

2020

Advertising Rates  
Effective January 1, 2020

# Technology



The New York Times

# Technology & Telecommunications 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	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

## Technology & Telecommunications ROP Rates

	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Open	\$1,525	\$1,331	\$586
1 page / 126 column inches	1,363	1,233	586
2 pages / 252 column inches	1,320	1,195	551
5 pages / 630 column inches	1,275	1,148	533
10 pages / 1,260 column inches	1,260	1,123	527
20 pages / 2,520 column inches	1,248	1,080	516
40 pages / 5,040 column inches	1,236	1,059	510
60 pages / 7,560 column inches	1,212	1,023	502
75 pages / 9,450 column inches	1,194	1,001	494
100 pages / 12,600 column inches	1,154	961	486
150 pages / 18,900 column inches	1,049	904	471
200 pages / 25,200 column inches	1,001	875	456
250 pages / 31,500 column inches	951	843	440

### Combination Rates

For Daily/Sunday and ROP/Magazine combination information, please call your client lead.

**For Sports and New York Sections take 10% off Nationwide rates.**

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)	\$199,199	\$179,029	\$75,029
5 x 15.75 (large junior page)	161,294	140,916	53,248
6 x 10.5 (half page)	137,275	119,953	44,018
4 x 14 (small junior page)	114,300	99,836	37,716
6 x 7 (strip)	92,950	81,202	29,512
3 x 10.5 (quarter page)	76,938	67,227	23,359

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)	\$157,999	\$142,929	\$67,929
5 x 15.75 (large junior page)	120,094	104,816	46,148
6 x 10.5 (half page)	96,075	83,853	36,918
4 x 14 (small junior page)	85,400	74,536	32,816
6 x 7 (strip)	64,050	55,902	24,612
3 x 10.5 (quarter page)	48,038	41,927	18,459

### Franchise Position Charges

Section Back Page (reserved)

Add \$8,900 to unit price.

## Color Premiums

	<b>Sunday N.Y. Regional</b>	<b>Sunday Nationwide</b>	<b>Weekday N.Y. Regional</b>	<b>Weekday Nationwide</b>	<b>Weekday Int'l Add On (EMEA &amp; Asia)</b>
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.

## First National/International News Page

	<b>Unit 6 x 3</b>		<b>Unit 6 x 5.25</b>	
	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>
Open	\$34,900	\$30,545	\$61,075	\$53,455
6 times in one year	29,400	25,735	51,450	45,040
13 times in one year	28,290	24,765	49,510	43,340
26 times in one year	27,225	23,835	47,645	41,710
52 times in one year	25,165	22,900	45,785	40,075

First National News page — Facing page (full page only) available Monday to Saturday, add 15% premium charge to applicable contract level.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

### OP-ED PAGE

#### Weekday Nationwide

Open	\$53,455
6 times in one year	45,040
13 times in one year	43,340
26 times in one year	41,710
52 times in one year	40,075

Ad size is modular – 6.85" wide by 9.3" in depth, and may only be submitted in B&W format.

Op-Ed reservations and cancellations must be done five business days prior to publication.

To obtain a copy of the Op-Ed guidelines, please refer to page 4 of the Advertising Acceptability Booklet available at the following url: [nytmediakit.com/specs/newspaper/newspaper-ad-acceptability-guidelines](http://nytmediakit.com/specs/newspaper/newspaper-ad-acceptability-guidelines) or call your client lead.

Sunday editorial position is full page only. Please contact your client lead for details.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

---

## Cooperative

Nationwide Distribution	Column Inch Rate	
	Sunday	Weekday
Open	\$1,416	\$910
1 page / 126 column inches	1,228	805
2 pages / 252 column inches	1,187	780
5 pages / 630 column inches	1,136	744
10 pages / 1,260 column inches	1,105	723
20 pages / 2,520 column inches	1,068	702
40 pages / 5,040 column inches	971	665
75 pages / 9,450 column inches	903	608
100 pages / 12,600 column inches	854	575

New York Regional Distribution	Column Inch Rate	
	Sunday	Weekday
Open	\$1,288	\$830
1 page / 126 column inches	1,118	732
2 pages / 252 column inches	1,079	708
5 pages / 630 column inches	1,029	675
10 pages / 1,260 column inches	1,004	660
20 pages / 2,520 column inches	971	637
40 pages / 5,040 column inches	884	604
75 pages / 9,450 column inches	817	553

### Combination Rates

---

For Daily/Sunday and ROP/Magazine combination information, please call your client lead.

**To qualify for cooperative rates, advertising must contain dealer listings.**

## The New York Times Magazine 2020 Advertising Rates

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 charged a 5.5% premium over black and white rates.

## 2020 General Advertising Rates for The New York Times T Magazines

<b>FOUR COLOR</b>	<b>OPEN</b>	<b>3 PGS</b>	<b>6 PGS</b>	<b>12 PGS</b>	<b>18 PGS</b>	<b>30 PGS</b>	<b>60 PGS</b>
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

<b>BLACK &amp; WHITE</b>	<b>OPEN</b>	<b>3 PGS</b>	<b>6 PGS</b>	<b>12 PGS</b>	<b>18 PGS</b>	<b>30 PGS</b>	<b>60 PGS</b>
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.