

2015

Advertising Rates
Effective January 1, 2015

General Classified



The New York Times
NYTIMES.COM

General Classified 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 9*		2	3.75"	9"	18.0	14.3
2 X 8*		2	3.75"	8"	16.0	12.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 6*		2	3.75"	6"	12.0	9.5

*These units are available for display bannered categories only.

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 5.25		2	3.75"	5.25"	10.5	8.3
2 X 4*		2	3.75"	4"	8.0	6.4
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8
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.

*This unit is available for display bannered categories only.

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

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Note: Please see page 16 for photograph, logo and special effects information.

I. General Classified and General Classified Display

Art/Antiques/Flea Markets and Shows — Classified

	Line Rate	
	Sunday	Weekday
Open	\$39.25	\$29.00
13 days or 1,000 lines in one year	34.75	25.25
26 days or 1,500 lines in one year	34.25	24.75
39 days or 2,000 lines in one year	34.00	24.50
52 days or 2,500 lines in one year	33.75	24.00

Combination Rates

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

Friday ad repeated from Sunday within 9 days	\$33.25	\$22.50
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Closing time is Tuesday, noon, prior to publication date.

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

Auctions/Marshal Sales — Classified and Display on Classified Pages

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$31.75	\$39.00	\$28.50	\$32.50
7 or more days in one year	25.75	33.00	23.00	27.00
7,500 lines in one year	25.25	32.50	22.75	26.75
10,000 lines in one year	24.75	32.00	22.50	26.50
15,000 lines in one year	24.00	31.25	21.50	25.50

Combination Rates

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

Weekday ad repeated from Sunday within 7 days	\$19.50	\$23.25
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Minimum space 14 lines (10 column measure), except City Marshal ads which are 7 lines minimum.

Display NYT Advertising Units not available for 10 column measure. See page 15 for material sizes.

Display City Marshal ads must include the name of the marshal at the bottom of the ad.

Web uploads are available.

For additional information, call (800) 631-8275.

Auctions closing time is Friday, 5:00 p.m., prior to Sunday publication date.

Marshal Sales closing time is Friday, 4:30 p.m., prior to Sunday publication date.

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

Boats/Aviation and Accessories — Classified

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$29.00	\$36.25	\$22.00	\$26.00
13 or more days or 1,000 lines in one year	25.25	32.50	18.25	22.25
26 or more days or 2,500 lines in one year	25.00	32.25	17.75	21.75
39 or more days or 5,000 lines in one year	24.75	32.00	17.50	21.50
52 or more days or 7,500 lines in one year	23.25	30.50	16.75	20.75

Combination Rates*

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

4 consecutive Sundays	\$24.75	\$32.00	—	—
Friday and Sunday within 7 days	23.75	31.00	\$17.75	\$21.75
Friday, Saturday and Sunday within 7 days	23.25	30.50	17.00	21.00
7 or more consecutive days	20.25	27.50	15.25	19.25

*If contract advertiser, substitute the lower of combo or contract rate.

Display on classified available Sundays only.

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

For more information, please call (212) 556-3900 or (800) 458-5522.

Boats/Aviation and Accessories — Display

	Column Inch Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$540.50	\$666.75	\$410.50	\$475.50
13 or more days or 1,000 lines in one year	473.25	592.50	337.25	403.25
26 or more days or 2,500 lines in one year	464.00	585.25	326.75	387.50
39 or more days or 5,000 lines in one year	454.25	573.50	316.00	379.25
52 or more days or 7,500 lines in one year	431.50	550.75	308.75	372.00

Combination Rates*

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

Weekday ad repeated from Sunday within 7 days	—	—	\$169.25	\$208.75
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*If contract advertiser, substitute the lower of combo or contract rate.

For more information, please call (800) 631-8275.

Book Exchange

Sunday in the Book Review Section

	Line Rate Sunday
Open	\$52.00
13 Sundays in one year	45.75
26 Sundays in one year	43.75
39 Sundays in one year	42.75
52 Sundays in one year	41.75

Closing is the Friday, 16 days before Sunday publication date.

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

Business Opportunities, Buyers' Wants and Offerings to Buyers

	Line Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$48.75	\$37.75
13 or more Sundays or 500 lines within one year	44.00	34.25
26 or more Sundays or 1,000 lines within one year	43.50	34.00
52 consecutive Sundays or 2,000 lines in one year	40.75	32.00
156 days (3 or more days a week for 52 consecutive weeks) or 5,000 lines in one year	39.25	29.50
365 consecutive days or 10,000 lines in one year	39.00	28.75
15,000 lines in one year	37.50	27.25
20,000 lines in one year	36.25	26.75

Combination Rates*

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

Thursday and Sunday within 7 days	\$34.00	\$25.50
Tuesday, Thursday and Sunday within 7 days	33.25	24.50
7 or more consecutive days	32.50	24.25

*If contract advertiser, substitute the lower of combo or contract rate.

Ads that run in this category in The New York Times may also be uploaded to nytimes.com for one week for \$40 per classified ad or \$75 per display ad. Additional online contract packages are available. For more information, please call the General Classified Department at (212) 556-3900 or (800) 458-5522. For display advertising rates, please call (800) 631-8275.

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

Death Notices — Classified

Line Rate Weekday/Sunday

Open	\$52.00
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In Memoriam, Memorial Services, Unveilings, Death Notices, Cemeteries, Undertakers, Monuments.
 Ads that run in this category in The New York Times will automatically be uploaded to nytimes.com for \$55/ad.
 For more information, please call the General Classified Department at (212) 556-3900 or (800) 458-5522.

Death Notices — Display

Column Inch Rate Weekday/ Sunday

Open	\$1,125.00
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In Memoriam, Memorial Services, Unveilings, Death Notices, Cemeteries, Undertakers, Monuments.
 Web uploads are available.

Franchises — Display On Classified

Line Rate

	Sunday Nationwide	Weekday Nationwide
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Open	\$45.50	\$36.00
4 or more days within one year	41.25	33.00
13 or more days within one year	40.00	32.00
26 or more days within one year	37.75	30.50
39 or more days within one year	35.50	29.25
52 or more days within one year	33.50	28.75

Combination Rates*

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

Weekday ad repeated from Sunday within 7 days	\$28.75
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*If contract advertiser, substitute the lower of the combo or contract rate.

For more information, please call (800) 631-8275.

Web uploads are available.

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

Happy Announcements

Sunday Styles

Line Rate

Open	\$37.75
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Baptisms, Bar/Bat Mitzvahs, Births, Birthdays, Communion, Confirmations, Congratulations, Get Well Wishes, Graduations, Holiday Greetings, Retirements and Reunions. Ads that run in this category in The New York Times may also be uploaded to nytimes.com for \$55/ad.

Legal Notices and Proposals — Display

Distribution in the Business Section

Line Rate

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$88.25	\$103.00	\$77.25	\$82.50
25,000 lines	74.25	89.00	66.00	71.25
50,000 lines	61.75	76.50	54.50	59.75
75,000 lines	53.50	68.25	47.75	53.00
100,000 lines	46.00	60.75	42.50	47.75

Legal Notices and Proposals rates apply to all government agencies, legal announcements, solicitations of bids, etc.

For Legal Branding advertising, please use Professional Services rates.

Ads are published in 6-column format and billed in lines.

For the Regional Weeklies advertising rates, call your account manager.

For more information, please call (800) 631-8275.

Merchandise — Classified

Line Rate

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$30.15	\$37.40	\$26.20	\$30.45
26 or more Sundays within one year	28.75	36.00	—	—
52 or more Sundays	26.50	33.75	—	—
156 days (3 or more days a week for 52 consecutive weeks)	26.25	33.50	19.50	23.75
365 consecutive days	26.00	33.25	19.25	23.00

Combination Rates*

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

Sunday and any weekday within 7 days	\$29.25	\$36.50	\$18.25	\$22.50
Sunday and any 2 weekdays within 7 days	25.00	32.25	15.00	19.25
7 or more consecutive days	18.25	25.50	12.50	16.75

*If contract advertiser, substitute the lower of combo or contract rate.

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

For more information, please call (212) 556-3900 or (800) 458-5522.

Professional Services — Display

Nationwide Distribution

	Column Inch Rate	
	Sunday	Weekday
Open	\$934.25	\$777.75
1 page / 126 column inches or 13 times	746.25	621.00
5 pages / 630 column inches or 26 times	702.50	585.25
10 pages / 1,260 column inches or 52 times	660.50	549.75

New York Regional Distribution

	Column Inch Rate	
	Sunday	Weekday
Open	\$842.50	\$700.75
1 page / 126 column inches or 13 times	671.25	560.50
5 pages / 630 column inches or 26 times	632.00	526.75
10 pages / 1,260 column inches or 52 times	592.50	495.00

For more information, please call (800) 631-8275.

Public and Commercial Notices, Lost and Found — Classified

	Line Rate Weekday/ Sunday
Open	\$52.00

Note: This category requires credit card payment or check with order for noncontract advertisers.
For more information, please call (212) 556-3900 or (800) 458-5522.

II. Classified Guides: (800) 631-8275

Computer Services Guide

Tuesday in Science Times and Thursday in Circuits Nationwide Distribution

	Line Rate
Open	\$45.60
13 times in one year	38.00
26 times in one year	37.50
52 times in one year	35.75
104 times in one year (Tuesdays & Thursdays for the entire year)	34.50

Combined advertising in both Science Times or Circuits contribute to contract level fulfillment.

Combination Rates

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

4 consecutive Tuesdays or 4 consecutive Thursdays	\$40.75
Tuesday in Science Times and Thursday in Circuits within the same week	41.00

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

Social Announcements Guide

Sunday Styles

Nationwide Distribution

	Line Rate Sunday
Open	\$52.00

Healthy Living Guide

Tuesday in Science Times Nationwide Distribution

	Line Rate Weekday
Open	\$45.85
13 or more days within one year	39.25
26 or more days within one year	36.25
52 or more days within one year	35.75

Combination Rates

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

4 consecutive weeks	\$39.75
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Note: This category requires credit card payment or check with order for noncontract advertisers.

Home/Garden Guide

	Line Rate Weekday
Thursday in House & Home	
Open	\$43.75
13 times in one year	38.25
26 times in one year	37.75
52 times in one year	37.25

Combination Rates

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

4 consecutive Thursdays	\$39.50
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Note: This category requires credit card payment or check with order for noncontract advertisers.

Wedding Services Guide

Thursday and Sunday in Styles Nationwide Distribution	Line Rate	
	Sunday	Weekday
Open	\$42.25	\$30.15
6 times in one year	31.00	28.25
13 times in one year	29.25	27.50
26 times in one year	29.00	27.25
52 times in one year	28.25	26.25

Combination Rates

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

Wednesday ad repeated from Sunday within 7 days	—	\$22.75
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Ads that run in this category in The New York Times may also be uploaded to nytimes.com for \$14/ad for one week.

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

Pet Services Guide/Pets for Sale (Dogs, Cats, Pets, Horses)

Thursday in House and Home Sunday in Sports Sunday	Line Rate	
	Sunday N.Y. Regional	Weekday Nationwide
Open	\$36.25	\$23.25
13 or more days in one year	33.75	19.25
26 or more days in one year	32.50	19.00
52 or more days in one year	31.00	18.50

Combination Rates

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

Thursday and Sunday within 7 days	\$25.75	\$17.50
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Note: This category requires credit card payment or check with order for noncontract advertisers.

Recreation Guide

Fridays in Escapes Nationwide Distribution

Line Rate Weekday

Open	\$32.50
13 times in one year	28.00
26 times in one year	27.50
52 times in one year	27.25

Combination Rates

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

4 consecutive weeks	\$28.25
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Note: This category requires credit card payment or check with order for noncontract advertisers.

Religious Services Guide — Classified

	Line Rate	
	Sunday	Weekday
Open	\$35.25	\$28.50
13 days in one year	33.00	25.25
26 days in one year	32.50	24.75
39 days in one year	32.00	24.50
52 days in one year	31.50	24.00

Caption must contain 12 point or larger type.

Religious Services — Display

	Column Inch Rate	
	Sunday	Weekday
Open	\$770.75	\$592.25
13 days in one year	699.75	540.25
26 days in one year	690.50	533.00
39 days in one year	685.75	518.50
52 days in one year	671.25	507.75

Restaurant Guide — Classified

Wednesday in Dining

	Line Rate
13 days in one year	\$28.00
26 days in one year	27.50
52 days in one year	25.75
104 days in one year	25.25
156 days in one year	24.50

Small Inns and Lodges/Snow Country Inns/Travel Agency Directory

Nationwide Distribution

	Line Rate	
	Sunday	Weekday
Open	\$79.40	\$64.30
4 weeks	57.90	46.30
7 weeks	56.80	45.20
13 weeks	54.30	42.80
26 weeks	53.20	41.60
52 weeks	52.10	40.50

Combination Rates

Ads must be submitted on one insertion order.

Weekday ad repeated from Sunday within 7 days	\$40.60
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Travel Agency Directory available Sunday only.

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).

Ads that run in this category in The New York Times may also run on nytimes.com for \$14/week.

For more information, please call the General Classified Department at (212) 556-3900 or (800) 458-5522.

Web uploads are available.

III. The New York Times T Magazine Bannered Advertising Features

Bannered Features in T Magazine

Black & White

	Line
Open	\$43.90
2 T Magazines in one year	42.75
4 T Magazines in one year	41.75

These rates apply to T Magazine. Please contact an account manager for additional information.

Note: For Bannered Features in the New York Times Magazine (Arts & Antiques, Camps & Schools, Distinctive Catering, Luxury Homes & Estates and Shopping At Home), see the New York Times Magazine rate card or call an account manager.

IV. Miscellaneous Advertising Rates

Apply to all other advertising categories not listed in this or any other rate cards and to certain display advertisements ordered outside a particular banner or section. For details, call your account manager.

	Column Inch Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$1,340	\$1,196
1 page / 126 column inches	1,212	1,121
5 pages / 630 column inches	1,194	1,096
10 pages / 1,260 column inches	1,182	1,072
20 pages / 2,520 column inches	1,170	1,034
40 pages / 5,040 column inches	1,159	1,011

New York Regional Distribution

	Column Inch Rate	
	Sunday	Weekday
Open	\$1,272	\$1,134
1 page / 126 column inches	1,155	1,064
5 pages / 630 column inches	1,133	1,041
10 pages / 1,260 column inches	1,123	1,019
20 pages / 2,520 column inches	1,111	979
40 pages / 5,040 column inches	1,098	961

Sizes for material for display on classified ads in 9 column format for Auctions, Boats, Business Opportunities and Franchises.

9 Column Format

	Inches	Minimum Depth
1 column	1.187"	14 lines
2 columns	2.5"	28 lines
3 columns	3.812"	56 lines
4 columns	5.125"	70 lines
5 columns	6.437"	84 lines
6 columns	7.687"	84 lines
7 columns	9"	84 lines
8 columns	10.312"	84 lines
9 columns	11.625"	84 lines

Classified Photographs

Only electronic files will be accepted.

Classified Icons

Production charge for creation of new logos is \$275.00. The Times offers a variety of two- and four-line logos to draw attention to your classified advertising. These logos will be billed at appropriate category and line rates. Please contact COF at (212) 556-7777 for assistance.

Classified Special Effects

- Shading: 20% premium
- 3D black border only: 20% premium
- Combination of shading and 3D black border: 30% premium

Classified special effects are available in most classified categories. Minimum line requirements vary based on category and zoning. Contact your account manager for specific requirements.

Box Number

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. The Times will provide this option through mail service or electronically via email distribution of resumes.

Closing Times

For Weekday Black & White Display Advertising

Date of Publication	Reservations* — Due by 5:00 p.m.	Closings — Materials Due by 2:00 p.m.
Monday and Sports Monday	Preceding Friday	Preceding Saturday
Tuesday and Science Times	Preceding Friday	Preceding Monday
Wednesday and Dining In/Dining Out	Preceding Monday	Preceding Tuesday
Thursday, House & 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 p.m.	Closings — Materials Due by 10:00 a.m.
		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 p.m.	Friday 12:00 noon
Styles	Preceding Thursday 3:00 p.m.	Thursday midnight
Metropolitan	Preceding Wednesday 5:00 p.m.	Wednesday 8:00 p.m.
Travel	Friday — 9 days prior	Friday 5:00 p.m. — 9 days prior
Arts & Leisure	Preceding Monday 5:00 p.m.	Tuesday 12:00 noon
Real Estate	Preceding Wednesday 5:00 p.m.	Wednesday 8:00 p.m.
Help Wanted Display	Preceding Thursday 10:00 p.m.	Thursday midnight
Sunday Review	Preceding Thursday 10:00 p.m.	Thursday midnight
Business	Preceding Wednesday 10:00 p.m.	Thursday midnight
Sports	Preceding Thursday 10:00 p.m.	Friday 2:00 p.m.
Book Review	Tuesday — 19 days prior	Thursday 5:00 p.m. — 17 days prior
Auto	Preceding Wednesday 10:00 p.m.	Thursday 11:00 a.m.

*For advertising space reservations, please call (212) 556-7777. Out of town, call toll free (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 p.m.	Closings — Materials Due by 10:00 a.m.***
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
T — 4 color and black & white — Perfect Bound and Saddle Stitch	Thursday — 52 days prior	Tuesday — 40 days prior

For Weekday Classified Advertising

2:30 p.m. day prior to publication.

For Sunday Classified Advertising

Automotive	Noon Wednesday
Job Market	5:00 p.m. Friday
Real Estate	5:00 p.m. Thursday

For Death Notices

Monday	1:00 p.m. day prior to publication
Tuesday–Saturday	4:30 p.m. day prior to publication
Sunday	10:00 a.m. day prior to publication

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

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***The NYT 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.

Classification Chart

Merchandise — 3201

In Your Community — 3220

- 3221 Services
- 3231 Markets
- 3241 Recreation
- 3261 Events
- 3271 Parenting
- 3281 Entertaining
- 3291 Recipes
- 3295 Garden Nurseries

Happy Announcements — 3251

Business Opportunities — 3400

- 3402 Capital Wanted
- 3404 Capital to Invest
- 3406 Financing & Bus. Loans
- 3408 Franchise, Distributorships, Lines Offered
- 3410 Business Connections
- 3414 Lines, Distributorships Wanted
- 3416 Foreign Connections
- 3418 Manufacturing Facilities
- 3420 Plants & Factories
- 3422 Printing Plants & Machinery
- 3424 Beauty & Barber Shops
- 3425 Electronic, Video Stores
- 3426 Pharmacies
- 3428 Food Stores
- 3430 Laundry & Cleaning Stores
- 3432 Liquor Stores
- 3434 Luncheon & Stationery Stores
- 3436 Wearing Apparel Stores
- 3438 Stores, Miscellaneous
- 3440 Restaurants, Bars & Clubs
- 3442 Departments & Concessions

- 3443 Routes
- 3444 Hotels, Motels, Resorts & Inns
- 3446 Auto Repair & Gas Stations
- 3448 Professional Practices
- 3450 Camps & Schools
- 3454 Miscellaneous
- 3456 Wanted Miscellaneous
- 3460 Business Services
- 3462 Florida Real Estate & Bus. Propositions

Buyers' Wants — 3500

Offerings To Buyers — 3600

Auction/Marshal Sales Misc. — 3650

Boats — 3800

- 3802 Power Boats
- 3803 Power Boats over 26'
- 3804 Sailboats & Auxiliaries
- 3806 For Charter
- 3808 Sailing & Marine Instruction
- 3810 Prof'l Marine Services
- 3812 Engines & Equipment
- 3818 Marinas, Docking & Storage
- 3822 Boats Wanted
- 3823 Boats Insurance
- 3824 Boat Financing
- 3826 Business Opportunities
- 3828 Help Wanted
- 3832 Positions Wanted
- 3834 Waterfront Properties
- 3836 Miscellaneous

Aviation Products & Services — 3880

Book Exchange — 3900

- 3901 Out of Print
- 3902 Book Offers
- 3904 Rare, First, Deluxe Editions
- 3906 Literature of Other Nations
- 3908 Autographed Letters
- 3910 Art & Applied Art
- 3912 Auctions
- 3914 Back Numbers
- 3916 Bookbinding
- 3918 Bookplates
- 3920 Books Wanted
- 3922 Educational — Scientific
- 3924 Genealogy — Heraldry
- 3926 Languages
- 3928 Miscellaneous
- 3932 Printing — Related Services
- 3934 Prints
- 3936 Specialists — Services

Wait Orders Classified — 4000

- 4005 Wait Orders Magazine 4 Cols.
- 4006 Wait Orders 6 Cols.
- 4007 Wait Orders 9 Cols. — Magazine
- 4008 Wait Orders 8 Cols.
- 4009 Wait Orders 9 Cols.
- 4010 Wait Orders 10 Cols.

Announcements — 5000

- 5002 Deaths
- 5004 Card of Thanks
- 5006 Unveilings
- 5008 Memorial Services
- 5010 In Memoriam
- 5012 Cemetery Plots

Public & Commercial Notices — 5100

- 5100 Public Notices incl. Lost and Found
- 5102 Commercial Notices
- 5103 Missing Persons

Guides — 6000-8000

- 6000-6199 Small Inns & Lodges
- 6300-6309 Entertaining in Style
- 6400-6409 Home/Garden Guide
- 6500-6509 Computer Services Guide
- 7000-7199 Snow Country Inns & Lodges
- 7200-7399 Auto Dealership Directory
- 7400-7409 Healthy Living Guide
- 7700-7799 Restaurant Guide
- 7920-7929 Giving Guide
- 7950-7959 Pet Services Guide
- 7960-7969 Recreation Guide
- 7970-7979 Travel Agency Directory
- 7980-7989 Gallery Directory
- 7990-7999 ABC Theater Directory
- 8000-8099 Magazine Guides
- 8201 Religious Services Guide

Antiques — 9000

- 9001 Antiques for Sale
- 9002 Art for Sale
- 9004 Flea Markets & Shows
- 9006 Wanted
- 9008 Restoring & Repairs
- 9036 Miscellaneous