

2014

Advertising Rates
Effective January 1, 2014

Regional



Regional General 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

Metropolitan Section General Advertising

Commission to recognized advertising agencies

The City

	Column Inch Rate Sunday
Open	\$274
1/2 page / 63 column inches or 6 times	235
1 page / 126 column inches or 13 times	213
5 pages / 630 column inches or 26 times	196
10 pages / 1,260 column inches or 52 times	186
20 pages / 2,520 column inches	182
40 pages / 5,040 column inches	178

Position Charges

	Sunday
Page 2 or 3	64
Page 4	38
Back page	64

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to Manhattan, Brooklyn, Staten Island and lower Bronx.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

New Jersey Metropolitan

	Column Inch Rate Sunday
Open	\$244
1/2 page / 63 column inches or 6 times	215
1 page / 126 column inches or 13 times	212
5 pages / 630 column inches or 26 times	207
10 pages / 1,260 column inches or 52 times	204
20 pages / 2,520 column inches	200
40 pages / 5,040 column inches	194

Position Charges

	Sunday
Page 2 or 3	46
Page 4	29
Back page	46

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to New Jersey and adjacent Rockland and Richmond counties.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Long Island Metropolitan**Column Inch Rate
Sunday**

Open	\$232
1/2 page / 63 column inches or 6 times	206
1 page / 126 column inches or 13 times	202
5 pages / 630 column inches or 26 times	197
10 pages / 1,260 column inches or 52 times	192
20 pages / 2,520 column inches	186
40 pages / 5,040 column inches	182

Position Charges**Sunday**

Page 2 or 3	46
Page 4	29
Back page	46

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5
Page 4 - up to 1/2 page horizontal, Back Page - full page only.
Distribution limited to Queens, Nassau and Suffolk counties.
Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Westchester Metropolitan**Column Inch Rate
Sunday**

Open	\$187
1/2 page / 63 column inches or 6 times	161
1 page / 126 column inches or 13 times	157
5 pages / 630 column inches or 26 times	149
10 pages / 1,260 column inches or 52 times	147
20 pages / 2,520 column inches	143
40 pages / 5,040 column inches	141

Position Charges**Sunday**

Page 2 or 3	29
Page 4	18
Back page	29

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5
Page 4 - up to 1/2 page horizontal, Back Page - full page only.
Distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Greene and Columbia counties.
Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Connecticut Metropolitan**Column Inch Rate
Sunday**

Open	\$164
1/2 page / 63 column inches or 6 times	147
1 page / 126 column inches or 13 times	143
5 pages / 630 column inches or 26 times	134
10 pages / 1,260 column inches or 52 times	130
20 pages / 2,520 column inches	127
40 pages / 5,040 column inches	125

Position Charges

Sunday

Page 2 or 3	29
Page 4	18
Back page	29

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5
 Page 4 - up to 1/2 page horizontal, Back Page - full page only.
 Distribution limited to the state of Connecticut.
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Westchester & Connecticut Metropolitan

**Column Inch Rate
Sunday**

Open	\$274
1/2 page / 63 column inches or 6 times	240
1 page / 126 column inches or 13 times	237
5 pages / 630 column inches or 26 times	225
10 pages / 1,260 column inches or 52 times	220
20 pages / 2,520 column inches	217
40 pages / 5,040 column inches	214

Position Charges

Sunday

Page 2 or 3	42
Page 4	26
Back page	42

Identical ad must run in both Westchester and Connecticut zones.
 Combined distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Green and Columbia counties and the state of Connecticut.
 Connecticut and Westchester portions are billed separately; contract credit is given for each portion.
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

**Combination Rates for Arts & Antiques, Education,
Suburban Hospitals, and Health Care**

**Column Inch Rate
Weekday**

Weekday regional ad repeated from any Suburban Metropolitan Section within 7 days	\$460
Weekday nationwide ad repeated from any Sunday Suburban Metropolitan Section within 7 days	\$510

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

Multiple Units in the Metropolitan Section

Discounts are available for advertisers running 3 or 4 units of the same size ad on the same Sunday across one or more of the Metropolitan sections. Three units on the same Sunday receive a 10% discount, and 4 units receive a 15% discount. The Westchester and Connecticut Metropolitan section counts as one unit because there is already a discount for running in both sections.

Color Charges

2x7 or Larger

Sunday

City, New Jersey, Long Island or Westchester/Connecticut	Add \$5,450
Westchester or Connecticut	Add \$4,110

Contact your Account Manager for further 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).
 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.