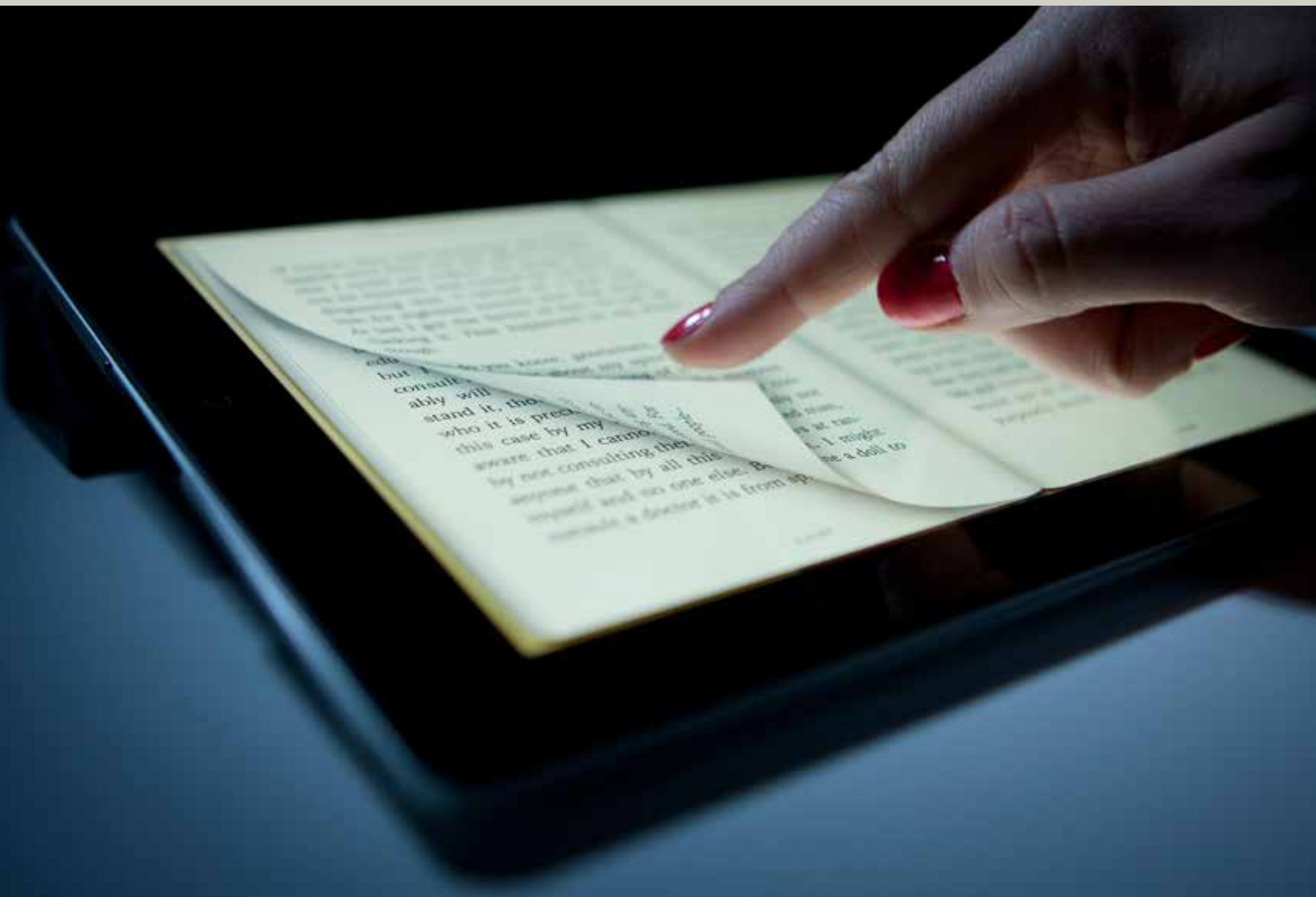


2015

Advertising Rates
Effective January 1, 2015

Books



Books 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

Sunday Book Review Advertising Rates

	Open	1 Page/ 126 Column Inches	5 Pages/ 630 Column Inches	10 Pages/ 1,260 Column Inches	20 Pages/ 2,520 Column Inches	40 Pages/ 5,040 Column Inches
Full centerspread*	\$88,270	\$81,100	\$79,475	\$78,225	\$76,575	\$74,120
Mini centerspread*	63,175	58,060	56,895	56,005	54,825	53,065
Book Review strip (two sides)	25,415	23,315	22,860	22,515	21,325	19,710
Full page	41,955	38,520	37,740	37,145	36,360	35,180
4/5 page	36,910	33,900	33,215	32,685	31,990	30,955
3/5 page	28,445	26,115	25,590	25,180	24,650	23,845
1/2 page	24,200	22,220	21,765	21,435	20,970	20,295
9/20 page	22,025	20,225	19,815	19,500	19,085	18,465
2/5 page	19,605	18,005	17,635	17,345	16,980	16,435
3/10 page	15,015	13,795	13,520	13,295	13,020	12,595
1/5 page	10,360	9,515	9,335	9,175	8,980	8,695
3/20 page	7,755	7,125	6,975	6,875	6,725	6,505
1/10 page	5,285	4,860	4,760	4,670	4,580	4,435
1/20 page	2,800	2,575	2,535	2,490	2,435	2,355

*Full and mini centerspread costs include applicable volume discounts and bleed charges.

Combination rate for Book Review and ROP*

Combination ads must be submitted on one insertion order.

\$650 (nationwide distribution)

*Applies to a Sunday Book Review ad which is also repeated in the weekday section. Contact your account manager for further details.

Discount for multiple pages in one issue of Book Review: 5% off earned rates for 2–5 pages in the same issue. Discount is on space only.

Book Review Standard Advertising Units | PREPARE REPRODUCTION MATERIAL TO THESE SIZES

Size	No. of Cols.		Depth	Width		Depth
Full centerspread*	11	x	10.875"	20.6"	x	10.875"
Mini centerspread*	7	x	10.875"	12.8"	x	10.875"
Book Review strip** (per side)	5	x	2.625"	9.6"	x	2.625"
Full page	5	x	10.875"	9.6"	x	10.875"
4/5 page	4	x	10.875"	7.875"	x	10.875"
3/5 page (vert.)	3	x	10.875"	5.7"	x	10.875"
3/5 page (horiz.)	4	x	9.312"	7.875"	x	9.312"
1/2 page	5	x	5.375"	9.6"	x	5.375"
9/20 page	3	x	8.125"	5.7"	x	8.125"
2/5 page (vert.)	2	x	10.875"	3.75"	x	10.875"
2/5 page (horiz.)	4	x	5.375"	7.65"	x	5.375"
3/10 page (vert.)	2	x	8.125"	3.75"	x	8.125"
3/10 page (horiz.)	3	x	5.375"	5.7"	x	5.375"
1/5 page (vert.)	1	x	10.875"	1.8"	x	10.875"

Book Review Standard Advertising Units | CONTINUED

Size	No. of Cols.		Depth	Width		Depth
1/5 page (horiz.)	2	x	5.375"	3.75"	x	5.375"
3/20 page	1	x	8.125"	1.8"	x	8.125"
1/10 page (vert.)	1	x	5.375"	1.8"	x	5.375"
1/10 page (horiz.)	2	x	2.625"	3.75"	x	2.625"
1/20 page	1	x	2.625"	1.8"	x	2.625"
1/40 page	1	x	1.5"	1.8"	x	1.5"
2 Small Press	1	x	2.0"	1.8"	x	2.0"
1 Small Press	1	x	1.25"	1.8"	x	1.25"

*Submit one velox for full and mini centerspreads.

**Sold as a double unit only. No bleed. Two separate reservations and two sets of materials required.

Book Review Position Charges

Page 2, 5 or 6	\$1,000
Table of Contents, 2/5 vertical	475
Letters page, 2/5 vertical	475
Contributors page, 3/5 vertical	695
Edit Well, 1/5 vertical (2 positions available)	330
Page facing Best Sellers, Paperback Best Sellers or "Bookend":	
1) Full page	1,000
2) 3/5 vertical	700
3) Half page	575
4) 2/5 vertical	480
5) 1/5 vertical or horizontal	330
Back cover	2,215

Black & white A/B split available: \$750 gross. Minimum size 3/5 page.

Book Review Color Charges

Open	\$9,420
1 page	8,760
5 pages	7,885
10 pages	7,235
20 pages	6,580
40 pages	6,135

To calculate cost of space, add color premium to regular contract rate.

Available sizes: 2/5 page or larger.

Four color A/B split available: \$1,500 gross.

Special prepress and on-press production work will receive an additional charge. Contact your advertising representative for details.

Supplied digital: call (212) 556-7729 for more information.

A color specification kit is available. Please contact the Color Prepress Department before submitting materials.

Small Press Rates*

ROP column inch rates:

Weekday	\$ 605
Sunday	719

Book Review rates:

Full page	35,735
4/5 page	31,440
3/5 page	24,230
1/2 page	20,625
9/20 page	18,765
2/5 page	16,690
3/10 page	12,790
1/5 page	8,830
3/20 page	6,615
1/10 page	4,510
1/20 page	2,385
2 Small Presses	1,215
1/40 page	1,065
1 Small Press	605

*Small Presses are defined as those Independent Publishers whose press runs do not exceed 8,000 copies per title.
For more information, call Mark Hiler at (212) 556-8452.

Classified Advertising Book Exchange

Book Exchange Subheadings

Art and Applied Art	Bookbinding	Languages	Printing – Related Services
Auctions	Book Offers	Literature of Other Nations	Prints
Autograph Letters	Books Wanted	Miscellaneous	Rare, First, Deluxe Editions
Back Numbers	Education – Scientific	Out of Print	Specialists' Services

	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

Minimum space 4 lines. Word count: 6 to a line.

Closing: Friday, 16 days before Sunday publication date.

To advertise, call (212) 554-3900. Out of NYC call toll free 1-800-AD-TIMES. For more details, call your sales representative.

Book Page & Run of Paper

Nationwide Distribution

	— Column Inch Rate —	
	Sunday	Weekday
Open	\$1,210	\$1,015
1 page / 126 column inches	1,100	935
5 pages / 630 column inches	1,080	915
10 pages / 1,260 column inches	1,055	900
20 pages / 2,520 column inches	1,030	875
40 pages / 5,040 column inches	1,005	850

Weekday Book Page Multiple Insertion Discount Program

- Buy 2 ads at regular contract rate, receive 50% off the 3rd ad.
- Buy 3 ads at regular contract rate, receive the 4th ad free.

All ads must feature the same title (copy changes allowed), be of the same size and appear on or facing the weekday book page during a 14-day period. Minimum size ad to qualify for discount program is 7 column inches. Please call your account manager for more details.

Blockbuster Rates

Nationwide Distribution

	Color rate	Black & White
Full page, weekday ROP	\$75,600	\$57,400

Blockbuster rates are available to Book Publishers for full page units running weekday ROP

ROP Position Charges

Section back pages (reserved)

Add \$8,900 to unit price.

ROP Color Premiums

	Sunday Nationwide	Weekday Nationwide
1/2 page to full page*	\$41,200	\$36,100
Less than 1/2 page	28,900	25,300

*Full page only in some sections. Contact your account manager for further information.

Special Advertising Programs

For details on special rates and programs, contact your account manager.

The New York Times Magazine 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 (horiz.)/Strip Ad	58,905	55,955	54,215	52,430	50,650	48,890	47,120
1/3 page (vert.)	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 (horiz.)/Strip Ad	31,865	30,270	29,315	28,370	27,405	26,450	25,495
1/3 page (vert.)	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.

The New York Times T Magazine 2015 Advertising Rates – General

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$109,215	\$103,755	\$100,480	\$ 97,205	\$ 93,925	\$ 90,660	\$ 87,370
2-page Spread	209,695	199,205	192,925	186,635	180,340	174,065	167,750

Black and White	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$ 74,890	\$ 71,150	\$ 68,910	\$ 66,650	\$ 64,415	\$ 62,165	\$ 59,920
2-page Spread	143,510	136,610	132,310	127,970	123,675	119,355	115,045

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 2015 T Magazine Rate Card for additional rates, discounts and other information.

2015 Book Review Publication & Closing Dates

Publication Date	Reservations Close Tuesday	Color Materials Close Wednesday	B&W Materials Close Thursday
January 4	December 16, 2014	December 17, 2014	December 18, 2014
January 11	December 23, 2014	December 24, 2014	December 26, 2014
January 18	December 30, 2014	December 31, 2014	January 2, 2015
January 25	January 6	January 7	January 8
February 1	January 13	January 14	January 15
February 8	January 20	January 21	January 22
February 15	January 27	January 28	January 29
February 22	February 3	February 4	February 5
March 1	February 10	February 11	February 12
March 8	February 17	February 18	February 19
March 15	February 24	February 25	February 26
March 22	March 3	March 4	March 5
March 29	March 10	March 11	March 12
April 5	March 17	March 18	March 19
April 12	March 24	March 25	March 26
April 19	March 31	April 1	April 2
April 26	April 7	April 8	April 9
May 3	April 14	April 15	April 16
May 10	April 21	April 22	April 23
May 17	April 28	April 29	April 30
May 24	May 5	May 6	May 7
May 31	May 12	May 13	May 14
June 7	May 19	May 20	May 21
June 14	May 26	May 27	May 28
June 21	June 2	June 3	June 4
June 28	June 9	June 10	June 11
July 5	June 16	June 17	June 18
July 12	June 23	June 24	June 25
July 19	June 30	July 1	July 2
July 26	July 7	July 8	July 9
August 2	July 14	July 15	July 16
August 9	July 21	July 22	July 23
August 16	July 28	July 29	July 30
August 23	August 4	August 5	August 6
August 30	August 11	August 12	August 13
September 6	August 18	August 19	August 20

2015 Book Review Publication & Closing Dates | CONTINUED

Publication Date	Reservations Close Tuesday	Color Materials Close Wednesday	B&W Materials Close Thursday
September 13	August 25	August 26	August 27
September 20	September 1	September 2	September 3
September 27	September 8	September 9	September 10
October 4	September 15	September 16	September 17
October 11	September 22	September 23	September 24
October 18	September 29	September 30	October 1
October 25	October 6	October 7	October 8
November 1	October 13	October 14	October 15
November 8	October 20	October 21	October 22
November 15	October 27	October 28	October 29
November 22	November 3	November 4	November 5
November 29	November 10	November 11	November 12
December 6*	November 17	November 18	November 19
December 13	November 23**	November 24**	November 25**
December 20	December 1	December 2	December 3
December 27	December 8	December 9	December 10

*Please note: Due to color capacity premium positions are subject to change in these issues.

**Please note earlier close dates due to holidays.