

The New York Times

Classified Ad Sizes

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. The size will be consistent with most major metro newspapers and all national newspapers.

All *in-column* classified agate ads will not change. The space *between* the columns will change however, so multicolumn and display on classified ad sizes will change.

For your convenience, we have created this chart of display on classified advertising sizes. 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.

Sizes for material for **recruitment** display on classified ads in 9-column format

9-Column Format	Inches	Minimum Depth
2 columns	2.512	42 lines
3 columns	3.802	56 lines
4 columns	5.092	70 lines
5 columns	6.382	84 lines
6 columns	7.672	84 lines
7 columns	8.962	98 lines
8 columns	10.252	98 lines
9 columns	11.542	98 lines

Sizes for material for **real estate** display on classified ads in 9-column format

9-Column Format	Inches	Minimum Depth
2 columns	2.512	35 lines
3 columns	3.802	42 lines
4 columns	5.092	56 lines
5 columns	6.382	75 lines
6 columns	7.672	75 lines
7 columns	8.962	98 lines
8 columns	10.252	98 lines
9 columns	11.542	98 lines