

The New York Times

Standard Advertising Units — Tabloid Products

New Format — Effective Monday, August 6, 2007

Beginning Monday, August 6, The New York Times will update the look of the print edition by moving from the 13-1/2" width and adopting the new newspaper industry standard of 12" for all editions of the paper across the country. This will also impact our tabloid products, including the Book Review and various special sections. The size will be consistent with most major metro newspapers and all national newspapers.

For your convenience, we have created this chart of standard advertising units for tabloid products. You can also access NYTMediaKit.com, where you can easily download both the current and the revised specs for all ad units.

Please contact our Customer Order Fulfillment department at (212) 556-7777 with any questions that you may have regarding the new sizes.

Size	No. of Cols.	Width	Depth
Full centerspread	11	20.6"	10.875"
Mini centerspread	7	12.8"	10.875"
Book Review strip	5	9.6"	2.625"
Full page	5	9.6"	10.875"
3/5 page (vert.)	3	5.7"	10.875"
1/2 page (horiz.)	5	9.6"	5.375"
9/20 page	3	5.7"	8.125"
2/5 page (vert.)	2	3.75"	10.875"
3/10 page (vert.)	2	3.75"	8.125"
3/10 page (horiz.)	3	5.7"	5.375"
1/5 page (vert.)	1	1.8"	10.875"
1/5 page (horiz.)	2	3.75"	5.375"
3/20 page	1	1.8"	8.125"
1/10 page (vert.)	1	1.8"	5.375"
1/10 page (horiz.)	2	3.75"	2.625"
1/20 page	1	1.8"	2.625"
1 Small Press	1	1.8"	1.25"

**1/5 page
vertical
1.8" × 10.875"**

**2/5 page
vertical
3.75" × 10.875"**

**3/5 page
vertical
5.7" × 10.875"**

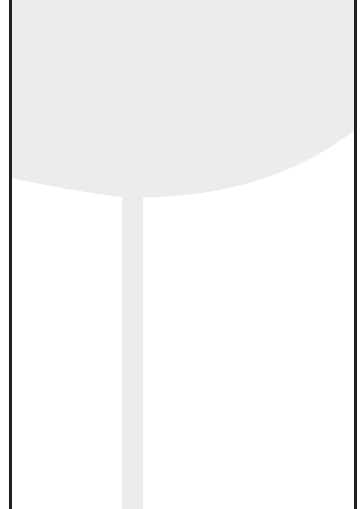


**Full Page
9.6" × 10.875"**

**3/20 page
1.8" × 8.125"**

**3/10 page
vertical
3.75" × 8.125"**

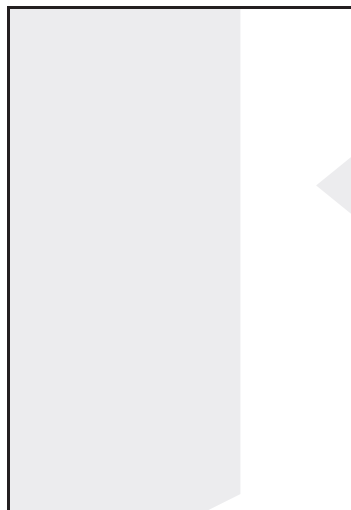
**9/20 page
5.7" × 8.125"**



**1/10 page
vertical
1.8" × 5.375"**

**1/5 page
horizontal
3.75" × 5.375"**

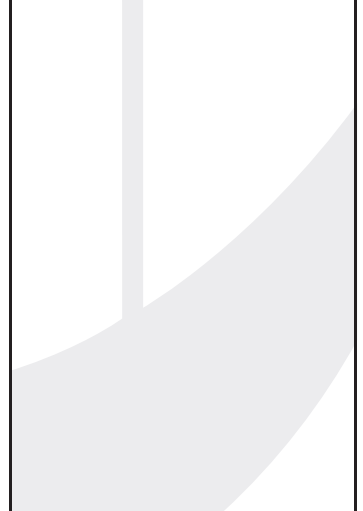
**3/10 page
horizontal
5.7" × 5.375"**



**1/2 page
horizontal
9.6" × 5.375"**

**1/20 page
1.8" × 2.625"**

**1/10 page
horizontal
3.75" × 2.625"**



**1 Small Press
1.8" × 1.25"**