

2020

Advertising Rates  
Effective January 1, 2020

# Automotive



The New York Times

# Automotive Advertising Rates & Units

| New York Times<br>Advertising<br>Units | Special Size<br>Discount | Number of<br>Columns | Unit Size     |              | Contract<br>Column<br>Inches | % Broadsheet<br>Page (126<br>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<br>Advertising<br>Units | Special Size<br>Discount | Number of<br>Columns | Unit Size |        | Contract<br>Column<br>Inches | % Broadsheet<br>Page (126<br>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           |

## Automotive General — ROP

### Nationwide Distribution

|                                | Column Inch Rate     |                       |
|--------------------------------|----------------------|-----------------------|
|                                | Sunday<br>Nationwide | Weekday<br>Nationwide |
| Open                           | \$1,052              | \$859                 |
| 5 pages / 630 column inches    | 924                  | 746                   |
| 10 pages / 1,260 column inches | 830                  | 660                   |
| 25 pages / 3,150 column inches | 800                  | 612                   |
| 40 pages / 5,040 column inches | 774                  | 579                   |

### New York Regional Distribution

|                                | Column Inch Rate        |                          |
|--------------------------------|-------------------------|--------------------------|
|                                | Sunday<br>Sports/Metro* | Weekday<br>Sports/Metro* |
| Open                           | \$936                   | \$715                    |
| 5 pages / 630 column inches    | 827                     | 619                      |
| 10 pages / 1,260 column inches | 745                     | 547                      |
| 25 pages / 3,150 column inches | 726                     | 519                      |
| 40 pages / 5,040 column inches | 702                     | 499                      |

\*New York DMA distribution.

## Automotive — Premium Charges

|                      |         |
|----------------------|---------|
| Front and back pages | Add 15% |
|----------------------|---------|

### Color Premiums — General

|                        | Sunday<br>N.Y. Regional | Sunday<br>Nationwide | Weekday<br>N.Y. Regional | Weekday<br>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                |

### Color Premiums — Retail

|                        | Sunday<br>N.Y. Regional | Sunday<br>Nationwide | Weekday<br>N.Y. Regional | Weekday<br>Nationwide |
|------------------------|-------------------------|----------------------|--------------------------|-----------------------|
| 1/2 page to full page* | \$30,800                | \$34,500             | \$26,600                 | \$30,800              |
| Less than 1/2 page     | 21,700                  | 24,700               | 19,100                   | 21,700                |

\*Full page 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 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.

## First National/International News Page

|                      | Unit 6 x 3           |                       | Unit 6 x 5.25        |                       |
|----------------------|----------------------|-----------------------|----------------------|-----------------------|
|                      | Sunday<br>Nationwide | Weekday<br>Nationwide | Sunday<br>Nationwide | Weekday<br>Nationwide |
| 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 | 26,165               | 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.

## Op-Ed Page

|                      | Weekday<br>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 call your client lead or COF at (212) 556-4995.

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

## Automotive — Single Dealer/Dealer Associations (Zoned Display)

### Sunday & Friday availability.

For more information, please call (212) 556-3514.

## Automotive Exchange — Classified

|                               | Line Rate               |                      |                           |                        |
|-------------------------------|-------------------------|----------------------|---------------------------|------------------------|
|                               | Sunday<br>N.Y. Regional | Sunday<br>Nationwide | Weekday<br>N.Y. Regional* | Weekday<br>Nationwide* |
| Open                          | \$39.25                 | \$49.00              | \$25.50                   | \$29.50                |
| 1,350–2,699 lines in one year | 32.75                   | 42.50                | 16.50                     | 20.50                  |
| 2,700–5,399 lines in one year | 29.00                   | 38.75                | 15.25                     | 19.25                  |
| 5,400 lines in one year       | 26.75                   | 36.50                | 14.50                     | 18.50                  |

### Combination Rates

(Preceding or following within 7 days  
from either N.Y. regional or zoned Sunday ad)

| N.Y. Regional Distribution                   | Line Rate               |                      |                           |                        |
|--|-------------------------|----------------------|---------------------------|------------------------|
|  | Sunday<br>N.Y. Regional | Sunday<br>Nationwide | Weekday<br>N.Y. Regional* | Weekday<br>Nationwide* |
| Sunday ad repeated on Friday                 | \$39.25                 | \$49.00              | \$14.50                   | \$18.50                |
| Friday, Saturday and Sunday within 7 days    | 32.75                   | 42.50                | 8.75 each day             | 12.75                  |
| Sunday and Friday ad repeated on 2+ weekdays | 32.75                   | 42.50                | 8.25 each day             | 12.25                  |
| 7 or more consecutive days                   | 32.75                   | 42.50                | 7.75 each day             | 11.75                  |

\*The lower of the Sunday combination rate above or contract rate will apply.  
Web upload is available for \$29 per ad.

Note: This category requires credit card payment or check for noncontract advertisers.

### Zoned Distribution

|                               | Sunday Line Rate                         |                     |                     |                    |
|-------------------------------|--|---------------------|---------------------|--------------------|
|                               | Four Boroughs<br>and Long<br>Island Zone | Long Island<br>Zone | West./Conn.<br>Zone | New Jersey<br>Zone |
| Open                          | \$28.75                                  | \$14.25             | \$15.75             | \$15.75            |
| 1,350–2,699 lines in one year | 17.75                                    | 8.75                | 9.50                | 9.50               |

# Classification Chart

## Automotive Exchange — 3700

|      |                                   |   |
|------|-----------------------------------|---|
| 3712 | Antique & Classic Cars            |   |
| 3713 | Antique & Classic Cars Wanted     | 3740 Autos/Vans/Sport Utility Vehicles Wanted |
| 3714 | Limousines/Commercial Vehicles    | 3744 Other Vehicles — Wanted                  |
| 3716 | Recreational Vehicles             | 3750 Vehicles for Rent                        |
| 3718 | Motorcycles, Off-Road Vehicles    | 3780 Miscellaneous                            |
| 3720 | Autos/Vans/Sport Utility Vehicles | 3790 Automotive Websites                      |

## 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 |
| 2/3 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 plus 5.5% of black and white rates.

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

| Four Color    | Open      | 3 Pgs     | 6 Pgs     | 12 Pgs    | 18 Pgs    | 30 Pgs    | 60 Pgs    |
|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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 & White | Open      | 3 Pgs     | 6 Pgs     | 12 Pgs    | 18 Pgs    | 30 Pgs    | 60 Pgs    |
|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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.
- For add-on rates for International NYT T Style Magazine, contact your client lead.

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