Real Estate



Real Estate Advertising Rates & Units

New York Times		_	Unit 9	Size ———	Contract	% Broadsheet
Advertising Units	Special Size Discount	Number of Columns	Width	Donth	Column	Page (126 Column Inches)
				Depth	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 horizonta	al)	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 9*		2	3.75"	9"	18.0	14.3
2 X 8*		2	3.75"	8"	16.0	12.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 6*		2	3.75"	6"	12.0	9.5

^{*}These units are available for display bannered categories only.

The New York Times

New York Times Ad	dvertising Units (CONTINUED				
New York Times		_	Unit Size			% Broadsheet
Advertising Units	Special Size Discount	Number of Columns	Width	Depth	Column Inches	Page (126 Column Inches)
2 X 5.25		2	3.75"	5.25"	10.5	8.3
2 X 4*		2	3.75"	4"	8.0	6.4
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8
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.

^{*}This unit is available for display bannered categories only.

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			

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Residential Real Estate Rates

Residential Real Estate — Classified and Display on Classified Pages[†]

Line Rate			
Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
\$39.95	\$51.65	\$28.50	\$34.35
37.55	49.45	26.25	32.20
36.00	47.90	24.75	30.70
34.55	46.45	23.40	29.40
32.90	44.80	22.40	28.40
28.75	40.70	18.40	24.40
27.20	39.10	17.10	23.10
25.65	37.55	15.90	21.85
25.10	37.05	15.55	21.55
24.60	36.50	15.15	21.15
23.60	35.55	14.65	20.65
_	_	\$22.80	\$28.65
\$31.10	\$43.00	13.90	19.75
31.00	42.90	13.00	18.85
23.85	35.75	11.75	17.75
	\$39.95 37.55 36.00 34.55 32.90 28.75 27.20 25.65 25.10 24.60 23.60	Sunday N.Y. Regional Sunday Nationwide \$39.95 \$51.65 37.55 49.45 36.00 47.90 34.55 46.45 32.90 44.80 28.75 40.70 27.20 39.10 25.65 37.55 25.10 37.05 24.60 36.50 23.60 35.55	N.Y. Regional Nationwide N.Y. Regional \$39.95 \$51.65 \$28.50 37.55 49.45 26.25 36.00 47.90 24.75 34.55 46.45 23.40 32.90 44.80 22.40 28.75 40.70 18.40 27.20 39.10 17.10 25.65 37.55 15.90 25.10 37.05 15.55 24.60 36.50 15.15 23.60 35.55 14.65 - \$22.80 \$31.10 \$43.00 13.90 31.00 42.90 13.00

[†]Display on Classified is now available to New Construction & Conversions and New Rentals, Condominiums, Lofts, Townhouses, Custom Homes and New Housing Developments.

Please contact your NYT account manager for minimum ad size requirements.

Note: All agate ads will be automatically uploaded to nytimes.com/realestate for an additional \$85. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

Display on classified is available for Resale Properties only in selected classifications. Ads are published in 10-column format and billed in lines.

Minimum depth: 2 columns — 35 lines; 3 columns — 42 lines; 4 columns — 56 lines; 5 and 6 columns — 75 lines; 7, 8 and 9 columns — 98 lines.

Holders of full-run Real Estate — Classified contracts qualify for the equivalent rate based on their contract level, and will earn credit for these ads toward contract fulfillment. For further details, call your sales representative.

Advertisers holding both commercial and residential contracts earn contract level equivalency, but not fulfillment. For further details, call your sales representative.

Real Estate Classified under geographic listings are exclusively for the offering of specific properties. Ancillary services may only appear under the Real Estate Services, websites or Real Estate Miscellaneous classification numbers.

For contract fulfillment purposes, display ads and classified/display on classified ads are on separate contracts and do not count towards each other's contract for fulfillment.

 $[\]ensuremath{^{*}}\xspace$ If contract advertiser, substitute the lower of combo or contract rate.

^{**}Noncontract advertisers must run identical ad on all days and must submit ads on one insertion order. Contract advertisers can run any size ad on four weekdays, but ad must be same size on any two weekdays, plus Sunday. Ads can be submitted on multiple insertion orders, but must be "multi-coded" at time of insertion in order to qualify for combination rate.

 $[\]ensuremath{^{***}}\xspace$ Identical ad must run and be submitted on one insertion order.

Distinctive Homes/House & Home Combination Rate

Logos & Footers

Setup Fee: \$450, gross Category line rates apply. Ads billed at one line above actual size 28-line minimum

Photos

Setup Fee: \$450, gross Category line rates apply. Ads billed at 2 lines above actual size Size minimum of 1 inch

Shading

8-line minimum Billed at a 25% premium

3-D Border

10-line minimum Billed at a 40% premium Border with shading billed at 50% premium

Icons

4-line picture icons:
14-line minimum
Category line rates apply
2-line icons:
4-line minimum
Category line rates apply

Broker Head Shots

Contract rates apply

Setup Fee: \$450, gross
All Photos are sized and billed
at 16 lines
28-line ad minimum for photo
inclusion
Professional head shots
required
Only one person may be
featured in the photo
Please provide photographs
that do not feature text within
the shot

Floor Plans

Setup Fee: \$450, gross All illustrations must be a minimum of 16 billable lines 28-line ad minimum Contract rates apply

Enhanced Web Add On*

7 days \$ 85 30 days 235

*Special rates available for Long Island, Westchester/Connecticut and New Jersey-only zoned agate.

Line Rate Weekday

Any one weekday ad repeated in House & Home from the previous Sunday Residential Real Estate Section

\$14.70

Residential Real Estate — Zoned Classified and Display on Classified** Pages*

Available in selected classifications. Ads are published in 10-column format and billed in lines. Minimum depth: 2 columns — 50 lines; 3 columns — 42 lines; 4 columns — 56 lines; 5 and 6 columns — 75 lines; 7, 8 and 9 columns — 98 lines. Holders of full-run Real Estate — Zoned Classified contracts qualify for the equivalent rate based on their contract level and will earn credit for these ads toward contract fulfillment. For further details, call your sales representative.

All Long Island, Westchester/Connecticut and New Jersey-only zoned agate ads will automatically upload to the nytimes.com/realestate site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

Manhattan (Manhattan Properties Only)	L	_	
	Sunday	Weekday	
Open	\$36.15	_	
52 Sundays or 5,000 lines in one year	29.60	<u> </u>	
156 days or 15,000 lines in one year	25.90	<u> </u>	
365 days or 30,000 lines in one year	24.35	<u> </u>	
75,000 lines in one year	23.35	<u> </u>	
125,000 lines in one year	22.70	<u> </u>	
175,000 lines in one year	22.25	<u> </u>	
225,000 lines in one year	21.35	_	
	Sunday	Weekday	
Identical ad must run and be submitted on one insertion order.			
Sunday and any 2 weekdays within 7 days	\$28.10	\$13.90	
Sunday and 3–5 weekdays within 7 days	27.95	13.00	
7 or more consecutive days	23.65	11.75	

Agate (800) 458-5522

Display and Display on classifieds inside NY area (212) 556-1581/outside NY area (800) 843-3113

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Long Island		——————————————————————————————————————				
	Sunday	Manhattan Zone				
Open	\$14.50	\$29.85				
13 Sundays or 1,000 lines in one year	11.90	26.00				
26 Sundays or 2,500 lines in one year	11.30	25.00				
39 Sundays or 5,000 lines in one year	10.45	23.85				
52 Sundays or 10,000 lines in one year	9.90	23.35				
15,000 lines in one year	9.75	22.85				
20,000 lines in one year	9.65	22.75				
25,000 lines in one year	9.35	22.45				
40,000 lines in one year	9.10	22.25				

		Sunday wi Manhattai	
Combination Rates*	Sunday	Zone	Weekday
Identical ad must run and be submitted on one insertion order.			
2 consecutive Sundays	\$12.30	\$26.15	_
4 consecutive Sundays	11.95	25.65	_
Sunday ad repeated on two or more weekdays within 7 days	12.45	26.25	\$11.75
7 or more consecutive days**	11.95	21.60	11.75

^{*}If contract advertiser, substitute the lower of combo or contract rate.

Zoned distribution on Sunday only, for these areas: Long Island — Brooklyn, Queens, Nassau and Suffolk

All Long Island-only zoned agate ads will automatically upload to the nytimes.com/realestate site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

Westchester/Connecticut	Sunday	Line Rate Sunday with Manhattan Zone	
Open	\$13.35	\$28.60	
13 Sundays or 1,000 lines in one year	10.50	24.60	
26 Sundays or 2,500 lines in one year	10.05	24.05	
39 Sundays or 5,000 lines in one year	9.50	22.90	
52 Sundays or 10,000 lines in one year	9.30	22.60	
15,000 lines in one year	9.00	22.35	
20,000 lines in one year	8.90	22.25	
25,000 lines in one year	8.35	21.35	
40,000 lines in one year	8.00	21.25	

^{**}Published in Sunday Zoned Real Estate section.

Combination Rates*

2 consecutive Sundays 4 consecutive Sundays

Sunday	Line Rate — Sunday with Manhattan Zone	Weekday
¢44.00	¢04.75	
\$11.20	\$24.75	
10.45	24.05	_

24.85

21.35

\$11.75

11.75

11.30

10.45

Sunday ad repeated on 2 or more weekdays within 7 days

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

7 or more consecutive days**

All Westchester/Connecticut-only zoned agate ads will automatically upload to the nytimes.com/realestate site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

New Jersey		Line Rate Sunday wit Manhattan	th
	Sunday	Zone	
Open	\$9.45	\$24.75	
13 Sundays or 1,000 lines in one year	7.80	21.90	
26 Sundays or 2,500 lines in one year	7.35	21.25	
39 Sundays or 5,000 lines in one year	6.85	20.40	
52 Sundays or 10,000 lines in one year	6.55	20.05	
15,000 lines in one year	6.30	19.40	
20,000 lines in one year	6.05	19.15	
25,000 lines in one year	5.70	18.85	
40,000 lines in one year	5.60	18.70	
		Sunday wit	
Combination Rates*	Sunday	Zone	Weekday
Identical ad must run and be submitted on one insertion order.			
2 consecutive Sundays	\$8.25	\$21.90	_
4 consecutive Sundays	7.60	21.60	_
Sunday ad repeated on 2 or more weekdays within 7 days	8.35	22.05	\$11.75
7 or more consecutive days**	7.60	20.90	11.75

^{*}If contract advertiser, substitute the lower of combo or contract rate.

Agate (800) 458-5522 Display and Display on classifieds inside NY area (212) 556-1581/outside NY area (800) 843-3113

^{*}If contract advertiser, substitute the lower of combo or contract rate.

^{**}Published in Sunday Zoned Real Estate section.

Zoned distribution on Sunday only, for these areas: Westchester/Connecticut, the northern Bronx, the counties of Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and Greene in New York and the state of Connecticut.

^{**}Published in Sunday Zoned Real Estate section.

Zoned distribution on Sunday only, for these areas: New Jersey — the state of New Jersey, Staten Island, Orange and Rockland counties in New York, and Philadelphia and surrounding suburbs.

All New Jersey-only zoned agate ads will automatically upload to the nytimes.com/realestate site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

Residential Real Estate — Display

	Column Inch Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$848	\$932	\$778	\$855
1 page / 126 column inches or 26 Sundays	731	804	673	741
2 pages / 252 column inches or 52 Sundays or 5,000 line classified contract	707	780	650	714
pages / 504 column inches or 156 Days or 15,000 line classified contract	686	754	626	690
LO pages / 1,260 column inches or 365 days or 30,000 line classified contract	666	733	604	665
0 pages / 2,520 column inches or 75,000 line lassified contract	654	722	589	649
30 pages / 3,780 column inches or 175,000 line classified contract	645	710	580	637
50 pages / 6,300 column inches or 225,000 line classified contract	614	675	562	619

Combination Rates

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

Any one weekday ad repeated from

Sunday Real Estate Section within 7 days — \$301 \$331

When Sunday Real Estate display ads are ordered outside the Sunday Real Estate section, miscellaneous advertising rates apply. See page 19 for rates. Display advertisers should refer to Advertising Acceptability guidelines on page 20.

For contract fufillment purposes, display ads and classified/display on classified ads are on separate contracts and do not count towards each other's contract for fufillment.

Residential Real Estate — Zoned Display

Manhattan (Manhattan properties only)	Column Inch Rate Sunday
Open	\$720
1 page / 126 column inches or 26 Sundays	623
2 pages / 252 column inches or 52 Sundays or 5,000 line classified contract	600
4 pages / 504 column inches or 156 days or 15,000 line classified contract	582
10 pages / 1,260 column inches or 365 days or 30,000 line classified contract	567
20 pages / 2,520 column inches or 75,000 line classified contract	555
30 pages / 3,780 column inches or 175,000 line classified contract	549
50 pages / 6,300 column inches or 225,000 line classified contract	522

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Residential Real Estate — Zoned Display | Manhattan CONTINUED

----- Column Inch Rate ------Weekday

Combination Rates

Identical ad must run and be submitted on one insertion order.	
Wednesday ad repeated from Sunday within 7 days	\$308
Any weekday ads repeat from Sunday within 7 days	\$308

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch.

Long Island		— Column Inc Sunday v Manhatt	with
	Sunday	Zone	
Open	\$317	\$668	
1/2 page / 63 column inches or 13 Sundays or 1,000 line classified contract	274	599	
1 page / 126 column inches or 26 Sundays or 2,500 line classified contract	260	590	
2 pages / 252 column inches or 52 Sundays or 10,000 line classified contract	247	575	
4 pages / 504 column inches or 15,000 line classified contract	239	571	
6 pages / 756 column inches or 20,000 line classified contract	236	567	
8 pages / 1,008 column inches or 25,000 line classifed contract	231	559	
10 pages / 1,260 column inches or 40,000 line classified contract	230	557	
20 pages / 2,520 column inches or 40,000 line classified contract	224	553	
30 pages / 3,780 column inches or 40,000 line classified contract	218	545	
Combination Rates			Weekday
Identical ad must run and be submitted on one insertion order.			
Wednesday ad repeated from Sunday within 7 days			\$308

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch. Zoned distribution on Sunday only, for these areas: Long Island — Brooklyn, Queens, Nassau and Suffolk.

Any one weekday repeat from Sunday within 7 days

308

Westchester/Connecticut	Column Inch Rate Sunday with		
	Sunday	Manhattan Zone	
Open	\$295	\$646	
1/2 page / 63 column inches or 13 Sundays or 1,000 line classified contract	241	572	
1 page / 126 column inches or 26 Sundays or 2,500 line classified contract	236	567	
2 pages / 252 column inches or 52 Sundays or 10,000 line classified contract	228	555	
4 pages / 504 column inches or 15,000 line classified contract	212	544	
6 pages / 756 column inches or 20,000 line classified contract	210	542	
8 pages / 1,008 column inches or 25,000 line classifed contract	208	538	
10 pages / 1,260 column inches or 40,000 line classified contract	196	524	
20 pages / 2,520 column inches or 40,000 line classified contract	194	522	
30 pages / 3,780 column inches or 40,000 line classified contract	184	517	
Combination Rates			Weekday
Identical ad must run and be submitted on one insertion order.			

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch.

Zoned distribution on Sunday only, for these areas: Westchester/Connecticut – the northern Bronx, the counties of Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and Greene in New York and the state of Connecticut.

New Jersey		— Column Inch Rate ————— Sunday with Manhattan
	Sunday	Zone
Open	\$214	\$571
1/2 page / 63 column inches or 13 Sundays or 1,000 line classified contract	182	516
1 page / 126 column inches or 26 Sundays or 2,500 line classified contract	168	499
2 pages / 252 column inches or 52 Sundays or 10,000 line classified contract	144	476
4 pages / 504 column inches or 15,000 line classified contract	136	471
6 pages / 756 column inches or 20,000 line classified contract	133	467
8 pages / 1,008 column inches or 25,000 line classifed contract	128	457
10 pages / 1,260 column inches or 40,000 line classified contract	124	454
20 pages / 2,520 column inches or 40,000 line classified contract	123	453
30 pages / 3,780 column inches or 40,000 line classified contract	122	452

Combination Rates	Weekday
Identical ad must run and be submitted on one insertion order.	
Wednesday ad repeated from Sunday within 7 days	\$308
Any one weekday repeat from Sunday within 7 days	308

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch. Zoned distribution on Sunday only, for these areas: New Jersey — the state of New Jersey, Staten Island, Orange and Rockland counties in New York, and Philadelphia and surrounding suburbs.

Agate (800) 458-5522

Wednesday ad repeated from Sunday within 7 days

Any one weekday repeat from Sunday within 7 days

Display and Display on classifieds inside NY area (212) 556-1581/outside NY area (800) 843-3113

\$308

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Color — Sunday Residential Real Estate

Full Run

Half page to full page	Add \$21,800
Less than half page	Add \$17,300
Zoned	
Half page to full page	Add \$11,300
Quarter page to less than half page	Add \$9,300

Contact your account manager about availability, deadlines and specifications.

Residential Real Estate — Luxury Homes & Estates in The New York Times Magazine

Luxury Homes and Estates Banner	B&W Line Rate	4 Color Line Rate	
Open	\$42.65	\$68.25	
3 Sundays in one year or 6,000 classified lines in one year	41.55	64.75	
6 Sundays in one year or 12,000 classified lines in one year	39.95	62.80	
13 Sundays in one year or 24,000 classified lines in one year	39.15	60.70	
26 Sundays in one year or 48,000 classified lines in one year	38.35	58.60	
39 Sundays in one year or 75,000 classified lines in one year	37.05	56.65	
52 pages or 125,000 classified lines in one year	35.85	55.25	

Price for spot color ads 1/4 page or larger: \$5,175 Minimum 4 color ad: 1/6 page or 2 columns x 73 lines

Minimum space: 2 columns, 28 lines; 3 columns, 48 lines; 4 and 6 columns, 73 lines.

Major units available: 6 columns x 147 lines; (full page)

Call (212) 556-1581 for more information.

Luxury Homes & Estates

Column Widths

Full-page advertisements are discounted at 8%.

Printed Columns	Material Size
1	2" wide
2	4 1/8" wide
3	6 1/4" wide
4	8 7/16" wide

Display and Display on classifieds inside NY area (212) 556-1581/outside NY area (800) 843-3113

Residential Real Estate Homes Magazines

Manhattan	4 Color Page Rate (Full Page Only)
Open	\$8,205
12 pages	6,790
24 pages or 52x classified contract holder	6,625
36 pages or 156x classified contract holder	6,440
48 pages or 365x classified contract holder	6,275
60 pages or 75,000 lines in one year	6,090
72 pages or 175,000 lines in one year	5,930
84 pages or 225,000 lines in one year	5,650
Outside the tristate region	3,785

Combination Rates

Ad repeated in Westchester and Connecticut Homes Magazine	\$2,980	
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Homes Magazines are delivered to home-delivery customers on specified weekdays throughout the year.

Ask your advertising agency or New York Times representative for publication dates.

Manhattan Homes distribution throughout Manhattan.

Manhattan properties must be placed in the Manhattan Homes Magazine and Manhattan Homes rates apply.

Additional charges for late material submission of \$95 per day per ad.

Westchester	and	Connecticut	Combined

4 (Col	or	Pa	ge	Rate
(F	ull	Pa	ge	On	ly)

	(ruii Page Only)	
Open	\$4,845	
9 pages	4,000	
18 pages or 52x classified contract holder	3,900	
27 pages or 156x classified contract holder	3,850	
36 pages or 365x classified contract holder	3,590	
45 pages or 75,000 lines in one year	3,490	
54 pages or 175,000 lines in one year	3,330	
63 pages or 225,000 lines in one year	3,165	
Outside the Tristate Region	3,785	

Combination Rates

Ad repeated in Manhattan Homes Magazine	\$3,605

Homes Magazines are delivered to home delivery customers on specified weekdays throughout the year.

Westchester and Connecticut Homes distribution throughout the northern Bronx, Westchester, Putnam, Orange and Rockland counties in New York and the western half of the state of Connecticut.

Additional charges for late material submission of \$95 per day per ad.

 $\label{thm:continuous} \mbox{Ask your advertising agency or New York Times representative for publication dates}.$

Agate (800) 458-5522 Display and Display on classifieds inside NY area (212) 556-1581/outside NY area (800) 843-3113

Mortgage Loans

Sunday Real Estate Section — New York Regional Distribution	Column Inch Rate Sunday	
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 or Metro.

Mortgage Loans — Zoned Display*

Sunday Real Estate Section (Long Island, New Jersey or Westchester/Connecticut) Call your sales representative for additional details.	——— Colur Sundav	nn Inch Rate ———— Sunday with Manhattan Zone
Open	\$355	\$792
1 page / 126 column inches	323	747
5 pages / 630 column inches	308	730
10 pages /1,260 column inches	286	714

^{*}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.

Box Number

When The Times is requested to insert a box number in a full-run advertisement and forward the box number replies, the service charge is \$275 for full-run and \$100 for zoned suburban advertisements. Replies will be forwarded to the advertiser for a period of one month following the publication date of the ad. Charges for box numbers are not commissionable.

Residential Real Estate Display Ads can be repeated on the New York Times on the web (www.nytimes.com) for an additional charge. Please contact your account manager for further information.

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Luxury Homes & Estates Publication Dates

Luxury Homes & Estates Special Advertorial Features

2014 Publication Date
March 30
May 4
September 21
October 12
December 7

Note: Dates subject to change. Please contact a representative for rates and specifications.

Luxury Homes & Estates Banners

Banner Issue

Banner Issue
Waterfront Properties
Western Properties
Vacation & Resort
Country/Vacation
Golf Properties
Farm & Ranch
Historic Properties
Mountain Properties
Ski Country
Equestrian Properties
Active Adults

Agate (800) 458-5522 Display and Display on classifieds inside NY area (212) 556-1581/outside NY area (800) 843-3113

Homes Magazine Publication Dates

Manhattan Homes

Publication Date

January 9

February 13

March 6

April 10

May 8

June 12

July 10

August 14

September 11

October 9

November 13

December 11

Westchester/Connecticut Homes

Publication Date

February 13

March 6

April 10

May 8

June 12

July 10

September 11

October 9

November 13

Agate (800) 458-5522 Display and Display on classifieds inside NY area (212) 556-1581/outside NY area (800) 843-3113

RE 2014

Commercial Real Estate Rates

Commercial Real Estate — Classified and Display on Classified Pages

	Line Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$40.70	\$34.35
13 Sundays or 1,000 lines in one year	38.95	32.10
26 Sundays or 2,500 lines in one year	37.40	30.60
39 Sundays or 3,750 lines in one year	35.90	29.25
52 consecutive Sundays or 5,000 lines in one year	34.20	28.25
156 days (3 or more days a week for 52 consecutive weeks) or 15,000 lines in one year	29.80	24.25
365 consecutive days or 30,000 lines in one year	27.70	22.95
75,000 lines in one year	26.65	21.75
125,000 lines in one year	26.05	21.40
175,000 lines in one year	25.55	21.00
225,000 lines in one year	24.45	20.50
Combination Rates*		
3 or more days a week***	_	\$28.65
Wednesday following a Sunday	_	20.00
Wednesday, Friday and Sunday within 7 days***	\$32.30	19.75
Wednesday, Friday, Sunday and one other weekday within 7 days***	32.20	18.85
7 or more consecutive days**	24.75	17.60

^{*}If contract advertiser, substitute the lower of combo or contract rate.

Note: All agate ads will be automatically uploaded to The New York Times/cityfeet network for an additional \$65.

Additional online coverage packages are available. Please contact your sales representative for more information.

Display on classified is available only in selected classifications. Ads are published in 10-cloumn format and billed in lines.

Minimum depth: 2 columns — 35 lines; 3 columns — 42 lines; 4 columns — 56 lines; 5 and 6 columns — 75 lines; 7, 8 and 9 columns — 98 lines.

Holders of full-run Real Estate — Classified contracts qualify for the equivalent rate based on their contract level and will earn credit for these ads toward contract fulfillment. For further details, call your sales representative.

Real Estate Classified under geographic listings are exclusively for the offering of specific properties. Ancillary services may only appear under the Real Estate Services, websites or Real Estate Miscellaneous classification numbers.

Graphics

Logos, footers, icons and floor plans are available. Please contact your sales representative for more information.

^{**}Noncontract advertisers must run identical ad on all days and must submit ads on one insertion order. Contract advertisers can run any size ad on four weekdays, but ad must be same size on any two weekdays, plus Sunday. Ads can be submitted on multiple insertion orders, but must be "multi-coded" at time of insertion in order to qualify for combination rate.

^{***}Identical ad must run and be submitted on one insertion order.

Commercial Real Estate — Display

Commercial	Column Inch Rate Sunday N.Y. Regional	
Open	\$848	
1 page / 126 column inches	731	
2 pages / 252 column inches	707	
4 pages / 504 column inches	686	
10 pages / 1,260 column inches	666	
20 pages / 2,520 column inches	654	
30 pages / 3,780 column inches	645	

Combination Rates

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

Display advertisers should refer to Advertising Acceptability guidelines on page 20.

Any one weekday Metro ad repeated from
Sunday Real Estate Section within 7 days

\$265 Weekday N.Y. Regional, \$371 Weekday Nationwide

Any one weekday Metro ad repeated from

weekday Business Section within 7 days \$265 Weekday N.Y. Regional

When Sunday Real Estate display ads are ordered outside the Sunday Real Estate Section, miscellaneous advertising rates apply. See page 19 for rates.

Color Advertising

	Sunday N.Y. Regional	Sunday* Nationwide	Weekday N.Y. Regional	Weekday Nationwide
L/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

 $[\]ensuremath{^{*}}\textsc{Full}$ pages only in many 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).

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.

Miscellaneous Advertising Rates

Apply to all other advertising categories not listed in this or any other rate card and to certain display advertisements ordered outside a particular banner or section. For details, call your account manager.

	Sunday	207
		Weekday
	Nationwide	Nationwide
Open	\$1,340	\$1,196
1 page / 126 column inches	1,212	1,121
5 pages / 630 column inches	1,194	1,096
10 pages / 1,260 column inches	1,182	1,072
20 pages / 2,520 column inches	1,170	1,034
40 pages / 5,040 column inches	1,159	1,011

New York Regional Distribution	Column Sunday	nches Rate ——— Weekday	
Open	\$1,272	\$1,134	
1 page / 126 column inches	1,155	1,064	
5 pages / 630 column inches	1,133	1,041	
10 pages / 1,260 column inches	1,123	1,019	
20 pages / 2,520 column inches	1,111	979	
40 pages / 5,040 column inches	1,098	961	

Real Estate — Acceptability Guidelines

All display residential real estate advertising must contain one of the following.

- 1) The Equal Housing Opportunity (EHO) logo, which includes the words "Equal Housing Opportunity," or
- 2) "We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin." Or
- 3) The phrase "Equal Housing Opportunity."

Advertisements that do not contain one of the above statements will be rejected or amended at Times option and without notice to the advertiser.

If depictions of human models are used in display advertising for housing, the models should be clearly identifiable as reasonably representing majority and minority groups in the New York-Northern New Jersey-Long Island, NY-NJ-CT Consolidated Metropolitan Statistical Area ("CMSA"),* including without limitation that area's black population, so that the models employed convey a message of general inclusiveness of all persons regardless of race or color.

Classified Photographs

Only electronic files will be accepted.

Classified Logos

Please contact COF at (212) 556-7777 for assistance.

Shading

Shading of ads is available in most classified categories for a 25% premium (not available for Announcements, Performing Arts Directory, Theater Directory, all Magazine Guides and all multicolumn ads). Minimum line requirements vary based on category and zoning. Contact your account manager for specific requirements.

Models

O Column

If depictions of human models are used in display advertising for housing, the models should be clearly identifiable as reasonably representing majority and minority groups in the New York-Northern New Jersey-Long Island Consolidated Metropolitan Statistical Area ("CSMA") — according to the 2010 Census, the population of the CSMA is approximately 76% white, 14% black and 10% other including without limitation that area's black population, so that the models employed convey a message of general inclusiveness of all persons regardless of race or color. Black and other minority models must be depicted in a manner, size and setting generally comparable to the depiction of white models in any particular advertisement or group of advertisements published.

Advertisements that fail to meet all the requirements listed above will be rejected or amended to reflect the requirements, at The Times' option and without notice to the advertiser.

Sizes for Material for Real Estate Display on Classified Ads in 9-Column Format

9-Column Format	Inches	Minimum Depth
2 columns	2 1/2"	35 lines
3 columns	3 13/16"	42 lines
4 columns	5 1/8"	56 lines
5 columns	6 7/16"	75 lines
6 columns	7 11/16"	75 lines
7 columns	9"	98 lines
8 columns	10 5/16"	98 lines
9 columns	11 5/8"	98 lines

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^{*}According to the 2010 Census: the population of the CMSA is approximately 76 percent white, 14 percent black and 10 percent other.

Classification Chart

Offic	e Space — 100	179	Office Space —	236	Retail Space —	324	Staten Island
105	Office Space — Manhattan		Other Areas		Westchester	327	Queens
115	Office Space — Bronx	180	Professional Offices — Manhattan	239	Retail Space — Putnam County	330	Nassau/Suffolk
118	Office Space — Riverdale	181	Professional Offices —	242	Retail Space —	336	Westchester Co.
121	Office Space — Brooklyn		Bronx		Dutchess County	339	Putnam Co.
124	Office Space —	182	Professional Offices —	245	Retail Space —	342	Dutchess Co.
	Staten Island		Riverdale		Columbia County	345	Columbia Co.
127	Office Space — Queens	183	Professional Offices — Brooklyn	248	Retail Space — Rockland County	348	Rockland Co.
130	Office Space — Nassau/Suffolk	184	Professional Offices — Staten Island	251	Retail Space — Orange County	351	Orange Co.
136	Office Space —					354	Ulster Co.
	Westchester	185	Professional Offices —	254	Retail Space —	357	Sullivan Co.
139	Office Space —		Queens		Ulster County	360	Greene Co.
	Putnam County	186	Professional Offices — Nassau/Suffolk	257	Retail Space — Sullivan County	369	New York State
142	Office Space — Dutchess County	188	Professional Offices —	260	Retail Space —	372	Connecticut
145	Office Space —	100	Westchester	200	Greene County	375	New Jersey
1-10	Columbia County	190	Professional Offices —	269	Retail Space —	378	Pennsylvania
148	Office Space —		Connecticut		New York State	385	Other Areas
	Rockland County	191	Professional Offices — New Jersey	272	Retail Space — Connecticut	389	Wanted
151	Office Space — Orange County	193	Professional Offices —	275	Retail Space — New Jersey	392	Industrial Sites
154	Office Space —	133	Other Areas	278	Retail Space —	398	Taxpayers and Sites
104	Ulster County	194	Offices — Wanted	210	Pennsylvania	399	Taxpayers and Sites
157	Office Space —	195	Desk Room — Manhattan	285	285 Retail Space —	Wanted	
	Sullivan County	196	Desk Room — Other Areas		Other Areas	Lofts	& Showrooms — 400
160	Office Space — Greene County	198	Business Places —	289	Retail Space — Wanted	405	Manhattan
169	Office Space —	400	Miscellaneous	Commercial & Industrial Properties — 300		410	Fashion District
	New York State	199	Business Places — Wanted			415	Bronx
172	Office Space —	Reta	il Space — 200	305	Manhattan	418	Riverdale
175	Connecticut Office Chase New Jersey	205	Retail Space — Manhattan	315	Bronx	421	Brooklyn
175	Office Space — New Jersey	215	Retail Space — Bronx	318	Riverdale	424	Staten Island
178	Office Space — Pennsylvania	218	Retail Space — Riverdale	321	Brooklyn	427	Queens
		221	Retail Space — Brooklyn			485	Other Areas
		224	Retail Space — Staten Island			489	Wanted
		227	Retail Space — Queens				
		230	Retail Space — Nassau/Suffolk				

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Apar	tment Houses — 500		mercial gages — 680	Man	hattan — 800	915	Apartments for Exchange — Manhattan
505	Manhattan	683	Mortgage Loans	805	Houses for Sale	920	
515	Bronx			810	Houses for Rent	920	Apartments for Exchange — Other Areas
518 521	Riverdale Brooklyn	686 689	Mortgages for Sale Mortgage Loans Wanted	820	Co-op & Condos — Eastside	950	Furnished Rooms — Manhattan
524	Staten Island			830	Co-ops & Condos —	960	Furnished Rooms — Bronx
527	Queens	Commercial Investment — 690			Westside	962	Furnished Rooms —
530	Nassau/Suffolk	690		840	Co-ops & Condos — Below 34th	002	Riverdale
536	Westchester Co.		850	Apartments Furnished —	964	Furnished Rooms —	
539	Putnam Co.	Commercial Lots &			1 & 2 Rooms		Brooklyn
542	Dutchess Co.	Acreage —		854	Apartments Furnished —	966	Furnished Rooms — Staten Island
545	Columbia Co.	705	Manhattan		3, 4 & 5 Rooms	968	Furnished Rooms —
548	Rockland Co.	707	Bronx	858	Apartments Furnished — 6 Rooms & over		Queens
551	Orange Co.	709	Riverdale	862	Apartments Furnished —	970	Furnished Rooms —
554	Ulster Co.	711	Brooklyn		Penthouse/Terrace	074	Nassau/Suffolk
557	Sullivan Co.	713	Staten Island	866	Apartments Furnished — Various Sizes	974	Furnished Rooms — Westchester
560	Greene Co.	715 717	Queens Nassau/Suffolk	870		975	Furnished Rooms —
569	New York State	721	Nassau/Suffolk Westchester	670	Apartments Furnished — Professional		Connecticut
572	Connecticut	723	Putnam Co.	872	•	980	Furnished Rooms — New Jersey
575	New Jersey	725	Dutchess Co.		Sublets	988	Furnished Rooms —
578	Pennsylvania	727	Columbia Co.	874	Apartments Unfurnished — 1 & 2 Rooms		Other Areas
585	Other Areas	729	Rockland Co.	878	Apartments Unfurnished	989	Furnished Rooms —
589	Wanted	731	Orange Co.		— 3, 4 & 5 Rooms		Wanted
	733	Ulster Co.	882	Apartments Unfurnished — 6 Rooms & over	995	Unfurnished Rooms Unfurnished Rooms —	
603	Manhattan	735	Sullivan Co.	886	Apartments Unfurnished	991	Wanted
605	Other Areas	737	Greene Co.	880	— Various Sizes		
	Other Areas	745	New York State	890	Apartments Unfurnished	Bron	x — 1000
Misc	ellaneous — 610	747	Connecticut		— Penthouse/Terrace	1005	Houses for Sale
615	Real Estate ForExchange	749	New Jersey	894	Apartments Unfurnished — Professional Apartments	1010	Houses for Rent
620	Real Estate at Auction	795	Other Areas	896	Apartments Unfurnished	1025	Co-ops & Condos
625	Real Estate Misc.			000	Apartments unfurnished Sublets	1035	Apartments Furnished
630	Real Estate Misc. Wanted					1045	Apartments Unfurnished
635	Real Estate Services			Real Estate — Apartments to Share/Rooms — 900			
650	Real Estate Websites			905	Apartments to Share —		
665	Moving & Storage				Manhattan		
672	Garages/Parking			910	Apartments to Share —		
674	Garages/Parking Wanted				Other Areas		

Riverdale — 1050	Westchester County —1600	Ulster County — 1750	New Jersey — 1900	
1055 Houses for Sale	1605 Houses for Sale	1751 Houses for Sale	1905 Houses for Sale	
1060 Houses for Rent	1610 Houses for Rent	1753 Houses for Rent	1910 Houses for Rent	
1075 Co-ops & Condos	1625 Co-ops & Condos	1755 Co-ops & Condos	1925 Co-ops & Condos	
1085 Apartments Furnished	1635 Apartments Furnished	1757 Apartments Furnished	1935 Apartments Furnished	
1095 Apartments Unfurnished	1645 Apartments Unfurnished	1759 Apartments Unfurnished	1945 Apartments Unfurnished	
City Island — 1097	Putnam County — 1700	Sullivan County — 1760	Other States — 2080	
1097 All Residential Real Estate	1701 Houses for Sale	1761 Houses for Sale	2081 Houses for Sale	
	1703 Houses for Rent	1763 Houses for Rent	2083 Houses for Rent	
Brooklyn — 1100	1705 Co-ops & Condos	1765 Co-ops & Condos	2085 Co-ops & Condos	
1105 Houses for Sale	1707 Apartments Furnished	1767 Apartments Furnished	2087 Apartments Furnished	
1110 Houses for Rent	1709 Apartments Unfurnished	1769 Apartments Unfurnished	2089 Apartments Unfurnished	
1125 Co-ops & Condos				
1135 Apartments Furnished	Dutchess County — 1710	Greene County — 1770	Wanted — 2100	
1145 Apartments Unfurnished	1711 Houses for Sale	1771 Houses for Sale	2105 Houses Wanted to	
	1713 Houses for Rent	1773 Houses for Rent	Purchase	
Staten Island — 1200	1715 Co-ops & Condos	1775 Co-ops & Condos	2107 Houses Wanted To Rent	
1205 Houses for Sale	1717 Apartments Furnished	1777 Apartments Furnished	2111 Co-ops & Condos	
1210 Houses for Rent	1719 Apartments Unfurnished	1779 Apartments Unfurnished	2115 Apartments Furnished	
1225 Co-ops & Condos			2117 Apartments Unfurnished	
1235 Apartments Furnished	Columbia County — 1720	New York State — 1790	Adult Communities 2150	
1245 Apartments Unfurnished	1721 Houses for Sale	1791 Houses for Sale	Adult Communities — 2150	
	1723 Houses for Rent	1793 Houses for Rent	2150 U.S.A.	
Queens — 1300	1725 Co-ops & Condos	1795 Co-ops & Condos	2155 International	
1305 Houses for Sale	1727 Apartments Furnished	1797 Apartments Furnished	Residential	
1310 Houses for Rent	1729 Apartments Unfurnished	1799 Apartments Unfurnished	Mortgages — 2180	
1325 Co-ops & Condos			2183 Mortgage Loans	
1335 Apartments Furnished	Rockland County — 1730	Connecticut — 1800	2186 Mortgages for Sale	
1345 Apartments Unfurnished	1731 Houses for Sale	1805 Houses for Sale	2189 Mortgage Loans Wanted	
Nassau/Suffolk — 1400	1733 Houses for Rent	1810 Houses for Rent		
1405 Houses for Sale	1735 Co-ops & Condos	1825 Co-ops & Condos	Residential Lots &	
	1737 Apartments Furnished	1835 Apartments Furnished	Acreage — 2200	
1410 Houses for Rent	1739 Apartments Unfurnished	1845 Apartments Unfurnished	2205 Manhattan	
1425 Co-ops & Condos	Overedo Constituido de Taba		2207 Bronx	
1435 Apartments Furnished	Orange County — 1740		2209 Riverdale	
1445 Apartments Unfurnished	1741 Houses for Sale		2211 Brooklyn	
	1743 Houses for Rent		2213 Staten Island	
	1745 Co-ops & Condos		2215 Queens	
	1747 Apartments Furnished			
	4740 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4			

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1749 Apartments Unfurnished

2217 Nassau/Suffolk	2316 Queens — Rentals	2339 Schoharie Co. — Sales	2369 South Carolina — Sales
2221 Westchester	2317 Nassau/Suffolk — Sales	2340 Schoharie Co. — Rentals	2370 South Carolina — Rentals
2223 Putnam Co.	2318 Nassau/Suffolk — Rentals	2341 Delaware Co. — Sales	2371 Georgia — Sales
2225 Dutchess Co.	2319 Hamptons/North	2342 Delaware Co. — Rentals	2372 Georgia — Rentals
2227 Columbia Co.	Fork — Sales	2345 New York State — Sales	2373 Florida — Sales
2229 Rockland Co.	2320 Hamptons/North Fork — Rentals	2346 New York State — Rentals	2374 Florida — Rentals
2231 Orange Co.	2321 Westchester Co. — Sales	2347 Connecticut — Sales	2375 Florida Association of
2233 Ulster Co.	2322 Westchester Co. — Rentals	2348 Connecticut — Rentals	Realtors — Sales
2235 Sullivan Co.	2323 Putnam Co. — Sales	2349 New Jersey — Sales	2376 Florida Association of Realtors — Rentals
2237 Greene Co.	2324 Putnam Co. — Rentals	2350 New Jersey — Rentals	2377 Bermuda — Sales
2245 New York State	2325 Dutchess Co. — Sales	2351 Pennsylvania — Sales	and Rentals
2247 Connecticut	2326 Dutchess Co. — Rentals	2352 Pennsylvania — Rentals	2378 The Bahamas — Sales
2249 New Jersey	2327 Columbia Co. — Sales	2353 Rhode Island — Sales	and Rentals
2295 Other Areas	2328 Columbia Co. — Rentals	2354 Rhode Island — Rentals	2379 Caribbean — Sales
	2329 Rockland Co. — Sales	2355 Massachusetts — Sales	2380 Caribbean — Rentals
Vacation And Country Properties — 2300	2330 Rockland Co. — Rentals	2356 Massachusetts — Rentals	2381 Florida Association of Realtors — Other Areas
2305 Manhattan — Sales	2331 Orange Co. — Sales	2357 New Hampshire — Sales	2383 Canada — Sales
2306 Manhattan — Rentals	2332 Orange Co. — Rentals	2358 New Hampshire — Rentals	2384 Canada — Rentals
2307 Bronx — Sales	2333 Ulster Co. — Sales	2359 Vermont — Sales	2387 Europe — Sales
2308 Bronx — Rentals	2334 Ulster Co. — Rentals	2360 Vermont — Rentals	2388 Europe — Rentals
2309 Riverdale — Sales	2335 Sullivan Co. — Sales	2361 Maine — Sales	2395 Other Areas — Sales
2310 Riverdale — Rentals	2336 Sullivan Co. — Rentals	2362 Maine — Rentals	2396 Other Areas — Rentals
2311 Brooklyn — Sales	2337 Greene Co. — Sales	2363 Maryland — Sales	2397 Timeshares
2312 Brooklyn — Rentals	2338 Greene Co. — Rentals	2364 Maryland — Rentals	2398 Wanted — Sales
2313 Staten Island — Sales		2365 Virginia — Sales	2399 Wanted — Rentals
2314 Staten Island — Rentals		2366 Virginia — Rentals	
2315 Queens — Sales		2367 North Carolina — Sales	
		2368 North Carolina — Rentals	

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