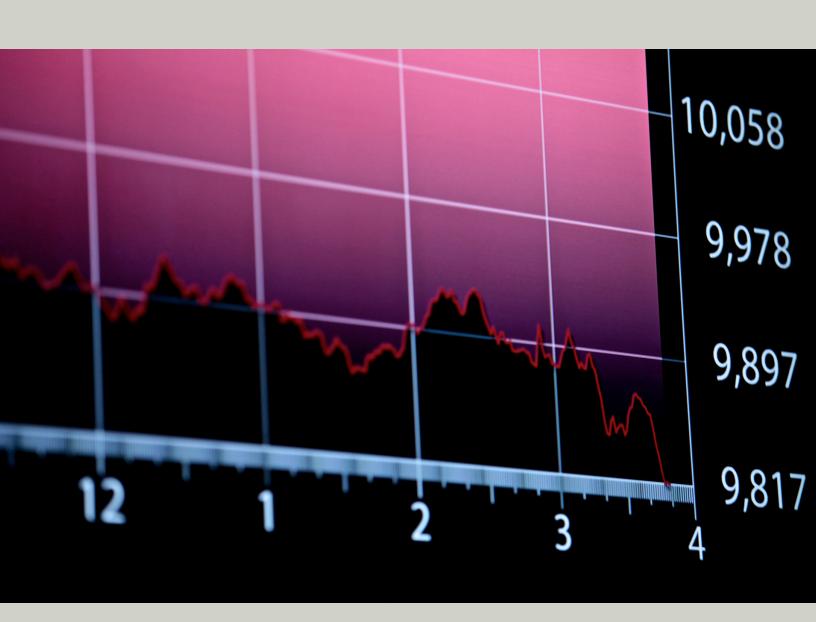
# Business



# **Business Advertising Rates & Units**

New York Times				Unit Size ———	Contract	% Broadsheet
Advertising Units	Special Size Discount	Number of Columns	Width	Depth	Column Inches	Page (126 Column Inches)
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			Unit Size			% Broadsheet
_	Special Size Discount	Number of Columns	Width	Depth	Column Inches	Page (126 Column Inches)
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

### **ROP Rates**

Banks (Investment, Commercial, Private, Savings and Loan, Thrifts) Broker, Credit Card, Corporate, Insurance and Mutual Funds

	Column Inch Rate			
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)	
Open	\$1,727	\$1,541	\$586	
2 pages / 252 column inches	1,465	1,307	551	
5 pages / 630 column inches	1,408	1,254	533	
10 pages / 1,260 column inches	1,352	1,206	527	
15 pages / 1,890 column inches	1,305	1,161	522	
20 pages / 2,520 column inches	1,195	1,064	516	
40 pages / 5,040 column inches	1,177	1,051	510	
60 pages / 7,560 column inches	1,154	1,029	502	
75 pages / 9,450 column inches	1,135	1,014	494	
100 pages / 12,600 column inches	1,119	998	486	
150 pages / 18,900 column inches	1,044	930	471	
200 pages / 25,200 column inches	991	885	456	
250 pages / 31,500 column inches	898	812	440	
Combination Rates  Same size ad must run and must be submitted on one insertion	order.			
Weekday Nationwide ad repeated from Sunday within 7 days.		\$812		
Example Sizes 4C – at Open Rate	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)	
Full Page (1 page rate)	\$241,394	\$214,733	\$75,029	
5 x 15.75 (large junior page)	177,201	157,454	53,248	
6 x 10.5 (half page)	150,001	133,183	44,018	
4 x 14 (small junior page)	125,612	111,596	37,716	
6 x 7 (strip)	101,434	90,022	29,512	
3 x 10.5 (quarter page)	83,301	73,842	23,359	
Example Sizes BW – at Open Rate	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)	
		¢470.000	\$67,929	
Full Page (1 page rate)	\$200,194	\$178,633	Ψ01,929	
	\$200,194 136,001	121,354	46,148	
5 x 15.75 (large junior page)	· · · · · · · · · · · · · · · · · · ·			
5 x 15.75 (large junior page) 6 x 10.5 (half page)	136,001	121,354	46,148	
Full Page (1 page rate)  5 x 15.75 (large junior page)  6 x 10.5 (half page)  4 x 14 (small junior page)  6 x 7 (strip)	136,001 108,801	121,354 97,083	46,148 36,918	

New York Regional Distribution	——— Colum	n Inch Rate ———	
	Sunday	Weekday	
Open	\$1,554	\$1,386	
2 pages / 252 column inches	1,315	1,174	
5 pages / 630 column inches	1,268	1,127	
10 pages / 1,260 column inches	1,217	1,087	
15 pages / 1,890 column inches	1,172	1,046	
20 pages / 2,520 column inches	1,073	958	
40 pages / 5,040 column inches	1,060	945	
60 pages / 7,560 column inches	1,036	926	
75 pages / 9,450 column inches	1,021	914	
100 pages / 12,600 column inches	1,006	897	
150 pages / 18,900 column inches	941	838	
200 pages / 25,200 column inches	892	798	
250 pages / 31,500 column inches	810	723	

### **Combination Rates**

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

Weekday New York Regional ad repeated from Sunday within 7 days.

\$723

### **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

<sup>\*</sup>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.

### Financial Notices\*/Securities Offerings/Redemption Notices

	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	
Open	\$1,320	\$1,177	
2 pages / 252 column inches	1,029	923	
5 pages / 630 column inches	743	663	

<sup>\*</sup>Applies to New Issues, Tender Offers, Dividend Notices and Statement of Condition ads. General business rates apply to all other financial notice ads. Financial Notice ads appear nationwide with distribution throughout the United States.

### **Mortgage Loans**

Sunday Real Estate Section — New York Regional Distribution

Weekday: Main News, Business Day, World Business, Escapes and Metro

### —— Column Inch Rate ———

	Sunday	Weekday	
Open	\$1,039	_	
1 page / 126 column inches	945	_	
5 pages / 630 column inches	896	_	
10 pages / 1,260 column inches	844	_	
Combination Rates		Weekday	

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

Sunday ad repeated Monday or Friday within 5 days. — \$679

Business rates apply to all ads running outside the Sunday Real Estate section or in any daily section, except for the repeat or combination ad on Monday or Friday. Monday or Friday combo in Main News, Business Day, World Business, Escapes or Metro.

### Mortgage Loans — Zoned Display\*

Sunday Real Estate Section (Long Island, New Jersey or Westchester/Connecticut)

Call your sales representative for additional details.

	—— Column		
	Sunday	Weekday	
Open	\$355	_	
1 page / 126 column inches	323	_	
5 pages / 630 column inches	308	_	
10 pages / 1,260 column inches	286	_	

<sup>\*</sup>Zoned Distribution:

New Jersey — The state of New Jersey, Staten Island, Orange and Rockland counties in New York and Philadelphia and surrounding suburbs.

Westchester/Connecticut — The northern Bronx, the counties of Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and Greene in New York and the state of Connecticut. Long Island — Brooklyn, Queens, Nassau and Suffolk.

Cause & Appeal	——— Column In	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (EMEA & Asia)	
Open	\$1,320	\$1,200	\$586	
2 pages / 252 column inches	1,045	950	551	
3 pages / 378 column inches	781	710	545	
5 pages / 630 column inches	682	620	533	
8 pages / 1,008 column inches	570	518	527	
12 pages / 1,512 column inches	515	470	522	

	Column I	nch Rate ——	
Outside of Main News and Week in Review.	Sunday	Weekday	
Open	\$920	\$840	
2 pages / 252 column inches	732	665	
3 pages / 378 column inches	545	497	
5 pages / 630 column inches	475	434	
8 pages / 1,008 column inches	399	345	
12 pages / 1,512 column inches	360	330	

Cause & Appeal/Political advertising material due two days prior to publication.

Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
\$194,214	\$175,204	\$75,029
145,150	130,600	53,248
124,360	133,183	44,018
102,820	111,596	37,716
84,340	90,022	29,512
70,480	73,842	23,359
Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
\$153,014	\$139,104	\$67,929
103,950	94,500	46,148
83,160	97,083	36,918
73,920	86,296	32,816
55,440	64,722	24,612
	\$194,214 145,150 124,360 102,820 84,340 70,480 <b>Sunday</b> <b>Nationwide</b> \$153,014 103,950 83,160 73,920	Nationwide         Nationwide           \$194,214         \$175,204           145,150         130,600           124,360         133,183           102,820         111,596           84,340         90,022           70,480         73,842           Sunday Nationwide         Weekday Nationwide           \$153,014         \$139,104           103,950         94,500           83,160         97,083           73,920         86,296

# **Franchise Position & Premium Charges**

### **Weekday Business Day**

Business Day, First Stock page & Marketplace page	Add \$133 per column inch
Money and Business, page 2	Add \$156 per column inch
Back page (reserved, add to total price)	Add \$8,900 to unit price

All NYT advertising units available.

# **First International/National News Page**

	Unit 6	х 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	48,540	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.

<sup>\*</sup>These rates are to be added to the applicable column inch rate.

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.

### The New York Times Magazine 2014 Advertising Rates — General

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 a	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 a	d 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

<sup>\*</sup>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.

## 2014 General Advertising Rates for The New York Times T Magazine

FOUR COLOR	OPEN	3 PGS	6 PGS	12 PGS	<b>18 PGS</b>	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.
- For add-on rates for International NYT T Style Magazine, contact your account manager.

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