

# 2013

Advertising Rates  
Effective January 1, 2013

# Arts & Entertainment



The New York Times  
NYTIMES.COM

# Arts & Entertainment 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

# Live Entertainment Rates

Entertainment rates apply to all advertisements with admission charges and live events from performing arts and entertainment related advertisers only.

## Entertainment

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$827.00	\$965.00
1 page / 126 column inches	755.00	882.00
3 pages / 378 column inches	750.00	880.00
5 pages / 630 column inches	748.00	876.00
10 pages / 1,260 column inches	745.00	873.00
20 pages / 2,520 column inches	743.00	870.00
40 pages / 5,040 column inches	737.00	863.00
60 pages / 7,560 column inches	731.00	852.00

## Combination Rates

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

Weekday ad with Sunday & Friday ads within 7 days	25% discount on 3rd ad
2 or more weekday ads with Sunday & Friday ads within 7 days	40% discount on 3rd and subsequent ads

Discounts are off contract rates.

For all other advertisers (with or without admission charges), such as promoters of conventions and trade shows etc., Miscellaneous advertising rates or Category rates apply. For Motion Picture advertisers, Motion Picture rates apply. See page 6 for rates. For details call your account manager.

## Neighborhood Entertainment

Neighborhood Entertainment rates apply to performing art venues and theaters within New York City, that have an admission charge and a seating capacity of 499 or less. Outside of New York City, the rate applies to venues with a seating capacity of 3,000 or less.

	Column Inch Rate	
	Weekday	Sunday
Open	\$655.00	\$752.00
1/2 page / 63 column inches or 13 times	596.00	686.00
1 page / 126 column inches or 26 times	593.00	683.00
5 pages / 630 column inches	587.00	678.00
10 pages / 1,260 column inches	576.00	666.00

## Combination Rates

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

Weekday ad with Sunday & Friday ads within 7 days	25% discount on 3rd ad
2 or more weekday ads with Sunday & Friday ads within 7 days	40% discount on 3rd and subsequent ads

Discounts are off contract rates.

For all other advertisers (with or without admission charges), such as promoters of conventions and trade shows etc., Miscellaneous advertising rates or Category rates apply. For Motion Picture advertisers, Motion Picture rates apply. See page 6 for rates. For details call your account manager.

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## Color & Position Charges

See page 7.

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## Stage Theater Directory

	Line Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$43.75	\$50.00
3–6 days a week	36.50	50.00
7 days a week	30.50	50.00

Ads are published in 9-column format and billed in lines. Minimum depth 10 lines; maximum 40 lines.

To qualify for 3–6 or 7-day discount rates, ads must be placed on a weekly basis.

Ads can be submitted on multiple orders, but must be multi-coded at time of insertion in order to qualify for combination rate.

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## Fine Arts/Antiques Rates

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### Fine Arts/Antiques — Display, ROP & Banners

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$727.00	\$935.00
1/2 page / 63 column inches or 13 days	649.00	829.00
1 page / 126 column inches or 26 days	620.00	812.00
2 pages / 252 column inches or 52 days	611.00	793.00
3 pages / 378 column inches	599.00	770.00
5 pages / 630 column inches	589.00	760.00
7 pages / 882 column inches	579.00	748.00
10 pages / 1,260 column inches	565.00	737.00
20 pages / 2,520 column inches	551.00	720.00
40 pages / 5,040 column inches	539.00	702.00

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### Combination Rates

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

Weekday ad repeated from Sunday within 7 days	\$471.00
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Rates apply to:

Antiques — Antique Dealers, Shops and Shows.

Art Showcases — Exhibits, Galleries, Art Schools and Shows.

Auctions — on either Art Showcase or Antiques pages.

Craft Fairs/Craft Shows.



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# Movie Rates

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## Motion Pictures

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$840.00	\$1,011.00
2 pages / 252 column inches	796.00	958.00
5 pages / 630 column inches	787.00	943.00
10 pages / 1,260 column inches	771.00	926.00
20 pages / 2,520 column inches	759.00	912.00
40 pages / 5,040 column inches	744.00	890.00
60 pages / 7,560 column inches	722.00	869.00
75 pages / 9,450 column inches	714.00	859.00
100 pages / 12,600 column inches	701.00	848.00
150 pages / 18,900 column inches	694.00	840.00
200 pages / 25,200 column inches	689.00	833.00
250 pages / 31,500 column inches	684.00	829.00
300 pages / 37,800 column inches	679.00	826.00
350 pages / 44,100 column inches	675.00	819.00
400 pages / 50,400 column inches	670.00	815.00
450 pages / 56,700 column inches	665.00	811.00

## Combination Rates

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

Saturday ad in combination with a weekday within 3 weeks	\$583.00
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## Special Rates

"Butt in Gutter" Black & White production charge	\$6,485.00 net
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"Butt in Gutter" color production charge	8,035.00 net
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Sections other than Movie pages in The Arts, Weekend of Arts & Leisure	25% discount off contract rates
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## Special Programs

For multiple page discount, pre-awareness program and preview issue incentive program, call your account manager for details.

## Color Charges

Please contact your account manager for Movie color rates.

## Position Charges

Section back pages, Preview Issue back pages and Index page	Add \$8,000
Movie Clock strip	Add \$1,890

## Exhibitors

	Line Rate		
	Weekday	Saturday	Sunday
Open	\$32.50	\$24.75	\$34.00
365 days	26.25	19.25	27.50
365 days and 4,500 or more lines	23.00	15.75	24.50

## Movie Clock Page\*

Available size 6 x 3. For details, call your account manager.

\* Published Fridays in Weekend section.

# Restaurant Rates

## Restaurants\*

Going Out in New York/Catering/ Night Clubs/Caberets/Nightlife	Column Inch Rate			
	Weekday N.Y. Region	Weekday Nationwide	Sunday N.Y. Region	Sunday Nationwide
Open	\$634.00	\$666.00	\$774.00	\$812.00
1/2 page / 63 column inches or 13 days	559.00	587.00	684.00	715.00
1 page / 126 column inches or 26 days	528.00	554.00	660.00	693.00
2 pages / 252 column inches or 52 days	504.00	529.00	627.00	660.00
4 pages / 504 column inches or 156 days	481.00	505.00	600.00	630.00
6 pages / 756 column inches	449.00	476.00	564.00	593.00
8 pages / 1,008 column inches	422.00	444.00	528.00	554.00

## Combination Rates

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

Weekday ad repeated from Sunday within 5 days	\$440.00	\$462.00
3 consecutive Wednesdays or Fridays	520.00	546.00

\* Includes eating and drinking establishments, catering, cabaret, comedy clubs, night clubs as well as hotels promoting dining, catering and/or cabaret facilities.

For hotels promoting room rates, hotel rates apply. See Travel rate card.

Weekday N.Y. Region rates apply to Wednesday's Dining section and Weekday Nationwide rates apply to Friday's Weekend section.

Sunday N.Y. Region rates apply to the Metropolitan and Styles sections. Sunday Nationwide rates apply to Arts & Leisure and Main News sections.

## Restaurants — Metropolitan

	Column Inch Rate					
	City	New Jersey	Long Island	Westchester	Connecticut	West./ Conn.
Open	\$198.00	\$189.00	\$181.00	\$137.00	\$130.00	\$211.00
1/2 page / 63 column inches or 13 days	166.00	154.00	150.00	114.00	107.00	174.00
1 page / 126 column inches or 26 days	152.00	149.00	147.00	109.00	103.00	169.00
5 pages / 630 column inches or 39 days	149.00	146.00	140.00	104.00	100.00	167.00
10 pages / 1,260 column inches or 52 days	140.00	139.00	135.00	102.00	97.00	160.00

### Combination Rates

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

N.Y. Region weekday ad run in combination with ad in the Metropolitan section within 5 days	\$436.00
Nationwide weekday ad run in combination with ad in the Metropolitan section within 5 days	458.00

### National Restaurant Guide\*

Published Wednesday in Dining Section

	Line Rate Weekday
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

\* Five line minimum required.

### Color Premiums

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

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

Note: Premiums apply to all available color ad size units.

Special pre-press and on-press production work will receive an additional charge. Contact your account manager for details.

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).

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.

Contact the Color Services Department at (212) 556-7729 for details.

#### Color Deadlines for Arts & Leisure

Reservations: Tuesday, 12 days prior to issue date.

Art and Mechanical: Wednesday, 11 days prior to issue date.



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

<b>Four Color</b>	<b>Open Rate</b>	<b>3 Pages</b>	<b>6 Pages</b>	<b>12 Pages</b>	<b>18 Pages</b>	<b>30 Pages</b>	<b>60 Pages</b>
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

<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.