

2020

Advertising Rates
Effective January 1, 2020

Travel



The New York Times

Travel 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	5.25"	6 x 5.25
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

Transportation/Tour Operators/Travel Agents/Foreign Government Tourism

Sunday Sections and Weekday ROP	Column Inch Rate		
	Sunday Nationwide	Nationwide	Weekday Int'l Add-on (EMEA & Asia)
Open	\$1,176	\$1,114	\$586
1 page / 126 column inches or 13 times	1,044	1,004	586
3 pages / 378 column inches or 39 times	1,032	999	545
5 pages / 630 column inches or 52 times	1,027	994	533
10 pages / 1,260 column inches	1,019	990	527
20 pages / 2,520 column inches	1,014	986	516
30 pages / 3,780 column inches	1,011	979	516
40 pages / 5,040 column inches	1,008	968	510
60 pages / 7,560 column inches	987	960	502
75 pages / 9,450 column inches	983	949	494
100 pages / 12,600 column inches	972	942	486

Combination Rates

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

Weekday ad repeated from Sunday within 7 days. \$662

Sunday Travel Section page 2 and back page position charges. \$51

Position charges must be added to the corresponding column inch rate. Transportation applies to Airline, Bus, Cruise Line, Railroad and Car Rental advertisers. For Commuter Transportation advertisers, Miscellaneous Advertising rates apply.

Example Sizes 4C—at Open Rate unless noted otherwise

Sunday Sections and Weekday ROP	Column Inch Rate		
	Sunday Nationwide	Nationwide	Weekday Int'l Add-on (EMEA & Asia)
Full page (1 page rate)	\$162,220	\$152,484	\$75,029
5 X 15.75 (large junior page)	133,810	123,828	53,248
6 X 10.5 (half page)	115,288	106,282	44,018
4 X 14 (small junior page)	94,756	87,684	37,716
6 X 7 (strip)	78,292	72,088	29,512
3 X 10.5 (quarter page)	65,944	60,391	23,359

Example Sizes BW—at Open Rate unless noted otherwise

Sunday Sections and Weekday ROP	Column Inch Rate		
	Sunday Nationwide	Nationwide	Weekday Int'l Add-on (EMEA & Asia)
Full page (1 page rate)	\$121,020	\$116,384	\$67,929
5 X 15.75 (large junior page)	92,610	87,728	46,148
6 X 10.5 (half page)	74,088	70,182	36,918
4 X 14 (small junior page)	65,856	62,384	32,816
6 X 7 (strip)	49,392	46,788	24,612
3 X 10.5 (quarter page)	37,044	35,091	18,459

Transportation/Tour Operators/Travel Agents/Foreign Government Tourism | CONTINUED

New York Regional Distribution

	Sunday	Weekday
Open	\$1,117	\$1,058
1 page	992	954
3 pages	980	949
5 pages	976	944
10 pages	968	941
20 pages	963	937
30 pages	960	930
40 pages	958	920
60 pages	938	912
75 pages	934	902
100 pages	923	895
Weekday ad repeated from Sunday within 7 days		629

Resorts/Hotels/Domestic Destinations

Sunday Sections and Weekday ROP	Column Inch Rate		
	Sunday Nationwide	Nationwide	Weekday Int'l Add-on (EMEA & Asia)
Open	\$1,176	\$1,026	\$586
1 page / 126 column inches or 13 times	1,031	898	586
5 pages / 630 column inches or 52 times	1,011	885	533
10 pages / 1,260 column inches	997	869	527
20 pages / 2,520 column inches	979	855	516
30 pages / 3,780 column inches	968	846	516
40 pages / 5,040 column inches	959	836	510

Combination Rates

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

Friday weekend ad repeated from Sunday or weekday.

\$662

Sunday Travel Section page 2 and back page position charges.

\$51

Position charges must be added to the corresponding column inch rate. For Domestic Tourism rates, please contact your New York Times client lead.

Resorts/Hotels/Domestic Destinations | CONTINUED**Example Sizes 4C—at Open Rate unless noted otherwise****Sunday Sections and Weekday ROP**

	Sunday Nationwide	Nationwide	Weekday Int'l Add-on (EMEA & Asia)
Full page (1 page rate)	\$160,714	\$140,196	\$75,029
5 X 15.75 (large junior page)	133,810	116,898	53,248
6 X 10.5 (half page)	115,288	100,738	44,018
4 X 14 (small junior page)	94,756	82,756	37,716
6 X 7 (strip)	78,292	68,392	29,512
3 X 10.5 (quarter page)	65,944	57,619	23,359

Example Sizes BW—at Open Rate unless noted otherwise**Sunday Sections and Weekday ROP**

	Sunday Nationwide	Nationwide	Weekday Int'l Add-on (EMEA & Asia)
Full page (1 page rate)	\$119,514	\$104,096	\$67,929
5x15.75 (large junior page)	92,610	80,798	46,148
6x10.5 (half page)	74,088	64,638	36,918
4x14 (small junior page)	65,856	57,456	32,816
6x7 (strip)	49,392	43,092	24,612
3x10.5 (quarter page)	37,044	32,319	18,459

New York Regional Distribution

	Sunday	Weekday
Open	\$1,117	\$975
1 Page	979	853
5 Pages	960	841
10 Pages	947	826
20 Pages	930	812
30 Pages	920	804
40 Pages	911	794
Weekday ad repeated from Sunday within 7 days		629

Color Premiums

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide	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

*Full pages only in some sections. Contact your client lead 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 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.

Dates for Color Advertising in Travel Section

Reservations: Monday, 13 days prior to issue date

Art and Mechanical: Tuesday, 12 days prior to issue date

Supplied digital: call (212) 556-7729 for more information. Or visit our website at www.nytadvertising.nytimes.com.

Weekday Charges

Section back pages (reserved). Add \$8,900 to unit price.

The New York Times Magazine 2020 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 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 Ad	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

*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% over black and white rates.

2020 General Advertising Rates for The New York Times T Magazine

FOUR COLOR	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
Page	\$109,215	\$103,755	\$100,480	\$97,205	\$93,925	\$90,660	\$87,370
2-page spread	209,695	199,205	192,925	186,635	180,340	174,065	167,750

BLACK AND WHITE

Page	\$74,890	\$71,150	\$68,910	\$66,650	\$64,415	\$62,165	\$59,920
2-page spread	143,510	136,610	132,310	127,970	123,675	119,355	115,045

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% over black and white rates.
- For add-on rates for International NYT T Style Magazine, contact your client lead.

See the 2020 T Magazine Rate Card for additional rates, discounts and other information.