

2014

Advertising Rates
Effective January 1, 2014

Technology



The New York Times
NYTIMES.COM

Technology & Telecommunications 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

Technology & Telecommunications ROP Rates

	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Open	\$1,495	\$1,331	\$586
1 page / 126 column inches	1,336	1,233	586
2 pages / 252 column inches	1,294	1,195	551
5 pages / 630 column inches	1,250	1,148	533
10 pages / 1,260 column inches	1,235	1,123	527
20 pages / 2,520 column inches	1,224	1,080	516
40 pages / 5,040 column inches	1,212	1,059	510
60 pages / 7,560 column inches	1,188	1,023	502
75 pages / 9,450 column inches	1,171	1,001	494
100 pages / 12,600 column inches	1,131	961	486
150 pages / 18,900 column inches	1,028	904	471
200 pages / 25,200 column inches	981	875	456
250 pages / 31,500 column inches	932	843	440

Combination Rates

For Daily/Sunday and ROP/Magazine combination information, please call your account manager.

For Sports and New York Sections take 10% off Nationwide rates.

Example Sizes 4C – at Open Rate unless noted otherwise	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full Page (1 page rate)	\$196,069	\$179,029	\$75,029
5 x 15.75 (large junior page)	158,931	140,916	53,248
6 x 10.5 (half page)	135,385	119,953	44,018
4 x 14 (small junior page)	112,620	99,836	37,716
6 x 7 (strip)	91,690	81,202	29,512
3 x 10.5 (quarter page)	75,993	67,227	23,359

Example Sizes BW – at Open Rate unless noted otherwise	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full Page (1 page rate)	\$154,869	\$142,929	\$67,929
5 x 15.75 (large junior page)	117,731	104,816	46,148
6 x 10.5 (half page)	94,185	83,853	36,918
4 x 14 (small junior page)	83,720	74,536	32,816
6 x 7 (strip)	62,790	55,902	24,612
3 x 10.5 (quarter page)	47,093	41,927	18,459

Franchise Position Charges

Section Back Page (reserved)

Add \$8,900 to unit price.

Color Premiums

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide	Weekday Int'l Add On (EMEA & Asia)
1/2 page to full page*	\$36,100	\$41,200	\$31,500	\$36,100	\$7,100
Less than 1/2 page	25,300	28,900	21,900	25,300	4,900

*Full pages only in some 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 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.

First National/International News Page

	Unit 6 x 3		Unit 6 x 5.25	
	Sunday Nationwide	Weekday Nationwide	Sunday Nationwide	Weekday Nationwide
Open	\$34,215	\$30,545	\$ 59,875	\$53,455
6 times in one year	28,825	25,735	50,440	45,040
13 times in one year	27,735	24,765	948,540	43,340
26 times in one year	26,690	23,835	46,710	41,710
52 times in one year	25,650	22,900	44,885	40,075

First National News page — Facing page (full page only) available Monday to Saturday, add 15% premium charge to applicable contract level.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

OP-ED PAGE

Weekday Nationwide

Open	\$53,455
6 times in one year	45,040
13 times in one year	43,340
26 times in one year	41,710
52 times in one year	40,075

Ad size is modular – 6.85" wide by 9.3" in depth, and may only be submitted in B&W format.

Op-Ed reservations and cancellations must be done five business days prior to publication.

To obtain a copy of the Op-Ed guidelines, please call your account manager or COF at (212) 556-4995.

Sunday editorial position is full page only. Please contact your account manager for details.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

Cooperative

Nationwide Distribution	Column Inch Rate	
	Sunday	Weekday
Open	\$1,388	\$910
1 page / 126 column inches	1,204	805
2 pages / 252 column inches	1,164	780
5 pages / 630 column inches	1,114	744
10 pages / 1,260 column inches	1,083	723
20 pages / 2,520 column inches	1,047	702
40 pages / 5,040 column inches	952	665
75 pages / 9,450 column inches	885	608
100 pages / 12,600 column inches	837	575

New York Regional Distribution	Column Inch Rate	
	Sunday	Weekday
Open	\$1,263	\$830
1 page / 126 column inches	1,096	732
2 pages / 252 column inches	1,058	708
5 pages / 630 column inches	1,009	675
10 pages / 1,260 column inches	984	660
20 pages / 2,520 column inches	952	637
40 pages / 5,040 column inches	867	604
75 pages / 9,450 column inches	801	553

Combination Rates

For Daily/Sunday and ROP/Magazine combination information, please call your account manager.

To qualify for cooperative rates, advertising must contain dealer listings.

The New York Times Magazine 2014 Advertising Rates

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 charged a 5.5% premium over black and white rates.

2014 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
2-page spread	\$205,585	\$195,300	\$189,140	\$182,975	\$176,805	\$170,650	\$164,460

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
2-page spread	\$140,965	\$133,930	\$129,715	\$125,460	\$121,250	\$117,015	\$112,790

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 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.

See the 2014 T Magazine Rate Card for additional rates, discounts and other information.