

2013

Advertising Rates
Effective January 1, 2013

Education



Education 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

Education — ROP and Banners

Universities, Colleges, Dance, Performing Arts, Instructions, Student Recruitment	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$698.00	\$883.00
1 page / 126 column inches or 4 days	631.00	798.00
2 pages / 252 column inches or 13 days	614.00	774.00
4 pages / 504 column inches or 26 days	603.00	759.00
10 pages / 1,260 column inches or 52 days	593.00	749.00
15 pages / 1,890 column inches or 78 days	581.00	742.00
20 pages / 2,520 column inches or 104 days	571.00	732.00

Combination Rates

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

Weekday ad repeated from Sunday within 2 weeks from Sunday Week in Review	\$576.00	—
3 consecutive Sundays	—	\$783.00

Call your representative for other bannered features.

Local education advertising also available in the Sunday zoned Metropolitan Section.

New York Regional Distribution	Weekday	Sunday
Open	\$655.00	\$823.00
1 page / 126 column inches or 4 days	593.00	746.00
2 pages / 252 column inches or 13 days	574.00	722.00
4 pages / 504 column inches or 26 days	567.00	711.00
10 pages / 1,260 column inches or 52 days	552.00	695.00
15 pages / 1,890 column inches or 78 days	549.00	691.00
20 pages / 2,520 column inches or 104 days	543.00	683.00

Combination Rates

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

Weekday ad repeated from Sunday within 2 weeks from Sunday Week in Review	\$543.00
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The New York Regional edition is distributed in New York, Connecticut, New Jersey and Pennsylvania.

Seminars, Workshops, Conferences, Other Instruction*

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$803.00	\$1,016.00
1 page / 126 column inches or 4 days	723.00	918.00
2 pages / 252 column inches or 13 days	705.00	889.00
4 pages / 504 column inches or 26 days	695.00	874.00
10 pages / 1,260 column inches or 52 days	678.00	859.00
15 pages / 1,890 column inches or 78 days	668.00	852.00
20 pages / 2,520 column inches or 104 days	655.00	842.00

New York Regional Distribution	Weekday	Sunday
Open	\$750.00	\$945.00
1 page / 126 column inches or 4 days	678.00	856.00
2 pages / 252 column inches or 13 days	658.00	830.00
4 pages / 504 column inches or 26 days	650.00	819.00
10 pages / 1,260 column inches or 52 days	634.00	800.00
15 pages / 1,890 column inches or 78 days	631.00	794.00
20 pages / 2,520 column inches or 104 days	623.00	784.00

* Programs, seminars and workshops that are not part of accredited institutions of higher learning.

Position Charges ROP

Section back pages (reserved)	Add \$8,900
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ROP 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 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.

Education Help Wanted — See Recruitment Rate Card

Education Life — Quarterly Tabloid Magazine

Sunday Nationwide Distribution

Sizes Available	Width x Depth	Open	126 Col. In. or 4 Days*	252 Col. In. or 13 Days*	504 Col. In. or 26 Days* 4X**	1,260 Col. In. or 52 Days*	2,520 Col. In. or 104 Days*
Full centerspread	20.6" x 10.875"	\$112,554	\$106,806	\$106,256	\$101,957	\$100,590	\$98,823
Full page	9.6" x 10.875"	52,928	50,222	49,967	47,944	47,303	46,471
3/4 page	9.6" x 8.125"	44,019	41,798	41,584	39,935	39,348	38,639
3/5 page (vertical)	5.7" x 10.875"	35,220	33,441	33,253	31,955	31,472	30,910
3/5 page (horizontal)	7.875" x 9.312"	35,220	33,441	33,253	31,955	31,472	30,910
1/2 page (horizontal)	9.6" x 5.375"	29,383	27,870	27,709	26,637	26,208	25,782
9/20 page	5.7" x 8.125"	26,979	25,580	25,432	24,447	24,067	23,652
2/5 page (vertical)	3.75" x 10.875"	24,574	23,289	23,155	22,257	21,925	21,522
3/10 page (horizontal)	5.7" x 5.375"	18,402	17,465	17,370	16,700	16,433	16,151
1/4 page (horizontal)***	9.6" x 2.625"	14,650	13,942	13,889	13,312	13,112	12,897
1/5 page (horizontal)	3.75" x 5.375"	12,342	11,650	11,598	11,116	10,967	10,793
1/10 page (vertical)	1.8" x 5.375"	6,199	5,827	5,799	5,559	5,505	5,383
1/10 page (horizontal)	3.75" x 2.625"	6,199	5,827	5,799	5,559	5,505	5,383
1/20 page	1.8" x 2.625"	3,114	2,960	2,932	2,826	2,799	2,704

* Education contract levels.

** For advertisers who order same size ad in all four Education Life sections.

*** Limited availability. Contact your account manager for information.

Black & White production note: a 65-line screen or coarser is required. Highlight: minimum 3 mil dot (8 % tone). Shadow: minimum 8.

Education Life Position Charges

Page 2 or inside back cover	\$1,060.00
Table of Contents, 2/5 vertical	735.00
Edit adjacency and other franchises	
1) Full page	1,060.00
2) 3/5 page	970.00
3) Half page	880.00
4) 2/5 page	735.00
Back cover	1,590.00

Color Premium

Half page or larger	Add \$15,210 per unit
Less than half page	Add \$11,150 per unit

For color production, information and deadline call the Education Department (212) 556-7729.

Publication Date	Reservations Close	B&W and Materials Close
February 3, 2013	January 8, 2013	January 16, 2013
April 14, 2013	March 19, 2013	March 27, 2013
August 4, 2013	July 9, 2013	July 17, 2013
November 3, 2013	October 8, 2013	October 23, 2013

Education Life — Bannered Features

Camps and Secondary Schools

Call for special rates: (212) 556-4905

Education/Camp & Schools — Metropolitan Section

Zoned Column Inch Rates

Sunday Distribution	The City	N.J.	L.I.	Westchester	Connecticut	West./ Conn.
Open	\$274.00	\$244.00	\$232.00	\$187.00	\$164.00	\$274.00
1/2 page / 63 column inches or 13 days	235.00	215.00	206.00	161.00	147.00	240.00
1 page / 126 column inches or 26 days	213.00	212.00	202.00	157.00	143.00	237.00
5 pages / 630 column inches or 39 days	196.00	207.00	197.00	149.00	134.00	225.00
10 pages / 1,260 column inches or 52 days	186.00	204.00	192.00	147.00	130.00	220.00
20 pages / 2,520 column inches	182.00	200.00	186.00	143.00	127.00	217.00
40 pages / 5,040 column inches	178.00	194.00	182.00	141.00	125.00	214.00

Combination Rates

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

Weekday NY regional ad run in combination with ad in The Metropolitan within 7 days	\$460.00
Weekday nationwide ad run in combination with ad in The Metropolitan within 7 days	510.00

Color Charges

Metropolitan Zones

Quarter page or larger City, New Jersey, Long Island or Westchester/Connecticut	Add \$5,450 per unit
Westchester or Connecticut	Add \$4,110 per unit

Multiple Regions 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 regions. Three units on the same day receive a 10% discount and 4 or 5 units receive 15%. Westchester and Connecticut Weekly counts as one unit because there is already a discount for running in both regions.

The New York Times Magazine

Four Color	Open Rate	3 Pages	6 Pages	12 Pages
Page	\$107,075	\$101,720	\$ 98,510	\$ 95,300
2/3 page	78,145	74,235	71,890	69,535
1/2 page	71,520	67,950	65,785	63,650
Facing 1/2 page**	137,370	130,490	126,375	122,240
Fireplace Unit	117,785	111,890	108,360	104,830
1/3 page (horizontal)/Strip Ad	58,905	55,955	54,215	52,430
1/3 page (vertical)	58,905	55,955	54,215	52,430
Square Third	47,395	45,020	43,600	42,185

Black & White

Page	\$73,420	\$69,755	\$67,560	\$65,345
2/3 page	46,280	43,950	42,570	41,170
1/2 page	43,640	41,445	40,145	38,835
Facing 1/2 page**	83,555	79,375	76,880	74,365
Fireplace Unit	80,760	76,730	74,315	71,880
1/3 page (horizontal)/Strip Ad	31,865	30,270	29,315	28,370
1/3 page (vertical)	31,865	30,270	29,315	28,370
Square Third	25,640	24,360	23,585	22,815

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.

Standard Sizes for Non-bleed Ads

Size	Width	Depth
Full page	8 7/16"	10 3/8"
2/3 page (vertical)	5 5/16"	10 3/8"
2/3 page (horizontal)	8 7/16"	6 1/2"
2/3 page (horizontal spread)	17 3/8"	6 1/2"
1/2 page (vertical)	4"	10 3/8"
1/2 page (horizontal)	8 7/16"	5 3/16"
1/3 page (horizontal)/Strip Ad	8 7/16"	3"
1/3 page (vertical)	2 5/8"	10 3/8"
Sq 1/3 page	5 5/16"	5 3/16"

The New York Times Magazine — Bannered Features

Rates (In One Year)

Black & White	Camps & Schools*
Open	\$ 66.05
3 Sundays	64.55
6 Sundays	62.15
13 Sundays	60.55
26 Sundays	59.70
39 Sundays	57.50
52 Sundays	55.50

* Ads are billed in lines (14 lines per column inch).

Minimum sizes: Camps & Schools, one inch.

Mechanical Requirements: supply same size line mechanical with non-screened art.

Reservations deadline – 31 days prior to publication; copy – 23 days prior.

Color (Open)

1/4 page	\$15,396
1/6 page	10,264

Spot Color

Spot color is available for ads 1/6 page or larger. Please contact your account manager for details.

2013 Education Calendar



Education Life offers readers a wealth of information about college preparation, finance, campus life and more. Times editors also delve into continuing education opportunities, exploring ways for adults to hone their skills, grow in their jobs and change their careers. Education Life is a prerequisite for anyone interested in pursuing higher education, making it a powerful environment — in print or online — for your marketing message.

The **Continuing Education Special News Section**, will explore the perspective of 20-somethings as well as older (40's) career veterans going back to school to obtain new degrees. Adults all over the country are looking into and participating in courses, programs and organized learning experiences that bring them up to date in a particular area of knowledge, while enhancing personal or professional goals.

In the annual **Education Issue of The New York Times Magazine**, editors and writers will once again offer enlightening information on the all-important topic of education — from pre-k to grad school — and how it impacts the lives of students and teachers as well as educators. This special-themed issue will survey the current state of education and explore how schools at every level can reinvent themselves to successfully fulfill the needs of their students.

For The Times's 4.6 million affluent and educated readers, **Online Learning** will serve as a syllabus to the institutions and infinite variety of courses available for their consumption. For advertisers, it's a can't-miss opportunity to capture an engaged audience who have both the means and motivation to pursue their passion for learning.

Great Places to Learn will focus on local colleges, universities, specialty schools, continuing education programs, graduate and professional schools, secondary schools and online learning programs that hail from the Tri-State area. Advertisers will get edit mention with all ads over ¼ page in this issue. This special zoned section will target potential students who seek information about their learning options.

For more information, contact your account manager or:

Alyssa Barrie
(212) 556-1938
barriab@nytimes.com



Education Life is a Recipient of the 2010 National Award for Education Reporting from the Education Writers Association.

Publication Date Reservations Close Materials Close

	Publication Date	Reservations Close	Materials Close
Education Life	February 3	January 8	January 16
Continuing Education	March 19	March 11	March 15
Camps and Schools Summer Spectacular	February 26	January 27	February 3
Education Life	April 4	March 19	March 27
Education Life	August 4	July 9	July 17
Magazine – Education Issue	September 15	August 16	August 23
Art & Design Schools	October 7	August 16	August 28
Great Places to Learn (Tri-State Area)	October 14	October 1	October 8/Color October 11/B&W
Executive Education MBA	November 1	October 18	October 25/Color October 30/B&W
Education Life	November 3	October 8	October 23