

2013

Advertising Rates
Effective January 1, 2013

Retail



Retail 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

Retail Stores

Retail Stores — Run of Paper

Net — No Advertising Agency Commission	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$621.00	\$949.00
1 page / 126 column inches or 13 times	518.00	791.00
5 pages / 630 column inches or 26 times	505.00	773.00
10 pages / 1,260 column inches or 52 times	480.00	729.00
20 pages / 2,520 column inches	452.00	687.00
30 pages / 3,780 column inches	436.00	656.00
40 pages / 5,040 column inches	431.00	641.00
60 pages / 7,560 column inches	414.00	623.00
100 pages / 12,600 column inches	398.00	612.00
250 pages / 31,500 column inches	385.00	589.00
500 pages / 63,000 column inches	372.00	568.00

Retail Stores — ROP Premium Positions & Color

Main News, Page 2 to 15

Net — No Advertising Agency Commission Nationwide Distribution	Column Inch Rate				
	Pages 2 and 3 Weekday	Pages 4 and 5 Weekday	Pages 6 to 15 Weekday	Pages 2 and 3 Sunday	Page 4 Sunday
Open	\$823.00	\$794.00	\$727.00	\$1,299.00	\$1,213.00
1 page / 126 column inches or 13 times	681.00	658.00	620.00	1,079.00	1,005.00
5 pages / 630 column inches or 26 times	657.00	636.00	605.00	1,036.00	972.00
10 pages / 1,260 column inches or 52 times	633.00	612.00	579.00	1,000.00	929.00
20 pages / 2,520 column inches	604.00	584.00	551.00	948.00	887.00
30 pages / 3,780 column inches	581.00	564.00	541.00	917.00	850.00
40 pages / 5,040 column inches	575.00	555.00	531.00	899.00	826.00
60 pages / 7,560 column inches	564.00	544.00	518.00	889.00	819.00
100 pages / 12,600 column inches	547.00	530.00	500.00	876.00	817.00
250 pages / 31,500 column inches	539.00	518.00	488.00	856.00	792.00
500 pages / 63,000 column inches	521.00	505.00	473.00	833.00	770.00

Note: Page 2 to 5 only 2x7 ads allowed on weekdays; 2x7, 2x10.5, 2x5 on Sundays. Availability is limited.

Sunday Styles Retail Rates for Page 2, The Moment, On the Street, Evening Hours and Other Franchise Positions

Net — No Advertising Agency Commission Nationwide Distribution

Column Inch Rate Sunday

Open	\$1,031.00
1 page / 126 column inches or 13 times	860.00
5 pages / 630 column inches or 26 times	840.00
10 pages / 1,260 column inches or 52 times	793.00
20 pages / 2,520 column inches	748.00
30 pages / 3,780 column inches	713.00
40 pages / 5,040 column inches	697.00
60 pages / 7,560 column inches	678.00
100 pages / 12,600 column inches	667.00
250 pages / 31,500 column inches	641.00
500 pages / 63,000 column inches	617.00

Note: Available sizes: 2x7 and 6x7. Availability is limited.

Other Position & Premium Charges

Weekday	Available Sizes	Column Inch Rate
Pages 2–3, Home Section*	2x10.5, 2x7, 2x5.25, 2x3.5	\$ 64

Weekday/Sunday

Top of Advertising — page 2, 3, 4, 5	2x14, 2x10, 2x7, 2x5.25, 2x3.25	\$ 117
Next to or following reading matter — page 2–3	2x14, 2x10, 2x7, 2x5.25, 2x3.25	132
Section back pages (reserved)	Full pages only	7,700

* Home Section published on Thursdays, new nationwide distribution only. If pages 2 or 3 are not available, ad will be published in The Home Section at Times' option without position charge.

Color Advertising — 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 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.

Retail Stores — Run of Paper

New York Regional Net — No Advertising Agency Commission	Column Inch Rate	
	Weekday	Sunday
Open	\$563.00	\$861.00
1 page / 126 column inches or 13 times	470.00	720.00
5 pages / 630 column inches or 26 times	456.00	703.00
10 pages / 1,260 column inches or 52 times	435.00	667.00
20 pages / 2,520 column inches	417.00	623.00
30 pages / 3,780 column inches	398.00	598.00
40 pages / 5,040 column inches	389.00	581.00
60 pages / 7,560 column inches	377.00	569.00
100 pages / 12,600 column inches	363.00	555.00
250 pages / 31,500 column inches	350.00	539.00
500 pages / 63,000 column inches	335.00	512.00

Single-Advertiser Caboozes (WE-Prints) — Retail

Net — No Advertising Agency Commission	Daily			Sunday		
	Manhattan	N.Y. Region	Nationwide	Manhattan	N.Y. Region	Nationwide
8-page broadsheet or 16 page tabloid:						
Black and White	\$ 88,600	\$253,300	\$281,200	\$126,400	\$361,300	\$400,800
Color	141,800	405,300	449,900	202,200	578,100	641,300

Other printing and distribution options are available as well as weekday distribution.
Please contact your Account Manager to discuss specifications and availability, which is limited.

Sunday Metropolitan Retail Advertising

The City

Net — No Advertising Agency Commission

Column Inch Rate
Sunday

Open	\$202.00
1/2 page / 63 column inches or 13 times	169.00
1 page / 126 column inches or 26 times	156.00
5 pages / 630 column inches or 39 times	152.00
10 pages / 1,260 column inches or 52 times	146.00
20 pages / 2,520 column inches	138.00
40 pages / 5,040 column inches	130.00
100 pages / 12,600 column inches	126.00

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	\$346.00	—
Nationwide	392.00	—

* Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges: Page 2 or 3

SAU sizes available: 2x10.5, 2x7, 2x5.25, 2x3.5	—	\$54.00
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Distribution limited to Manhattan, Brooklyn, Staten Island, and lower Bronx.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

New Jersey Metropolitan

Net — No Advertising Agency Commission

Retail

Column Inch Rate

Sunday

Open	\$190.00
1/2 page / 63 column inches or 13 times	156.00
1 page / 126 column inches or 26 times	150.00
5 pages / 630 column inches or 39 times	147.00
10 pages / 1,260 column inches or 52 times	143.00
20 pages / 2,520 column inches	135.00
40 pages / 5,040 column inches	130.00
100 pages / 12,600 column inches	125.00

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	\$262.00	—
Nationwide	313.00	—

* Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges: Page 2-3, Back Cover

SAU sizes available: 2x10.5, 2x7, 2x5.25, 2x3.5, 3x10.5, 4x10.5	—	\$ 39.00
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Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Long Island Metropolitan

Net — No Advertising Agency Commission

Column Inch Rate

Sunday

Open	\$185.00
1/2 page / 63 column inches or 13 times	152.00
1 page / 126 column inches or 26 times	148.00
5 pages / 630 column inches or 39 times	145.00
10 pages / 1,260 column inches or 52 times	136.00
20 pages / 2,520 column inches	132.00
40 pages / 5,040 column inches	127.00
100 pages / 12,600 column inches	121.00

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	\$262.00	—
Nationwide	313.00	—

* Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges: Page 2, 3, 4, Back Cover

SAU sizes available: 2x10.5, 2x7, 2x5.25, 2x3.5, 3x10.5, 4x10.5, 6x21, Back Cover	—	\$ 39.00
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Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Westchester Metropolitan

Net — No Advertising Agency Commission

Column Inch Rate

Sunday

Open	\$139.00
1/2 page / 63 column inches or 13 times	113.00
1 page / 126 column inches or 26 times	111.00
5 pages / 630 column inches or 39 times	106.00
10 pages / 1,260 column inches or 52 times	102.00
20 pages / 2,520 column inches	97.00
40 pages / 5,040 column inches	95.00
100 pages / 12,600 column inches	93.00

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	\$262.00	—
Nationwide	313.00	—

* Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges: Page 2, 3, 4, Back Cover

SAU sizes available: 2x10.5, 2x7, 2x5.25, 2x3.5, 3x10.5, 4x10.5

Page 2–3, back cover	—	\$25.00
Page 4	—	17.00

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Connecticut Metropolitan

Net — No Advertising Agency Commission

Column Inch Rate

Sunday

Open	\$136.00
1/2 page / 63 column inches or 13 times	111.00
1 page / 126 column inches or 26 times	106.00
5 pages / 630 column inches or 39 times	104.00
10 pages / 1,260 column inches or 52 times	99.00
20 pages / 2,520 column inches	97.00
40 pages / 5,040 column inches	93.00
100 pages / 12,600 column inches	91.00

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	\$262.00	—
Nationwide	313.00	—

* Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Connecticut Metropolitan | CONTINUED

Position Charges: Page 2, 3, 4, Back Cover

SAU sizes available: 2x10.5, 2x7, 2x5.25, 2x3.5, 3x10.5, 4x10.5

Page 2–3, back cover	—	\$25.00
Page 4	—	15.00

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Multiple Units in Metropolitan

Discounts are available for advertisers running 3 or 4 units of the same size ad on the same day across one or more of the Metropolitan sections. Three units on the same day receive a 10% discount and 4 or 5 units receive 15%.

Color in Metropolitan

Quarter Page or Larger

Sunday

City, New Jersey or Long Island	Add \$4,640 to unit rate
Westchester or Connecticut	Add \$3,490 to unit rate

Contact your Account Manager for further 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.

2013 Retail Advertising Rates for The New York Times Magazine

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

Black & White

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

* 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 Retail Advertising Rates for The New York Times T Magazines

Net - No Advertising Agency Commission

FOUR COLOR	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
Page	\$91,025	\$86,465	\$83,755	\$81,010	\$78,285	\$75,550	\$72,825
4/5 Page	\$81,010	\$76,955	\$74,535	\$72,100	\$69,670	\$67,230	\$64,815
3/5 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
Strip Ad	\$50,065	\$47,580	\$46,075	\$44,565	\$43,065	\$41,560	\$40,060
2/5 Page	\$50,065	\$47,580	\$46,075	\$44,565	\$43,065	\$41,560	\$40,060
Square Third	\$40,275	\$38,245	\$37,040	\$35,850	\$34,645	\$33,435	\$32,230

BLACK & WHITE	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
Page	\$62,410	\$59,295	\$57,425	\$55,550	\$53,675	\$51,790	\$49,920
4/5 Page	\$54,660	\$51,920	\$50,290	\$48,645	\$47,005	\$45,365	\$43,735
3/5 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
Strip Ad	\$27,090	\$25,740	\$24,920	\$24,125	\$23,295	\$22,485	\$21,665
2/5 Page	\$27,090	\$25,740	\$24,920	\$24,125	\$23,295	\$22,485	\$21,665
Square Third	\$21,800	\$20,705	\$20,055	\$19,405	\$18,755	\$18,095	\$17,440

* 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.

Retail FSI Rates

Sunday and Weekday Distribution

Preprinted Tabloid Sections and Free Standing Inserts

Net — No Advertising Agency Commission; Cost per Thousand (CPM)

(These rates are only for FSI's featuring a single retail advertiser)

Minimum Order: 25,000 inserts

Annual Volume	2-4 Pages	6-8 Pages	10-12 Pages	14-16 Pages	18-20 Pages	22-24 Pages	For Every Additional 4 Pages Add
25,000-49,000	\$124.95	\$173.40	\$192.10	\$210.80	\$221.00	\$230.35	\$5.10
50,000-499,000	113.05	159.80	173.40	189.55	200.60	211.65	5.10
500,000-999,000	101.15	140.25	155.55	167.45	181.05	192.95	5.10
1 million	93.50	114.75	129.20	140.25	148.75	159.80	5.10
5 million	90.10	110.50	121.55	133.45	141.10	151.30	5.10
10 million	84.15	105.40	113.05	124.95	135.15	141.95	5.10
20 million	79.05	101.15	107.95	113.90	124.95	135.15	5.10
30 million	73.10	96.05	102.00	109.65	114.75	128.35	5.10
40 million	66.30	90.95	96.90	102.85	109.65	114.75	5.10

See FSI Rate Card for additional rates and other information.

Retail Product Manufacturers

Manufacturers — Run of Paper

(Cosmetics/Fragrances, Fashion Apparel & Accessories, Home Furnishings)

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,243.00	\$1,393.00
1 page / 126 column inches or 26 times	1,155.00	1,251.00
5 pages / 630 column inches or 39 times	1,130.00	1,230.00
10 pages / 1,260 column inches	1,105.00	1,218.00
20 pages / 2,520 column inches	1,064.00	1,206.00
40 pages / 5,040 column inches	1,040.00	1,193.00

New York Regional Distribution

	Column Inch Rate	
	Weekday	Sunday
Open	\$1,183.00	\$1,327.00
1 page / 126 column inches or 26 times	1,097.00	1,190.00
5 pages / 630 column inches or 39 times	1,072.00	1,168.00
10 pages / 1,260 column inches	1,051.00	1,157.00
20 pages / 2,520 column inches	1,009.00	1,145.00
40 pages / 5,040 column inches	992.00	1,132.00

Cooperative — Run of Paper

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$810.00	\$1,236.00
1 page / 126 column inches	715.00	1,069.00
5 pages / 630 column inches	696.00	1,036.00
10 pages / 1,260 column inches	677.00	1,010.00
20 pages / 2,520 column inches	656.00	979.00
40 pages / 5,040 column inches	620.00	892.00
75 pages / 9,150 column inches	568.00	823.00

Note: Cooperative advertising must contain dealer listings.

New York Regional Distribution

	Column Inch Rate	
	Weekday	Sunday
Open	\$737.00	\$1,125.00
1 page / 126 column inches	651.00	971.00
5 pages / 630 column inches	632.00	945.00
10 pages / 1,260 column inches	617.00	918.00
20 pages / 2,520 column inches	597.00	892.00
40 pages / 5,040 column inches	563.00	810.00
75 pages / 9,150 column inches	518.00	748.00

Note: Cooperative advertising must contain dealer listings.

Color Advertising

	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

* 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.

ROP Position Charges

Weekday	Available Sizes	Column Inch Rate
Pages 6–15, Main News*	All standard units	\$ 156.00
Pages 2–3, Home Section**	2x10.5, 2x7, 2x5.25, 2x3.5	75.00
Section back pages (reserved; add to unit price)	Full pages only	8,900.00
Sunday Styles premium for page 2, Pulse, Evening Hours and On the Street	2x7, 6x7	Add 10%

* For nationwide ads, pages 6–15 premium is added to applicable column inch from nationwide rate tabloid.

** Home Section published on Thursdays, Nationwide distribution only. If pages 2 or 3 are not available, ad will be published in the Home Section at the Times's option without position charge.

Single-Advertiser Caboozes (WE-Prints) — General

	Daily			Sunday		
	Manhattan	N.Y. Region	Nationwide	Manhattan	N.Y. Region	Nationwide
8-page broadsheet or 16 page tabloid:						
Black and White	\$104,300	\$298,000	\$330,900	\$148,800	\$425,000	\$471,500
Color	166,900	476,800	529,400	238,100	680,000	754,400

Other printing and distribution options are available as well as weekday distribution.
Please contact your Account Manager to discuss specifications and availability, which is limited.

General Advertising Rates for The New York Times Magazine

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

* 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

FOUR COLOR	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
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

BLACK & WHITE	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
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.
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- 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.