

# 2020

**Advertising Rates**  
Effective January 1, 2020

# Regional



**The New York Times**

# Regional General 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

## Metropolitan Section General Advertising

### The City

### Column Inch Rate Sunday

Open	\$279
1/2 page / 63 column inches or 6 times	240
1 page / 126 column inches or 13 times	217
5 pages / 630 column inches or 26 times	200
10 pages / 1,260 column inches or 52 times	190
20 pages / 2,520 column inches	186
40 pages / 5,040 column inches	182

### Position Charges

### Sunday

Page 2 or 3	64
Page 4	38
Back page	64

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to Manhattan, Brooklyn, Staten Island and lower Bronx.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

### New Jersey Metropolitan

### Column Inch Rate Sunday

Open	\$249
1/2 page / 63 column inches or 6 times	219
1 page / 126 column inches or 13 times	216
5 pages / 630 column inches or 26 times	211
10 pages / 1,260 column inches or 52 times	208
20 pages / 2,520 column inches	204
40 pages / 5,040 column inches	198

### Position Charges

### Sunday

Page 2 or 3	46
Page 4	29
Back page	46

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to New Jersey and adjacent Rockland and Richmond counties.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

**Long Island Metropolitan****Column Inch Rate  
Sunday**

Open	\$237
1/2 page / 63 column inches or 6 times	210
1 page / 126 column inches or 13 times	206
5 pages / 630 column inches or 26 times	201
10 pages / 1,260 column inches or 52 times	196
20 pages / 2,520 column inches	190
40 pages / 5,040 column inches	186

**Position Charges****Sunday**

Page 2 or 3	46
Page 4	29
Back page	46

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5  
 Page 4 - up to 1/2 page horizontal, Back Page - full page only.  
 Distribution limited to Queens, Nassau and Suffolk counties.  
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

**Westchester Metropolitan****Column Inch Rate  
Sunday**

Open	\$191
1/2 page / 63 column inches or 6 times	164
1 page / 126 column inches or 13 times	160
5 pages / 630 column inches or 26 times	152
10 pages / 1,260 column inches or 52 times	150
20 pages / 2,520 column inches	146
40 pages / 5,040 column inches	144

**Position Charges****Sunday**

Page 2 or 3	29
Page 4	18
Back page	29

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5  
 Page 4 - up to 1/2 page horizontal, Back Page - full page only.  
 Distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Greene and Columbia counties.  
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

**Connecticut Metropolitan****Column Inch Rate  
Sunday**

Open	\$167
1/2 page / 63 column inches or 6 times	150
1 page / 126 column inches or 13 times	146
5 pages / 630 column inches or 26 times	137
10 pages / 1,260 column inches or 52 times	133
20 pages / 2,520 column inches	130
40 pages / 5,040 column inches	128

**Position Charges**

**Sunday**

Page 2 or 3	\$29
Page 4	18
Back page	29

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5  
 Page 4 - up to 1/2 page horizontal, Back Page - full page only.  
 Distribution limited to the state of Connecticut.  
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

**Westchester & Connecticut Metropolitan**

**Column Inch Rate  
Sunday**

Open	\$279
1/2 page / 63 column inches or 6 times	245
1 page / 126 column inches or 13 times	242
5 pages / 630 column inches or 26 times	230
10 pages / 1,260 column inches or 52 times	224
20 pages / 2,520 column inches	221
40 pages / 5,040 column inches	218

**Position Charges**

**Sunday**

Page 2 or 3	42
Page 4	26
Back page	42

Identical ad must run in both Westchester and Connecticut zones.  
 Combined distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Green and Columbia counties and the state of Connecticut.  
 Connecticut and Westchester portions are billed separately; contract credit is given for each portion.  
 Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

**Combination Rates for Arts & Antiques, Education,  
Suburban Hospitals, and Health Care**

**Column Inch Rate  
Weekday**

Weekday regional ad repeated from any Suburban Metropolitan Section within 7 days	\$460
Weekday nationwide ad repeated from any Sunday Suburban Metropolitan Section within 7 days	\$510

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

**Multiple Units in the Metropolitan Section**

Discounts are available for advertisers running 3 or 4 units of the same size ad on the same Sunday across one or more of the Metropolitan sections. Three units on the same Sunday receive a 10% discount, and 4 units receive a 15% discount. The Westchester and Connecticut Metropolitan section counts as one unit because there is already a discount for running in both sections.

**Color Charges**

**2x7 or Larger**

**Sunday**

City, New Jersey, Long Island or Westchester/Connecticut	Add \$5,450
Westchester or Connecticut	Add \$4,110

Contact your client lead for further 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).  
 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.