

2020

Advertising Rates
Effective January 1, 2020

Arts & Entertainment



The New York Times

Arts & Entertainment 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

Live Entertainment Rates

Entertainment rates apply to all advertisements with admission charges and live events from performing arts and entertainment-related advertisers only.

Entertainment

	Column Inch Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$984	\$827
1 page / 126 column inches	900	755
3 pages / 378 column inches	898	750
5 pages / 630 column inches	894	748
10 pages / 1,260 column inches	890	745
20 pages / 2,520 column inches	887	743
40 pages / 5,040 column inches	880	737
60 pages / 7,560 column inches	869	731

Combination Rates

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

Weekday ad with Sunday & Friday ads within 7 days	25% discount on 3rd ad
2 or more weekday ads with Sunday & Friday ads within 7 days	40% discount on 3rd and subsequent ads

Discounts are off contract rates.

For all other advertisers (with or without admission charges), such as promoters of conventions and trade shows, etc., Miscellaneous advertising rates or Category rates apply. For motion picture advertisers, Motion Pictures rates apply. See page 6 for rates. For details call your client lead.

Neighborhood Entertainment

Neighborhood Entertainment rates apply to performing art venues and theaters within New York City, that have an admission charge and a seating capacity of 499 or less. Outside of New York City, the rate applies to venues with a seating capacity of 3,000 or less.

	Column Inch Rate	
	Sunday	Weekday
Open	\$767	\$655
1/2 page / 63 column inches or 13 times	700	596
1 page / 126 column inches or 26 times	697	593
5 pages / 630 column inches	692	587
10 pages / 1,260 column inches	679	576

Combination Rates

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

Weekday ad with Sunday & Friday ads within 7 days	25% discount on 3rd ad
2 or more weekday ads with Sunday & Friday ads within 7 days	40% discount on 3rd and subsequent ads

Discounts are off contract rates.

For all other advertisers (with or without admission charges), such as promoters of conventions and trade shows, etc., Miscellaneous advertising rates or Category rates apply. For motion picture advertisers, Motion Picture rates apply. See page 6 for rates. For details call your client lead.

Color & Position Charges

Please contact your client lead for color rates.

Stage Theater Directory

	Line Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$50	\$43.75
3–6 days a week	50	36.50
7 days a week	50	30.50

Ads are published in 9-column format and billed in lines. Minimum depth 10 lines; maximum 40 lines.

To qualify for 3–6 or 7-day discount rates, ads must be placed on a weekly basis.

Ads can be submitted on multiple orders, but must be multi-coded at time of insertion in order to qualify for combination rate.

Fine Arts/Antiques Rates

Fine Arts/Antiques — Display, ROP & Banners

	Column Inch Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$954	\$727
1/2 page / 63 column inches or 13 days	846	649
1 page / 126 column inches or 26 days	828	620
2 pages / 252 column inches or 52 days	809	611
3 pages / 378 column inches	785	599
5 pages / 630 column inches	775	589
7 pages / 882 column inches	763	579
10 pages / 1,260 column inches	752	565
20 pages / 2,520 column inches	734	551
40 pages / 5,040 column inches	716	539

Combination Rates

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

Weekday ad repeated from Sunday within 7 days	\$471
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Rates apply to:

Antiques — Antique Dealers, Shops and Shows

Art Showcases — Exhibits, Galleries, Art Schools and Shows

Auctions — on either Art Showcase or Antiques pages

Craft Fairs/Craft Shows

Movie Rates

Motion Pictures

	Column Inch Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$1,011	\$840
2 pages / 252 column inches	958	796
5 pages / 630 column inches	943	787
10 pages / 1,260 column inches	926	771
20 pages / 2,520 column inches	912	759
40 pages / 5,040 column inches	890	744
60 pages / 7,560 column inches	869	722
75 pages / 9,450 column inches	859	714
100 pages / 12,600 column inches	848	701
150 pages / 18,900 column inches	840	694
200 pages / 25,200 column inches	833	689
250 pages / 31,500 column inches	829	684
300 pages / 37,800 column inches	826	679
350 pages / 44,100 column inches	819	675
400 pages / 50,400 column inches	815	670
450 pages / 56,700 column inches	811	665

Combination Rates

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

Saturday ad in combination with a weekday within 3 weeks	\$583
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Special Rates

"Butt in Gutter" Black & White production charge	\$6,485 net
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"Butt in Gutter" color production charge	8,035 net
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Sections other than Movie pages in The Arts, Weekend of Arts & Leisure	25% discount off contract rates
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Special Programs

For multiple page discount, pre-awareness program and preview issue incentive program, call your client lead for details.

Color Charges

Please contact your client lead for color rates.

Position Charges

Section back pages, Preview Issue back pages and Index page	Add \$8,900
Movie Clock strip	Add \$1,890

Exhibitors

	Line Rate		
	Sunday	Weekday	Saturday
Open	\$34.00	\$32.50	\$24.75
365 days	27.50	26.25	19.25
365 days and 4,500 or more lines	24.50	23.00	15.75

Movie Clock Page*

Available size 6 x 3. For details, call your client lead.

*Published Fridays in Weekend section.

Restaurant Rates

Restaurants*

Going Out in New York/Catering/ Night Clubs/Cabarets/Nightlife	Column Inch Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$789	\$828	\$634	\$666
1/2 page / 63 column inches or 13 days	698	729	559	587
1 page / 126 column inches or 26 days	673	707	528	554
2 pages / 252 column inches or 52 days	640	673	504	529
4 pages / 504 column inches or 156 days	612	643	481	505
6 pages / 756 column inches	575	605	449	476
8 pages / 1,008 column inches	539	565	422	444

Combination Rates

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

Weekday ad repeated from Sunday within 5 days	\$440	\$462
3 consecutive Wednesdays or Fridays	520	546

*Includes eating and drinking establishments, catering, cabaret, comedy clubs, night clubs as well as hotels promoting dining, catering and/or cabaret facilities.

For hotels promoting room rates, hotel rates apply. See Travel rate card.

Weekday N.Y. Regional rates apply to Wednesday's Food section and Weekday Nationwide rates apply to Friday's Weekend section.

Sunday N.Y. Regional rates apply to the Metropolitan and Styles sections. Sunday Nationwide rates apply to Arts & Leisure and Main News sections.

Restaurants — Metropolitan

	Column Inch Rate					
	City	New Jersey	Long Island	Westchester	Connecticut	West./ Conn.
Open	\$202	\$193	\$185	\$140	\$133	\$215
1/2 page / 63 column inches or 13 days	169	157	153	116	109	177
1 page / 126 column inches or 26 days	155	152	150	111	105	172
5 pages / 630 column inches or 39 days	152	149	143	106	102	170
10 pages / 1,260 column inches or 52 days	143	142	138	104	99	163

Combination Rates

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

N.Y. Regional weekday ad run in combination with ad in the Metropolitan section within 5 days	\$436
Nationwide weekday ad run in combination with ad in the Metropolitan section within 5 days	458

National Restaurant Guide*

Published Wednesday in Dining Section

	Line Rate Weekday
13 days in one year	\$28.00
26 days in one year	27.50
52 days in one year	25.75
104 days in one year	25.25
156 days in one year	24.50

*Five line minimum required.

Color Premiums

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
1/2 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

*Full page only in some sections. Contact your client lead for further information.
To calculate cost of space, add color premium to regular contract rate.

Note: Premiums apply to all available color ad size units.

Special prepress and on-press production work will receive an additional charge. Contact your client lead for details.

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.

Color Deadlines for Arts & Leisure

Reservations: Tuesday, 12 days prior to issue date.

Art and Mechanical: Wednesday, 11 days prior to issue date.

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-page spread	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% of black and white rates.

2020 General Advertising Rates for The New York Times T Magazines

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
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	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
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% of black and white rates.

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