type or equivalent sans serif, all capitals, at the top of the page. No italic, script or vertical slugs will be accepted. Slugs may not be set in reverse type.
- 4) The following disclaimer must appear on the cover or on the masthead page: *This advertising supplement is produced by [name of sponsor] and did not involve The New York Times reporting, editorial or sales staff.* If the masthead in the section or insert uses the terms editor, writer or publisher then the disclaimer must appear on the same page as the masthead as opposed to being placed on the cover.
- 5) Bylines that mimic or may be confused with bylines used by The New York Times are unacceptable.

Copy and Photo Requirements

Be sure to discuss the mechanical requirements of your section with our special sections staff well in advance of your preparing the materials, even if you have submitted sections in the past. If there is software incompatibility, or if the material is submitted at an incorrect size, you may have to completely re-prepare the materials.

The New York Times has converted to a complete digital workflow and digital input is recommended. Industry standard PDF files for submitting black and white and 4 color input are preferred.

Material can also be sent via the Internet. For further details, please visit nytmediakit.com or contact the Customer Order Fulfillment Department at (212) 556-7777 and speak to a New York Times COF production representative.

For additional assistance with material specifications, contact (212) 556-7777 and speak to a COF 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 the “ad specs” section under “newspaper” bar at nytmediakit.com, or contact the Advertising Acceptability Department at (212) 556-7171.

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