

2014

Advertising Rates  
Effective January 1, 2014

# Healthcare



# Healthcare 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

## Healthcare

	Column Inch Rate		Int'l Add on (EMEA & Asia)
	Sunday Nationwide	Weekday Nationwide	
Open	\$1,406	\$1,254	\$586
3 pages / 378 column inches	1,335	1,192	545
5 pages / 630 column inches	1,232	1,129	533
10 pages / 1,260 column inches	1,216	1,106	527
15 pages / 1,890 column inches	1,211	1,083	522
20 pages / 2,520 column inches	1,206	1,061	516

### Example Sizes BW — at Open Rate

	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full Page	\$162,984	\$158,004	\$67,929
5 X 15.75 (large junior page)	110,723	98,753	46,148
6 X 10.5 (half page)	88,578	79,002	36,918
4 X 14 (small junior page)	78,736	70,224	32,816
6 x 7 (strip)	59,052	52,668	24,612
3 x 10.5 (quarter page)	44,289	39,501	18,459

### New York Regional Distribution

	Column Inch Rate	
	Sunday	Weekday
Open	\$1,269	\$1,145
3 pages / 378 column inches	1,207	1,089
5 pages / 630 column inches	1,109	1,029
10 pages / 1,260 column inches	1,095	1,007
15 pages / 1,890 column inches	1,091	988
20 pages / 2,520 column inches	1,087	969

## Healthcare/“Science Times” Special Programs

	Column Inch Rate Nationwide Weekday*
1 page in one year	\$1,166
3 pages / 378 column inches	1,120
5 pages in one year	891
10 pages in one year	713
15 pages / 1,890 column inches	656
20 pages in one year	595

\*Rates relate to ROP ads run in the Science Times section only.

## Healthcare ROP/Magazine Combination Rates

<b>Nationwide Distribution</b>	<b>Open</b>	<b>5 ROP Ads</b>	<b>10 ROP Ads</b>	<b>20 ROP Ads</b>
3–11 Magazine pages	\$1,146	\$847	\$809	\$758
12–17 Magazine pages	1,146	834	797	744
18+ Magazine pages	1,146	819	781	732
Special rate for ROP ads run in “Science Times” within three weeks of running a full page Magazine ad (including special advertising sections).	\$713			

## Combination Rates for Suburban Hospitals & Healthcare Advertisers — Metropolitan Section

	<b>Column Inch Rate Weekday</b>
New York Region weekday ad run in combination with Metropolitan Section ad within 7 days	\$460
Nationwide weekday ad run in combination with Metropolitan Section ad within 7 days	\$510

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

## ROP Position Charges — General

Sections back pages (reserved)	Add \$8,900
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## Color Premiums — General

	<b>Sunday N.Y. Regional</b>	<b>Sunday Nationwide</b>	<b>Weekday N.Y. Regional</b>	<b>Weekday Nationwide</b>
1/2 page to full page*	\$36,100	\$41,200	\$31,500	\$36,100
Less than 1/2 page	25,300	28,900	21,900	25,300

## Color Premiums — Retail

	<b>Sunday N.Y. Regional</b>	<b>Sunday Nationwide</b>	<b>Weekday N.Y. Regional</b>	<b>Weekday Nationwide</b>	<b>Weekday Int'l Add on (EMEA &amp; Asia)</b>
1/2 page to full page*	\$30,800	\$34,500	\$26,600	\$30,800	\$7,100
Less than 1/2 page	21,700	24,700	19,100	21,700	\$4,900

\*Full page 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 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. Contact the Color Services Department at (212) 556-7729 for details.