

# 2013

**Advertising Rates**  
Effective January 1, 2013

# Travel



# Travel 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		
<b>6 X 21 (full page)</b>	<b>8%</b>	<b>6</b>	<b>11.55"</b>	<b>21"</b>	<b>126.0</b>	<b>100.0%</b>
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
<b>6 X 10.5 (half-page horizontal)</b>		<b>6</b>	<b>11.55"</b>	<b>10.5"</b>	<b>63.0</b>	<b>50.0</b>
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
<b>3 X 21 (half-page vertical)</b>		<b>3</b>	<b>5.7"</b>	<b>21"</b>	<b>63.0</b>	<b>50.0</b>
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
<b>3 X 10.5 (quarter page)</b>		<b>3</b>	<b>5.7"</b>	<b>10.5"</b>	<b>31.5</b>	<b>25.0</b>
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

## Transportation/Tour Operators/Travel Agents/Foreign Government Tourism

### Weekday ROP and Sunday Sections

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,114.00	\$1,153.00
1 page / 126 column inches or 13 times	1,004.00	1,024.00
3 pages / 378 column inches or 39 times	999.00	1,012.00
5 pages / 630 column inches or 52 times	994.00	1,007.00
10 pages / 1,260 column inches	990.00	999.00
20 pages / 2,520 column inches	986.00	994.00
30 pages / 3,780 column inches	979.00	991.00
40 pages / 5,040 column inches	968.00	988.00
60 pages / 7,560 column inches	960.00	968.00
75 pages / 9,450 column inches	949.00	964.00
100 pages / 12,600 column inches	942.00	953.00

### Combination Rates

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

Weekday ad repeated from Sunday within 7 days. \$662.00

Sunday Travel Section page 2 and back page position charges. 51.00

Position charges must be added to the corresponding column inch rate.  
Transportation applies to Airline, Bus, Cruise Line, Railroad and Car Rental advertisers.  
For Commuter Transportation advertisers, Miscellaneous Advertising rates apply.

## Resorts/Hotels/Domestic Destinations

### Weekday ROP and Sunday Sections

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,026.00	\$1,153.00
1 page / 126 column inches or 13 times	898.00	1,011.00
5 pages / 630 column inches or 52 times	885.00	991.00
10 pages / 1,260 column inches	869.00	977.00
20 pages / 2,520 column inches	855.00	960.00
30 pages / 3,780 column inches	846.00	949.00
40 pages / 5,040 column inches	836.00	940.00

## Resorts/Hotels/Domestic Destinations | CONTINUED

### Weekday ROP and Sunday Sections

Column Inch Rate  
**Nationwide Weekday**      **Nationwide Sunday**

#### Combination Rates

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

Friday weekend ad repeated from Sunday or weekday.

\$662.00

Sunday Travel Section page 2 and back page position charges.

\$51.00

Position charges must be added to the corresponding column inch rate. For Domestic Tourism rates, please contact your New York Times sales representative.

### Small Inns and Lodges/Snow Country Inns/Travel Agency Directory\*

	<b>Nationwide Weekday</b>	<b>Nationwide Sunday</b>
Open	\$64.30	\$79.40
4 Weeks	46.30	57.90
7 Weeks	45.20	56.80
13 Weeks	42.80	54.30
26 Weeks	41.60	53.20
52 Weeks	40.50	52.10

#### Combination Rates

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

Weekday ad repeated from Sunday within 7 days.

\$40.60

Minimum space 6 lines (6 lines by 1 column width 2 1/16") based on 6 column measure. Caption must contain 13 pt. bold type. Sunday deadline: Thursday noon (10 days preceding)

\* Travel Agency Directory available Sunday only. Please call 1-800-631-8275 to place an ad.

### Color Premiums

	<b>N.Y. Regional Weekday</b>	<b>N.Y. Regional Sunday</b>	<b>Nationwide Weekday</b>	<b>Nationwide Sunday</b>
1/2 page to full page*	\$31,500	\$36,100	\$36,100	\$41,200
Less than 1/2 page	21,900	25,300	25,300	28,900

\* Full pages only in some sections. Contact your account manager for further information. 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. Additional color production charges will be incurred for the following: late material submission (\$500), additional rounds of color correction (\$250), extra proofs (\$100), cancellation order after color material has been processed (\$500). Contact the Color Services Department at (212) 556-7729 for details.

#### Dates for Color Advertising in Travel Section

Reservations: Monday, 13 days prior to issue date  
 Art and Mechanical: Tuesday, 12 days prior to issue date  
 Supplied digital: call (212) 556-7729 for more information. Or visit our website at [www.nytadvertising.nytimes.com](http://www.nytadvertising.nytimes.com)

## Weekday Charges

Section back pages (reserved). Add \$8,900 to unit price.

## The New York Times Magazine 2013 Advertising Rates — General

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.

## 2013 General Advertising Rates for The New York Times T Magazines

<b>FOUR COLOR</b>	<b>OPEN</b>	<b>3 PGS</b>	<b>6 PGS</b>	<b>12 PGS</b>	<b>18 PGS</b>	<b>30 PGS</b>	<b>60 PGS</b>
Page	\$107,075	\$101,720	\$98,510	\$95,300	\$92,085	\$88,880	\$85,655
4/5 Page	\$95,325	\$90,560	\$87,700	\$84,840	\$81,980	\$79,120	\$76,255
3/5 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
Strip Ad	\$58,905	\$55,955	\$54,215	\$52,430	\$50,650	\$48,890	\$47,120
2/5 Page	\$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

<b>BLACK &amp; WHITE</b>	<b>OPEN</b>	<b>3 PGS</b>	<b>6 PGS</b>	<b>12 PGS</b>	<b>18 PGS</b>	<b>30 PGS</b>	<b>60 PGS</b>
Page	\$73,420	\$69,755	\$67,560	\$65,345	\$63,150	\$60,945	\$58,745
4/5 Page	\$64,330	\$61,120	\$59,190	\$57,245	\$55,325	\$53,405	\$51,460
3/5 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
Strip Ad	\$31,865	\$30,270	\$29,315	\$28,370	\$27,405	\$26,450	\$25,495
2/5 Page	\$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

\* For two facing 1/2 page horizontal ads.

### Note

- Magazine & 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 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 2013 T Magazine Rate Card for additional rates, discounts and other information.

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# 2013 Travel Features

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## Sunday Travel Section

**January 13**

Where To Go 2013

**February 10**

Cruise

**March 17**

Asia

**April 21**

Spring Europe

**May 19**

U.S. Issue

**September 15**

Latin America

**October 20**

Fall Europe

**November 10**

Caribbean

**December 15**

Ski

**January 12, 2014**

Where To Go 2014

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## T Travel Closing Dates

**The New York Times Style Magazine****March 24**

Reservations Close: January 31

Materials Close: February 12

**May 12**

Reservations Close: March 31

Materials Close: April 2

**October 6**

Reservations Close: August 15

Materials Close: August 27

**November 17**

Reservations Close: September 26

Materials Close: October 8

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## Advertising Offices

**Atlanta**

(770) 643-0053

**Boston**

(617) 929-3200

**Chicago**

(312) 565-0969

**Dallas**

(214) 526-1983

**Detroit**

(248) 822-2200

**Los Angeles**

(310) 914-2060

**Miami**

(305) 379-1601

**San Francisco**

(415) 438-6540

**Honolulu**

(808) 593-3223

**Hong Kong**

(852) 2516-1001

**Toronto**

(416) 966-1622

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## Closing Dates

Sunday Travel Section

**Black and White Reservation**

Friday, 9 days prior to issue date

**Black and White Art and Mechanical**

Friday, 9 days prior to issue date

**Color Reservation**

Monday, 13 days prior to issue date

**Color Art and Mechanical**

Tuesday, 12 days prior to issue date

**See Magazine Rate Card for other discounts and information.**

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## For More Information

Please call The New York Times

Travel Advertising Department

(212) 556-1052

Fax: (212) 556-1933

**For Color Information**

please call (212) 556-7729