

The New York Times

Standard Advertising Units

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.

For your convenience, we have created this chart of standard advertising units. 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.

New York Times Advertising Units	Number of Columns	Width	Depth
6 × 21 (FULL PAGE)	6	11.55"	21"
6 × 18	6	11.55"	18"
6 × 14	6	11.55"	14"
6 × 10.5 (HALF-PAGE HORIZONTAL)	6	11.55"	10.5"
6 × 7	6	11.55"	7"
6 × 5.25	6	11.55"	5.25"
5 × 21	5	9.6"	21"
5 × 15.75	5	9.6"	15.75"
5 × 14	5	9.6"	14"
5 × 10.5	5	9.6"	10.5"
5 × 7	5	9.6"	7"
4 × 21	4	7.65"	21"
4 × 18	4	7.65"	18"
4 × 15.75	4	7.65"	15.75"
4 × 14	4	7.65"	14"
4 × 10.5	4	7.65"	10.5"
4 × 7	4	7.65"	7"
4 × 5.25	4	7.65"	5.25"
3 × 21 (HALF-PAGE VERTICAL)	3	5.7"	21"
3 × 18	3	5.7"	18"
3 × 15.75	3	5.7"	15.75"
3 × 14	3	5.7"	14"
3 × 10.5 (QUARTER PAGE)	3	5.7"	10.5"
3 × 7	3	5.7"	7"
3 × 5.25	3	5.7"	5.25"

- 1 COL = 1.8"**
- 2 COL = 3.75"**
- 3 COL = 5.7"**
- 4 COL = 7.65"**
- 5 COL = 9.6"**
- 6 COL = 11.55"**

New York Times Advertising Units	Number of Columns	Width	Depth
2 × 21	2	3.75"	21"
2 × 18	2	3.75"	18"
2 × 15.75	2	3.75"	15.75"
2 × 14	2	3.75"	14"
2 × 10.5	2	3.75"	10.5"
2 × 7	2	3.75"	7"
2 × 5.25	2	3.75"	5.25"
2 × 3.5	2	3.75"	3.5"
2 × 3	2	3.75"	3"
2 × 2	2	3.75"	2"
1 × 21	1	1.8"	21"
1 × 18	1	1.8"	18"
1 × 15.75	1	1.8"	15.75"
1 × 14	1	1.8"	14"
1 × 10.5	1	1.8"	10.5"
1 × 7	1	1.8"	7"
1 × 5.25	1	1.8"	5.25"
1 × 3.5	1	1.8"	3.5"
1 × 3	1	1.8"	3"
1 × 2	1	1.8"	2"
1 × 1.5	1	1.8"	1.5"
1 × 1	1	1.8"	1"
13 × 21	13	23.75"	21"
13 × 18	13	23.75"	18"
13 × 14	13	23.75"	14"
13 × 10.5	13	23.75"	10.5"

The following units are available for display bannered categories only.

2 × 9	2	3.75"	9"
2 × 8	2	3.75"	8"
2 × 6	2	3.75"	6"
2 × 4	2	3.75"	4"

1 × 21"	2 × 21"	3 × 21"	4 × 21"	5 × 21"	6 × 21"
1 × 18"	2 × 18"	3 × 18"	4 × 18"		6 × 18"
1 × 15.75"	2 × 15.75"	3 × 15.75"	4 × 15.75"	5 × 15.75"	
1 × 14"	2 × 14"	3 × 14"	4 × 14"	5 × 14"	6 × 14"
1 × 10.5"	2 × 10.5"	3 × 10.5"	4 × 10.5"	5 × 10.5"	6 × 10.5"
	2 × 9"				
	2 × 8"				
1 × 7"	2 × 7"	3 × 7"	4 × 7"	5 × 7"	6 × 7"
	2 × 6"				
1 × 5.25"	2 × 5.25"	3 × 5.25"	4 × 5.25"		6 × 5.25"
	2 × 4"				
1 × 3.5"	2 × 3.5"				
1 × 3"	2 × 3"				
1 × 2"	2 × 2"				
1 × 1.5"					
1 × 1"					