

The New York Times

Standard Advertising Units — Tabloid Products

Size	No. of Cols.	Width	Depth
Full centerspread	11	20.6"	10.875"
Mini centerspread	7	12.8"	10.875"
Book Review strip	5	9.6"	2.625"
Full page	5	9.6"	10.875"
3/5 page (vert.)	3	5.7"	10.875"
1/2 page (horiz.)	5	9.6"	5.375"
9/20 page	3	5.7"	8.125"
2/5 page (vert.)	2	3.75"	10.875"
3/10 page (vert.)	2	3.75"	8.125"
3/10 page (horiz.)	3	5.7"	5.375"
1/5 page (vert.)	1	1.8"	10.875"
1/5 page (horiz.)	2	3.75"	5.375"
3/20 page	1	1.8"	8.125"
1/10 page (vert.)	1	1.8"	5.375"
1/10 page (horiz.)	2	3.75"	2.625"
1/20 page	1	1.8"	2.625"
1 Small Press	1	1.8"	1.25"