

# 2014

**Advertising Rates**  
Effective January 1, 2014

# 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		
<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

## Education — ROP and Banners

Universities, Colleges, Dance, Performing Arts, Instructions, Student Recruitment	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (EMEA & Asia)
Open	\$883	\$698	\$218
1 page / 126 column inches or 4 days	798	631	218
2 pages / 252 column inches or 13 days	774	614	211
4 pages / 504 column inches or 26 days	759	603	203
10 pages / 1,260 column inches or 52 days	749	593	196
15 pages / 1,890 column inches or 78 days	742	581	192
20 pages / 2,520 column inches or 104 days	732	571	192

### 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

3 consecutive Sundays

\$783 —

Call your representative for other bannered features.

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

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)	\$133,704	\$109,246	\$32,371
5x15.75 (Large Junior Page)	110,736	91,068	24,268
6x10.5 (Half Page)	96,829	80,074	20,834
4x14 (Small Junior Page)	78,348	64,388	17,108
6x7 (Strip)	65,986	54,616	14,056
3x10.5 (Quarter Page)	56,715	47,287	11,767

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)	\$92,504	\$73,146	\$25,271
5x15.75 (Large Junior Page)	69,536	54,968	17,168
6x10.5 (Half Page)	55,629	43,974	13,734
4x14 (Small Junior Page)	49,448	39,088	12,208
6x7 (Strip)	37,086	29,316	9,156
3x10.5 (Quarter Page)	27,815	21,987	6,867

### Position Charges – ROP

Section Back Pages (reserved) Add \$8,900

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

### Education Help Wanted — See Recruitment Rate Card

<b>New York Regional Distribution</b>	<b>Sunday</b>	<b>Weekday</b>
Open	\$823	\$655
1 page / 126 column inches or 4 days	746	593
2 pages / 252 column inches or 13 days	722	574
4 pages / 504 column inches or 26 days	711	567
10 pages / 1,260 column inches or 52 days	695	552
15 pages / 1,890 column inches or 78 days	691	549
20 pages / 2,520 column inches or 104 days	683	543

### 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

The New York Regional edition is distributed in New York, Connecticut, New Jersey and Pennsylvania.

<b>Seminars, Workshops, Conferences, Other Instruction*</b>	<b>Nationwide</b>	<b>Sunday Nationwide</b>	<b>Weekday Int'l Add on (EMEA &amp; Asia)</b>
Open	\$1,016	\$803	\$218
1 page / 126 column inches or 4 days	918	723	218
2 pages / 252 column inches or 13 days	889	705	211
4 pages / 504 column inches or 26 days	874	695	203
10 pages / 1,260 column inches or 52 days	859	678	196
15 pages / 1,890 column inches or 78 days	852	668	192
20 pages / 2,520 column inches or 104 days	842	655	192

<b>Example Sizes 4C – at Open Rate unless noted otherwise</b>	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>	<b>Weekday Int'l Add on (EMEA &amp; Asia)</b>
Full Page (1 Page Rate)	\$147,615	\$119,910	\$32,371
5x15.75 (Large Junior Page)	121,210	99,336	24,268
6x10.5 (Half Page)	105,208	86,689	20,834
4x14 (Small Junior Page)	85,796	70,268	17,108
6x7 (Strip)	71,572	59,026	14,056
3x10.5 (Quarter Page)	60,904	50,595	11,767

<b>Example Sizes BW – at Open Rate unless noted otherwise</b>	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>	<b>Weekday Int'l Add on (EMEA &amp; Asia)</b>
Full Page (1 Page Rate)	\$106,415	\$83,810	\$25,271
5x15.75 (Large Junior Page)	80,010	63,236	17,168
6x10.5 (Half Page)	64,008	50,589	13,734
4x14 (Small Junior Page)	56,896	44,968	12,208
6x7 (Strip)	42,672	33,726	9,156
3x10.5 (Quarter Page)	32,004	25,295	6,867

**New York Regional Distribution**

	<b>Sunday</b>	<b>Weekday</b>
Open	\$945	\$750
1 page / 126 column inches or 4 days	856	678
2 pages / 252 column inches or 13 days	830	658
4 pages / 504 column inches or 26 days	819	650
10 pages / 1,260 column inches or 52 days	800	634
15 pages / 1,890 column inches or 78 days	794	631
20 pages / 2,520 column inches or 104 days	784	623

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

**Education Help Wanted — See Recruitment Rate Card****Education Life — Quarterly Tabloid Magazine****Sunday Nationwide Distribution**

<b>Sizes Available</b>	<b>Width x Depth</b>	<b>Open</b>	<b>126 Col. In. or 4 Days*</b>	<b>252 Col. In. or 13 Days*</b>	<b>504 Col. In. or 26 Days* 4X**</b>	<b>1,260 Col. In. or 52 Days*</b>	<b>2,520 Col. In. or 104 Days*</b>
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.

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## Education Life Position Charges

Page 2 or inside back cover	\$1,060
Table of Contents, 2/5 vertical	735
Edit adjacency and other franchises	
1) Full page	1,060
2) 3/5 page	970
3) Half page	880
4) 2/5 page	735
Back cover	1,590

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## 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.

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## Publication Date

## Reservations Close

## B&W and Materials Close

February 9, 2014	January 14, 2014	January 22, 2014
April 13, 2014	March 18, 2014	March 26, 2014
August 3, 2014	July 8, 2014	July 15, 2014
November 2, 2014	October 7, 2014	October 22, 2014

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## Education Life — Bannered Features

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### Camps and Secondary Schools

Call for special rates: (212) 556-4905

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## Education/Camp & Schools — Metropolitan Section

### Zoned Column Inch Rates

Sunday Distribution	The City	N.J.	L.I.	Westchester	Connecticut	West./ Conn.
Open	\$274	\$244	\$232	\$187	\$164	\$274
1/2 page / 63 column inches or 13 days	235	215	206	161	147	240
1 page / 126 column inches or 26 days	213	212	202	157	143	237
5 pages / 630 column inches or 39 days	196	207	197	149	134	225
10 pages / 1,260 column inches or 52 days	186	204	192	147	130	220
20 pages / 2,520 column inches	182	200	186	143	127	217
40 pages / 5,040 column inches	178	194	182	141	125	214

### 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
Weekday nationwide ad run in combination with ad in The Metropolitan within 7 days	510

### 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.

# 2014 Education Calendar



For The Times's 3.8\* million affluent and educated readers, **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 a higher education, making it a powerful environment — in print or online — for your marketing message.

The **Continuing Education Special News Section** will reach adults all over the country as they 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.

**Great Places to Learn** will focus on New York Tri-State colleges, universities, specialty schools, continuing education programs, graduate and professional schools, secondary schools and online learning programs. Advertisers will obtain edit mention with all ads over ¼ page in this issue.

Source: Ipsos Affluent Survey 2013; Base, Affluent Adults  
 \*Based on NYT Weekday/Sunday NET readers

For more information,  
 contact your account  
 manager or:

Lloyd Backus  
 (212) 556-8037  
 backula@nytimes.com

	Publication Date	Reservations Close	Materials Close
<b>Education Life</b>	February 9	January 14	January 22
<b>Camps and Schools Summer Spectacular</b>	February 23	January 24	January 31
<b>Continuing Education</b>	March 18	March 7	March 10
<b>Education Life</b>	April 13	March 18	March 26
<b>Education Life</b>	August 3	July 8	July 16
<b>Magazine – Education Issue</b>	September 14	August 15	August 22
<b>Great Places to Learn (Tri-State Area)</b>	October 13	September 20	October 2
<b>Education Life</b>	November 2	October 7	October 22

# 2014