

# 2020

**Advertising Rates**  
Effective January 1, 2020

## Free Standing Inserts and Targeted Marketing Products



**The New York Times**

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# Free Standing Inserts and Targeted Marketing Products

## Advertising Rate Card Effective January 1, 2020

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The New York Times never rests on its reputation as the nation's premier newspaper and advertising medium. In 2019, we earned two Pulitzer Prizes, bringing our total to 127 Pulitzer Prizes and citations — far more than any other paper. We now offer integrated print and online advertising opportunities so that advertisers can multiply the power of their message across platforms.

The Times continues to be vital reading for influential Americans in every arena and for discerning consumers across the nation. We look forward to being a vital part of your advertising program in the year ahead.

### Contact

**COFFSI** Customer Order Fulfillment Department, Free Standing Inserts  
tel (212) 556-1865 • [coffsi@nytimes.com](mailto:coffsi@nytimes.com)

**Paul Ferrali** Director of Advertising Services & Commercial Printing  
tel (212) 556-4213 • fax (212) 556-5813 • [ferrapj@nytimes.com](mailto:ferrapj@nytimes.com)

## General Information/Circulation

### Weekday Issues and Distribution

#### Nationwide

Main News  
Business Day (incl. Sports on Tues., Wed., Thurs., Fri.)  
The Arts

### Weekday Theme Sections and Distribution

#### Nationwide

Sports Monday  
Science Times (Tues.)  
Food (Wed.)  
Styles (Thurs.)

Weekend Arts (Fri.)

### Sunday Sections and Distribution

#### New York Regional

Real Estate\*

#### Nationwide

Main  
Arts & Leisure  
Book Review  
Sports  
Sunday Business  
Sunday Styles  
The Magazine\*  
Travel  
Sunday Review

#### Metropolitan Zoned Sections

The City  
Westchester  
Connecticut  
Long Island  
New Jersey

\*Zoning available in these sections.

Contact your client lead for additional information.

### Circulation

	New York Region*	Worldwide**
Weekdays	231,223	525,546
Sundays	345,782	1,010,619

\* Source: New York Times, based upon AAM 2018 audit report.

\*\* Source: AAM Audit Report for The New York Times for the 12-month period ending September 30, 2018. Includes digital replica circulation.

## Credit and Payment Terms

Advertisements must be paid for prior to publication deadline unless credit has been established by the advertiser and/or agency with The Times. However, certain advertising categories will require prepayment as specified in the rate cards. Acceptable forms of prepayment are bank wire transfer, credit card, or advertiser or agency guaranteed check.

Advertisers or agencies wishing to establish credit with The Times must request a credit application from The New York Times Credit Department. Application requests can be made by email (creditdepartment@nytimes.com) or online at [nytmediakit.com](https://nytmediakit.com). Completed applications should be returned to The Times Credit

Department for evaluation of credit standing. If credit is granted, The Times will establish a credit limit and applicable payment terms. Advertisers and agencies granted credit will be billed weekly or monthly for published advertisements, as is determined by the category of advertising and established credit terms. Payment is due 15 days after the invoice date.

The advertiser and agency shall be jointly and severally liable to The Times for the payment. Cash discounts are not available. Insertion orders containing disclaimers will not be accepted by The Times.

## Agency Recognition and Commission

Commission of 15% will be granted only to recognized advertising agencies, except where net rates are noted.

Application for agency recognition must be made with The New York Times. Applications are available upon request

to The Times Credit Department by phone (212) 556-8777, email (creditdepartment@nytimes.com) or online at [nytmediakit.com](https://nytmediakit.com).



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## General Policies and Rate Information

Advertising accepted by The New York Times is subject to all terms and conditions contained herein. Forwarding of an order by the advertiser constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold by The Times, and those of subsequent rate cards. Forwarding of an advertising order also indicates acceptance of the advertising acceptability policies of The New York Times. In the event of a conflict between the advertiser's order and the rate card, the rate card shall govern.

The terms and conditions of this rate card and all subsequent rate cards are incorporated into every advertising contract between The Times and the advertiser and/or agency. Submission of advertising subsequent to the receipt of such a contract constitutes acceptance of the terms and conditions of the contract.

The Times reserves the right to issue new rate cards and to revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or of written notice of rate changes to the address of the advertisers or agency stated in a contract.

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## Contracts and Copy Regulations

The rate card level applicable to an advertiser is determined by the advertiser's projected volume during a 12-month contract period. Our COF Department will provide the advertiser or agency with a New York Times contract for signature.

Contract requests must specify a definite beginning date and are subject to a rate card effective when the contract begins and subsequent rate card increases and modifications. Volume and frequency contract discounts will be earned only on advertising inserted within a 12-month period. Additionally, a contract is applicable to ads placed within a single advertising category.

If the advertiser exceeds the initial estimated contract level and achieves the next level of the rate card, the advertiser will be entitled to a rebate based upon the retroactive application of the lower rate earned. The Times will credit the advertiser or agency account for the amount of the rebate earned.

If the contract level is not achieved, the advertiser will be assessed a shortage based upon the retroactive application of the higher rate earned. The Times will invoice the advertiser or agency for the shortage, and payment will be due to The Times in accordance with the previously established credit terms for the advertiser.

Advertising not paid for in compliance with credit policies will not be included when calculating the final earned rate and is not eligible for volume and frequency discounts.

Contracts can be voided at The Times's discretion unless space is used within 30 days from the effective date.

The volume discount levels for display advertising are based on 126 column inches per broadsheet page or 65 column inches per Book Review page. Volume discount levels for classified and display on classified advertising are based on number of lines or frequency of insertion, as noted in the rate card for the applicable category.

For frequency contracts, multiple insertions of the same ad on a single day count as one insertion for contract fulfillment, unless otherwise specified.

Magazine column inches will be credited toward fulfillment of contracts. See The New York Times Magazine rate card for details or contact your client lead.

Each advertising entity will establish a separate advertising contract with The Times. Corporate affiliates are not automatically entitled to the contract benefits of each other.

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## Copy Regulations

The advertiser and the advertising agency jointly grant to The Times the nonexclusive worldwide perpetual right and license to publish the advertisement in The Times, including in print and in any other format or media now known or later devised, whether or not such advertisement may be individually accessed, perceived or retrieved from such form or media. In addition, the advertiser and the advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against The Times. Advertiser acknowledges that The New York Times owns a collective copyright in and to the selection, coordination and arrangement of the content of the newspaper, including any advertisements it publishes. Advertiser agrees that to the extent The New York Times deems it necessary, advertiser is obligated to cooperate and/or participate in any enforcement by The New York Times of The New York Times's copyrights. The New York Times shall carry the appropriate copyright notice in its name. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold The Times harmless from all costs, expenses (including reasonable attorneys' fees), liabilities and damages arising in any way from publication of any advertisement placed by the advertiser or the advertising agency.

The Times will not be bound by any special clauses relating to legal liability, circulation guarantees or any other condition in contracts or insertion orders that conflict with its policies, unless The Times has specifically agreed in writing.

The Times accepts no liability for its failure, for any cause, to insert an advertisement. The Times accepts no liability for reductions in

distribution caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond its control. The Times accepts no liability for any error in advertisement caused by it, except for the cost of the space actually occupied by the error. In order to qualify for an allowance, claims for errors must be made to COF within thirty (30) days from the date of invoice. Credit for errors is allowed only for the first insertion. The New York Times will make the final determination on the amount, if any, of a credit allowance.

Two or more separate advertisements may not be submitted to fill a single standard unit space.

For split run advertising information, please contact your client lead.

Book Review copy should be prepared according to the schedule shown on the Books rate card.

Cancellation of orders over the telephone will be accepted subject to written confirmation by the advertiser the same day.

Advertising orders with or without reproduction material must be accompanied by identifying copy. Drawing, art and articles for reproduction are accepted at advertiser's risk and should contain an identifying mark to facilitate return. The Times shall not be responsible and does not assume any liability for damage or loss to original printing material supplied.

The Times reserves the right to revise or reject advertisements in accordance with standards of acceptability of The New York Times, to lighten or change type and borders, or to omit advertisements without notice. Placement of advertising is at The Times's discretion.

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## Advertising Acceptability Guidelines

The New York Times maintains an Advertising Acceptability Department whose function is to examine advertisements before publication to determine if they meet the standards of acceptability The Times has developed over the years.

The Times may decline to accept advertising that is misleading, inaccurate or fraudulent; that make unfair competitive claims; or that fail to comply with its standards of decency and dignity.

If an advertisement contains statements or illustrations that are not deemed acceptable, and that The Times thinks should be changed or eliminated, the advertiser will be notified. The Times will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by The Times.

In addition, an advertisement must sometimes be amended because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right to privacy, the sale of securities, the sale of real estate and political advertising.

The New York Times maintains clear separation between news and editorial matter and its advertisements. Accordingly, ads that include elements usually associated with The New York Times editorial matter will not be accepted (for example, but not limited to: Times-style headlines, bylines, news-style column arrangements or typography). Additionally, The Times reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

For complete Advertising Acceptability details, please download the **Advertising Acceptability booklet** from "ad specs" section under "newspaper" bar at [nytmmediakit.com](http://nytmmediakit.com), or contact the Advertising Acceptability Department at (212) 556-7171.

See page 7 for the **Multi-Advertiser Insert** policy.

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## General Information

For questions or additional information regarding advertising in The New York Times, please visit our website at [nytmmediakit.com](http://nytmmediakit.com), or call The New York Times Advertising Department (refer to the telephone numbers on page 2 of the rate card) or contact COF

at (212) 556-7777 or 1-800-NYT-5515 outside the New York Metropolitan area. FSI information is only available at (212) 556-4299 or [coffsi@nytimes.com](mailto:coffsi@nytimes.com).

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## FSI Requirements

### Copy

Copy must meet the guidelines in “Standards of Advertising Acceptability” and must be approved by The New York Times, Advertising Acceptability Dept., (212) 556-7171. A copy of the “Standards” is available from that department. Additional advertising guidelines apply to multi-advertiser and advertorial inserts.

See **Advertorial and Multi-Advertiser Insert** policy below.

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### Typography

Material that resembles news or editorial matter must be reviewed for approval prior to reservation. If accepted, the insert must be labeled “Advertisement” on the front cover. New York Times-style headlines, subheads, bylines, datelines, captions, bios, news layouts or typography may not be used.

The legend on an advertorial cover (e.g., “Advertising supplement to the New York Times”) must be all caps and no smaller than 8 pt. Helvetica or equivalent.

Each advertorial preprint must be preapproved and contain the legend “Advertising Supplement to The New York Times” or “Advertising Supplement.”

**Ask your client lead for a complete guide to design, pack and ship preprinted inserts properly.**

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### Paper

Minimum Size: 5" x 7". Folded pieces must have spine on 7" side.  
Maximum Size: 10.5" x 11.5" Spine or final fold must be no more than 10.5".

Minimum Thickness: .007

Maximum Thickness: Varies by dimensions

Single sheet inserts must be at least 70 lb. text, maximum 100 lb. text

**Page count:**

Four-page newsprint sections must be quarter-folded.  
Broadsheet pages count double for pricing, i.e., a four-page broadsheet is billed as an eight-page tabloid. Blow-ins, stitched in postcards, order forms and product samples are counted as pages.

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### Samples of Inserts

In order to maintain quality control, samples of inserts and special supplements must be tested by The New York Times prior to acceptance. Samples may be exact blanks or a very fair representation of the insert. Samples must arrive at least **10 days** prior to insertion date, preferably prior to printing so adjustments can be made if necessary. We require submission of insert samples for approval prior to production of the insert.

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### Reservations

Phone: (212) 556-4299

Email: coffsi@nytimes.com

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### Shortages & Overages

Distribution quantities are forecasted to the best of The Times's ability. Please indicate on the insertion order which areas advertisers would like any extras to be distributed in, or if extras should be destroyed. Also indicate which areas advertisers would prefer to be shorted if there are not enough inserts to cover the desired area. If newsstand and subscriber copies are ordered, we will short the newsstand copies in favor of home delivery if no preference is indicated, wherever possible.

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### Acceptance and Confirmation of Orders

The Times will not be liable for printing or other preprint costs due to incomplete distribution.

Unless otherwise instructed, if the number of free-standing inserts received exceeds the distribution in the FSI zones selected by the advertiser, the excess FSIs will be distributed in adjacent FSI zones, zip codes or regions as available.

Each preprint or advertorial is subject to review prior to acceptance. Price quotations require written confirmation from The New York Times.

The New York Times reserves the right to reject advertisements in accordance with New York Times standards of acceptability.

New York metropolitan home delivery subscribers receive Sunday FSIs on Saturday, along with the advance sections including The New York Times Magazine, Arts and Leisure, Travel and Special Sections.

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## FSI Requirements (continued)

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### Advertorials and Multi-Advertiser Inserts

Multi-advertiser and advertorial inserts must be approved prior to acceptance. Acceptance should be established before planning or printing an insert. A multi-advertiser insert contains more than one advertiser with or without supporting stories or articles. An advertorial contains one or more advertisers with supporting stories or articles. Prior to planning your insert, contact your client lead for acceptance policy and pricing concerning multi-advertiser and advertorial inserts.

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### Shipping and Receiving

**Machine-inserted FSIs** must arrive ten days in advance. Request specific packing and shipping directions from your client lead.

If printing, shipping specifications, and deadlines are not met, additional charges may be incurred by the advertiser.

Shipping address varies according to distribution ordered. Shipping address for all machine-inserted FSIs (New York distribution):

**The New York Times**

One New York Times Plaza

Flushing, NY 11354

Att: FSI Manager

(718) 281-7153

Hours: Tuesday & Wednesday 6 a.m. – 4 p.m.

Thursday, Friday & Saturday 6 a.m. – 3 p.m.

Nights: Sunday through Saturday 8 p.m. – 3 a.m.

Additional shipping locations are required for distribution outside the New York Region.

**Carrier-inserted FSIs** must be shipped directly to depots. Depot addresses will be provided at the time of order. Delivery to depots must be made between 4 a.m. and 10:30 a.m..

**Delivery appointment is required.**

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## National FSI Markets

Updated distribution quantities available on request.

Reservation required at least 21 days in advance.

**National FSIs are delivered to one or more of The Times's national print sites.**

Call (212) 556-1865 or email [coffsi@nytimes.com](mailto:coffsi@nytimes.com) for reservation information.

We will be happy to assist you in selecting the best distribution options to meet your needs.

Please consult with your advertising agency, your New York Times client lead, or the FSI advertising team.

### Northeast

Baltimore  
Boston  
Buffalo  
New York  
Providence  
Rochester  
Richmond  
Toronto  
Wilmington  
Washington, D.C.

### Midwest

Akron  
Ann Arbor  
Champaign  
Chicago  
Cincinnati  
Cleveland  
Columbus  
Dayton  
Detroit  
Grand Rapids/Lansing  
Indianapolis  
Kalamazoo  
Kansas City  
Louisville  
Madison  
Milwaukee  
Minneapolis/St. Paul  
Pittsburgh  
St. Louis  
Tulsa/Springfield

### South

Ashville/Henderson  
Atlanta  
Austin  
Charleston/Columbia  
Charlotte  
Dallas/Ft. Worth  
Ft. Myers/Naples  
Greensboro  
Greenville  
Houston  
Memphis  
Miami/Hollywood  
Myrtle Beach  
Nashville  
New Orleans  
Ocala/Gainesville  
Orlando/Daytona/Jacksonville  
Raleigh/Durham  
San Antonio  
Sarasota  
Savannah/Hilton Head  
Stuart/Vero Beach  
Tallahassee  
Tampa/St. Petersburg  
West Palm Beach/Boca Raton

### West

Albuquerque/Santa Fe  
Denver  
Eugene  
Honolulu  
Las Vegas  
Los Angeles  
Oklahoma City  
Phoenix  
Salt Lake City  
San Diego  
San Francisco  
San Francisco Bay Area Counties  
Santa Barbara  
Seattle/Portland  
Tucson



**NEW YORK METROPOLITAN AREA**

This map illustrates the New York Metropolitan Area, encompassing New York City and its surrounding suburbs. The map is color-coded by county and includes labels for major highways, cities, and towns. A compass rose is located in the bottom left corner. An inset map in the bottom right corner provides a closer look at New York City, showing the five boroughs (Manhattan, Bronx, Queens, Brooklyn, and Richmond) and their respective ZIP codes.

**NEW YORK CITY**

The inset map shows the five boroughs of New York City and their corresponding ZIP codes:

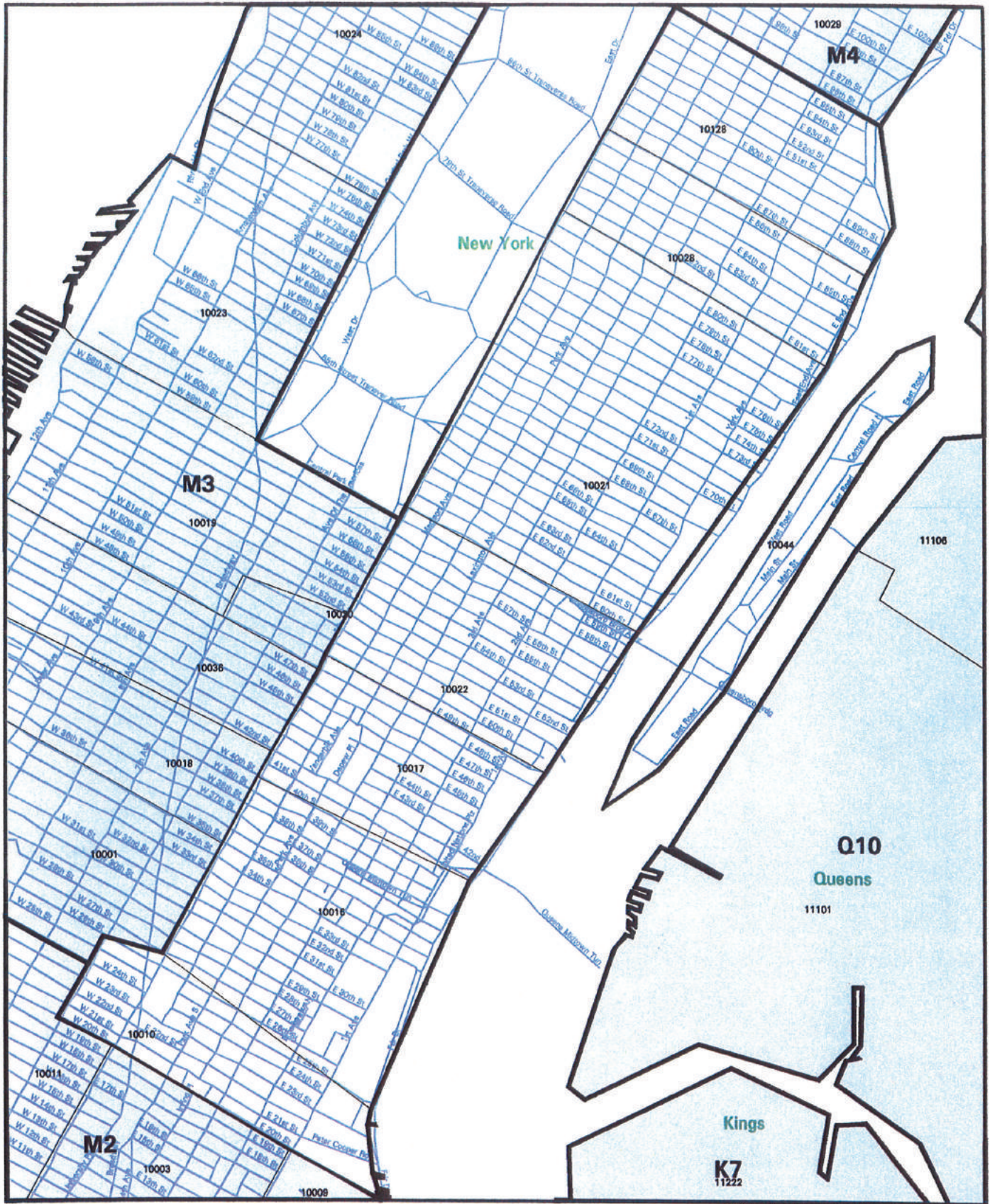
- MANHATTAN:** B 5, M 4, M 3, M 1, M 2
- BRONX:** M 4, M 3, M 1, M 2
- QUEENS:** Q 10, Q 11, K 7, K 9, K 8
- BROOKLYN:** K 7, K 9, K 8
- STATEN ISLAND:** NJ 27

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# THE NEW YORK TIMES

M1



Intelligent Charting, Inc.  
P.O. Box 118  
Wellsboro, PA 16901  
(717) 734-6300

Key:  
County  
CITY  
Zip Code

State Highways  
U.S. Highways  
Interstate Highways



1995 Intelligent Charting, Inc., Wellsboro, PA (717) 724-6200

Scale of Miles  
0 .1 .2



## M2



**Insigore Charging, Inc.**  
P.O. Box 118  
Waltham, PA 19001  
(717) 724-6200


Key: County  
CITY  
Zip Code

 State Highways  
 U.S. Highways  
 Interstate Highways



1995 Intelligent Charing, Inc., Wellsboro, PA (717)724-6200

Scale of Miles



0 .1 .2



# THE NEW YORK TIMES

M3



Intelligent Charting, Inc.  
P.O. Box 116  
Wellsboro, PA 16900  
(717) 724-6200

Key: County  
CITY  
Zip Code

State Highways  
U.S. Highways  
Interstate Highways



1995 Intelligent Charting, Inc., Wellsboro, PA (717) 724-6200

Scale of Miles  
0 .1 .2



© 2005 Intelligent Chattering, Inc., Wellesboro, PA 17754-6200

1

Key: Zip Code

Scale of Miles





# Advertising Rates — 2020

## Single Advertiser FSI Rates

For multiple advertiser FSI information, see page 7.

### Preprinted Tabloid Sections and Free-Standing Inserts

Minimum Order: 25,000 inserts

Distribution by zone

Rates are applicable to the following FSI distribution options:

#### Thursday & Friday NY Metropolitan area

Distribution available in New York Times zones selected by the advertiser.

Distribution can be home delivery, newsstand, or both.

(Targeted Monday–Friday NY Metropolitan home delivery zip code distribution also available. See page 17.)

#### Sunday NY Metropolitan area

Distribution available in New York Times zones selected by the advertiser.

Both newsstand and home delivery required in the selected zones.

All Sunday inserts are delivered to weekend home delivery subscribers on Saturday with other advance Sunday sections.

#### Sunday, Thursday and Friday Nationwide

These rates apply to full nationwide distribution (NY and National).

(Selected Sunday National edition major markets also available; see page 16 for rates.)

(Targeted National Edition Monday–Friday FSIs available for home delivery in major markets; see page 17 for rates.)

## FSI Rates

### Sunday, Thursday and Friday Distribution

#### Preprinted Tabloid Sections and Free Standing Inserts

Minimum Order: 25,000 inserts

The CPMs shown are for tabloid or smaller size pages. Broadsheet size pages will be charged as 2 pages.

\$300 set-up charge for each different key number or copy split.

Contract credit is also applicable. Column inch credit is calculated and applied to ROP contracts on the basis of the contract rate.

## General FSI Rates — Single Advertisers Only

Applies to Single Advertiser FSIs – either full FSI zones in the NY market or full run nationwide.

15% Commission Granted to Recognized Advertising Agencies

Cost per Thousand (CPM)

Annual Volume	2–4 Pages	6–8 Pages	10–12 Pages	14–16 Pages	18–20 Pages	22–24 Pages	26–28 Pages
25,000–49,000	\$147.00	\$204.00	\$226.00	\$248.00	\$260.00	\$271.00	\$277.00
50,000–499,000	133.00	188.00	204.00	223.00	236.00	249.00	254.00
500,000–999,000	119.00	165.00	183.00	197.00	213.00	227.00	232.00
1 million	110.00	135.00	152.00	165.00	175.00	188.00	193.00
5 million	106.00	130.00	143.00	157.00	166.00	178.00	183.00
10 million	99.00	124.00	133.00	147.00	159.00	167.00	173.00
20 million	93.00	119.00	127.00	134.00	147.00	159.00	164.00
30 million	86.00	113.00	120.00	129.00	135.00	151.00	156.00
40 million	78.00	107.00	114.00	121.00	129.00	135.00	141.00

**Cost per Thousand (CPM)**

<b>Annual Volume</b>	<b>30–32 Pages</b>	<b>34–36 Pages</b>	<b>38–40 Pages</b>	<b>42–44 Pages</b>	<b>46–48 Pages</b>	<b>50–52 Pages</b>	<b>For every additional 4 Pages add</b>
25,000–49,000	\$282.00	\$287.00	\$292.00	\$297.00	\$302.00	\$307.00	\$6.00
50,000–499,000	259.00	264.00	269.00	275.00	280.00	285.00	6.00
500,000–999,000	237.00	243.00	248.00	253.00	258.00	263.00	6.00
1 million	198.00	203.00	209.00	214.00	219.00	224.00	6.00
5 million	188.00	193.00	198.00	203.00	209.00	214.00	6.00
10 million	178.00	183.00	188.00	193.00	198.00	203.00	6.00
20 million	169.00	175.00	180.00	185.00	190.00	195.00	6.00
30 million	161.00	166.00	172.00	177.00	182.00	187.00	6.00
40 million	146.00	151.00	156.00	161.00	166.00	172.00	6.00

**Retail FSI Rates — Single Advertisers Only**

**Applies to Single Advertiser FSI's – either full FSI zones in the NY market or full run nationwide.**

**Net — No Advertising Agency Commission**

**Cost per Thousand (CPM)**

<b>Annual Volume</b>	<b>2–4 Pages</b>	<b>6–8 Pages</b>	<b>10–12 Pages</b>	<b>14–16 Pages</b>	<b>18–20 Pages</b>	<b>22–24 Pages</b>	<b>26–28 Pages</b>
25,000–49,000	\$124.95	\$173.40	\$192.10	\$210.80	\$221.00	\$230.35	\$235.45
50,000–499,000	113.05	159.80	173.40	189.55	200.60	211.65	215.90
500,000–999,000	101.15	140.25	155.55	167.45	181.05	192.95	197.20
1 million	93.50	114.75	129.20	140.25	148.75	159.80	164.05
5 million	90.10	110.50	121.55	133.45	141.10	151.30	155.55
10 million	84.15	105.40	113.05	124.95	135.15	141.95	147.05
20 million	79.05	101.15	107.95	113.90	124.95	135.15	139.40
30 million	73.10	96.05	102.00	109.65	114.75	128.35	132.60
40 million	66.30	90.95	96.90	102.85	109.65	114.75	119.85

**Cost per Thousand (CPM)**

<b>Annual Volume</b>	<b>30–32 Pages</b>	<b>34–36 Pages</b>	<b>38–40 Pages</b>	<b>42–44 Pages</b>	<b>46–48 Pages</b>	<b>50–52 Pages</b>	<b>For every additional 4 Pages add</b>
25,000–49,000	\$239.70	\$243.95	\$248.20	\$252.45	\$256.70	\$260.95	\$5.10
50,000–499,000	220.15	224.40	228.65	233.75	238.00	242.25	5.10
500,000–999,000	201.45	206.55	210.80	215.05	219.30	223.55	5.10
1 million	168.30	172.55	177.65	181.90	186.15	190.40	5.10
5 million	159.80	164.05	168.30	172.55	177.65	181.90	5.10
10 million	151.30	155.55	159.80	164.05	168.30	172.55	5.10
20 million	143.65	148.75	153.00	157.25	161.50	165.75	5.10
30 million	136.85	141.10	146.20	150.45	154.70	158.95	5.10
40 million	124.10	128.35	132.60	136.85	141.10	146.20	5.10

## National Select Markets FSI Rates — Single Advertiser

For multiple advertiser FSI information, see page 7.

### Preprinted Tabloid Sections and Free-Standing Inserts

Minimum order: 10,000 inserts\*

### Sunday distribution in selected National Major Markets, excluding Boston, Philadelphia and Washington, D.C.

Advertiser can select targeted national markets for distribution. See page 8 for available markets.

Both newsstand and home delivery required in the selected market(s).

(Northeast markets use FSI rates on pages 14 and 15.)

Some distribution areas may carry a premium charge. Contact your client lead. Delivery to various distribution centers required.

\*Distribution of less than 10,000 available with a premium charge. Contact your client lead.

## National Select Markets General Rates — Sunday

### 15% Commission Granted to Recognized Advertising Agencies Cost per Thousand (CPM)

Annual Volume	2-8 Pages	10-16 Pages	18-24 Pages	26-48 Pages	For every additional 4 Pages add
All listed ADIs					
10,000-75,999	\$121.00	\$133.00	\$151.00	\$165.00	\$6.00
76,000 or more	113.00	121.00	133.00	147.00	6.00

## National Select Markets Retail Rates — Sunday

### Net — No Advertising Agency Commission Cost per Thousand (CPM)

Annual Volume	2-8 Pages	10-16 Pages	18-24 Pages	26-48 Pages	For every additional 4 Pages add
All listed ADIs					
10,000-75,999	\$102.85	\$113.05	\$128.35	\$140.25	\$5.10
76,000 or more	96.05	102.85	113.05	124.95	5.10

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## Hand-inserted FSI by Zip Code in NY NDM or major markets by city on weekdays

### Single Advertiser

#### Preprinted Tabloid Sections and Free-Standing Inserts

Minimum order: 5,000 inserts

Monday–Friday only

NY Metropolitan area home delivery selection available by zip code.

National home delivery selection available by major markets (see page 8 for markets). Certain exceptions may apply.

#### Cost per Thousand (CPM)

Annual Volume	General	Retail*
5,000–49,000	\$347.00	\$294.95
50,000–99,000	328.00	278.80
100,000–149,000	300.00	255.00
150,000 or more	267.00	226.95

FSI must fit inside the delivery bag. Certain size and weight restrictions apply or a premium of 10% or more may be added. Call for preapproval.

In areas where delivery bags are not used (e.g., Manhattan), the advertising material will be inserted in the newspaper (some exceptions apply).

Delivery to various distribution centers required.

\*Retail rates are net — no agency commission.

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## Home Delivery Onserts

For increased visibility, this premium service places your insert on top of home delivered newspapers before they are placed into the home delivery bags. This service provides high visibility for participating advertisers. Only one onsert will be accepted for each delivery area each day.

- In the New York Metropolitan area, order by zone or by zip code.  
**Not available in Manhattan.**
- Outside of New York, order by major market.
- Onsert orders can be combined with standard insert orders to attain complete coverage.

Add \$20 CPM to home delivery by zip code rates.

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## Home Delivery: Product Samples, DVDs, CDs, and Catalogs

Minimum Order: 5,000 inserts.

#### Available Monday–Friday only.

NY Metropolitan area home delivery selection available by zip code.

National home delivery selection available by major markets (see markets listed on page 8).

Call for custom quotes and quantities.

Samples must be submitted in advance for approval and pricing.

Sample must fit inside delivery bag. Certain size and weight restrictions apply.

Items that weigh more than 1/2 pound require special handling charges.

Call COFFSI (212) 556-1865 or your client lead for pricing and details.

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## Preprinted Home Delivery Polybags

Preprinted bags supplied

by advertiser (gross rate)\$129.00 per thousand

Preprinted bags supplied

by advertiser (net rate) 109.65 per thousand

For bags custom-printed by The New York Times, please contact Paul Ferrali at (212) 556-4213.

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## New York Times Magazine and T-Style Magazine Inserts

Luxury goods advertisers marketing high-end products to an upscale audience should consider placing their inserts in the New York Times Magazine and our monthly T-Style Magazines on Women's Fashion, Men's Fashion, Travel, Design and Holiday. Contact Karen Farina (212) 556-3890 or your client lead for details.

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## Printing and Targeted Marketing Products

The New York Times can provide targeted marketing solutions including custom printing, FSI wrappers, printed polybags, direct mail services and more. Contact Paul Ferrali at (212) 556-4213 or your client lead for information and pricing.

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## Onserts, Polybags, Carrier Inserts

These programs do not include 100% home delivery distribution, as some subscribers are serviced by independent or remote home delivery dealers that do not participate. As such, The Times will only request and/or print the amount we anticipate will be necessary to cover participating routes. Please indicate on the insertion order the preferences for handling shortages and overages.

NY Times cannot be responsible for building managers, superintendents or others that remove inserts from newspapers or newspapers from bags. Bags are normally supplied on pads of 100 bags. As a result, depots may be short or over.