

2020

Advertising Rates
Effective January 2020

Recruitment



The New York Times

Recruitment Advertising Rates & Units

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
6 X 21 (full page)	8%	6	11.55"	21"	126.0	100.0%
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
6 X 10.5 (half page horizontal)		6	11.55"	10.5"	63.0	50.0
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
3 X 21 (half-page vertical)		3	5.7"	21"	63.0	50.0
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
3 X 10.5 (quarter page)		3	5.7"	10.5"	31.5	25.0
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 9*		2	3.75"	9"	18.0	14.3
2 X 8*		2	3.75"	8"	16.0	12.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 6*		2	3.75"	6"	12.0	9.5

*These units are available for display bannered categories only.

New York Times Advertising Units | CONTINUED

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
2 X 5.25		2	3.75"	5.25"	10.5	8.3
2 X 4*		2	3.75"	4"	8.0	6.4
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8
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	—

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.

*This unit is available for display bannered categories only.

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

Print Bundled Packages

The New York Times is the best place to solve your recruitment needs and help you find qualified candidates, quickly. The Times offers an array of print and online packages that include Times Talent Reach — a powerful talent acquisition solution.

TIMES TALENT REACH (TTR)

Times Talent Reach leverages the latest technologies to provide Reach, Targeting and Matching.

Combined, your print ad and online job posting will reach an audience of over 3.6 million Sunday readers of The New York Times in print and 100 million online job seekers on a network of over 1,300 sites, including local, niche and regional job boards.

While the print and online ads reach an audience of qualified, well-educated readers, the online postings are dynamically optimized and campaigned using SEO and SEM so that all postings receive the best positioning on the most relevant sites; this generates increased views, more replies and better, faster, recruiting performance. Our CPC campaigns are managed for each job posting in order to target the most qualified candidates. And based on each job's description, matching candidates are automatically delivered to recruiters who can review and contact potential hires.

Agate Bundled Packages

Core Coverage Package: \$1,150 (30% discount)

- 8 lines, 3 days: Sun, Tues, Thu
- 30-day Times Talent Reach (TTR) online posting
- Featured job positioning
- Diversity Boost
- AfterCollege.com cross-posting

Gold Package: \$425* (30% discount)

- 30-day Times Talent Reach (TTR) online posting
- Featured job positioning
- Diversity Boost
- AfterCollege.com cross-posting

Featured Job Package: \$375* (10% discount)

- 30-day Times Talent Reach (TTR) online posting
- Featured job positioning

Diversity Package: \$325* (17% discount)

- 30-day Times Talent Reach (TTR) online posting
- Diversity Boost

Entry Online Job Listing: \$295*

- 30-day Times Talent Reach (TTR) online posting (Minimum requirement for agate print)

The Priority Search Boost: \$99

Job postings appear at the top of relevant search results. This add-on provides greater, more prominent visibility, resulting in more replies from qualified candidates. Average jobview lift +45%.

***Rate excludes the additional cost of agate and display print advertisements.**

Featured jobs are highlighted on the top of the T Jobs home page on nytimes.com and receive greater exposure. The average jobview lift is +46%.

The Social Boost: \$99

Leverage social media. Job postings are distributed using relevant career channels on Twitter, and targeted to job seekers on Facebook, extending your social branding. Average jobview lift +94%.

The Candidate Resume Boost: \$179

This add-on eliminates the need for recruiters to search through thousands of resumes. Job postings are automatically analyzed and matched to the resumes of the best qualified candidates. Recruiters can contact these candidates, and review matching LinkedIn profiles.

Display Bundled Packages

Platinum Package: \$750* (22% discount)

- 30-day Times Talent Reach (TTR) online posting
- Featured job positioning
- Diversity Boost
- Priority Search Boost
- Social Boost
- Candidate Resume Boost

Gold Package: \$550* (20% discount)

- 30-day Times Talent Reach (TTR) online posting
- Featured job positioning
- Diversity Boost
- Social Boost

Display Recruitment Advertising

Help Wanted — Sunday Display

Sunday: Sunday Business or Sunday Review

	Column Inch Rate Nationwide
Open	\$1,304
1/2 page / 63 column inches	1,272
2 pages / 252 column inches	1,246
5 pages / 630 column inches	1,218
10 pages / 1,260 column inches	1,159
15 pages / 1,890 column inches	1,100

Combination Rates

Identical ad must run and be submitted on one insertion order.

Two successive Sundays	\$750	(\$1,500 total)
Three successive Sundays	600	(1,800 total)
Weekday nationwide ad repeated from Sunday within 3 weeks	501	(1,805 total)
Weekday N.Y. Region ad repeated from Sunday within 3 weeks	454	(1,758 total)
Executive Resources Banner	1,023	

Help Wanted — Weekday Display

Weekday ROP

	Column Inch Rate	
	N.Y. Regional	Nationwide
Open	\$1,016	\$1,056
1/2 page / 63 column inches	992	1,031
2 pages / 252 column inches	971	1,008
5 pages / 630 column inches	951	985
10 pages / 1,260 column inches	902	937
15 pages / 1,890 column inches	859	890

Note: Nonstandard New York Times advertising units will be charged the column inch rate plus 10%.

For more information on display advertising, please call (212) 556-4670.

For International New York Times advertising opportunities, contact your client lead.

Classified and Display on Classified Recruitment Advertising

(Please contact your New York Times client lead for minimum size requirements.)

Nationwide Distribution: ROP

New York Regional Distribution:

- **Job section (Sunday)**
- **All other weekdays in classified pages**

For all display on classified advertising:

- Display on classified page ads are published in 10-column format and are billed in lines.
- Minimum depth: 2 columns — 42 lines; 3 columns — 56 lines; 4 columns — 70 lines; 5 and 6 columns — 84 lines; 7, 8, 9 and 10 columns — 98 lines.
- Full-page ads receive 10% discount.

Help Wanted Classified and Display on Classified Pages

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$52.00	\$63.75	\$46.50	\$52.25
13 Sundays or 1,250 lines in one year	50.75	62.50	44.75	50.50
26 Sundays or 2,500 lines in one year	50.00	61.75	43.25	49.00
52 consecutive Sundays or 5,000 lines in one year	47.00	58.75	42.75	48.50
156 days (3 or more days a week for 52 consecutive weeks) or 10,000 lines in one year	46.25	58.00	42.25	48.00
365 consecutive days or 20,000 lines in one year	45.00	56.75	41.00	46.75

Combination Rates*

Identical ad must run and must be submitted on one insertion order.

3 or more days a week	\$47.50	\$59.25	\$44.00	\$49.75
Tuesday and Thursday, plus Sunday within 7 days	46.25	58.00	20.25	26.00
7 or more consecutive days	43.00	54.75	18.75	24.50

Applies to NYT Classifications 2600, 2670, 3003, 3006, 3102 and 3190.

*If contract advertiser, substitute the lower of combo or Sunday contract rate.

For more information on classified advertising, please call (800) 238-4637 (ADTIMES).

For more information on display advertising, please call (212) 556-4670.

Notes

- The following classifications require credit card payment or check with order: 3003, 3006, 3102 and 3190.
- Position Wanted ads (Classifications 3003 and 3006) are not uploaded to NYTimes.com.

Employment Services — Permanent/Temporary Classified and Display on Classified Pages

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$46.50	\$58.25	\$41.00	\$46.75
13 consecutive Sundays or 1,500 lines in one year	44.75	56.50	40.00	45.75
26 consecutive Sundays or 3,000 lines in one year	42.00	53.75	39.50	45.25
52 consecutive Sundays or 7,500 lines in one year	39.75	51.50	35.50	41.25
156 days (3 or more days a week for 52 consecutive weeks) or 15,000 lines in one year	33.50	45.25	29.25	35.00
365 consecutive days or 25,000 lines in one year	33.00	44.75	28.50	34.25

Combination Rates*

Tuesday and Thursday, plus Sunday within 7 days	—	—	\$19.75	\$25.50
Seven or more consecutive days**	—	—	16.50	22.25

Applies to NYT Classification 2500 for recognized employment or temporary services contract advertisers.

*Identical ad must run and be submitted on one insertion order.

**Ads must be same size but not necessarily identical. Ads can be submitted on multiple insertion orders, but must be “multi-coded” at the time of insertion to qualify for combination rate.

Career Training/Career Services Classified and Display on Classified Pages

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$29.75	\$41.50	\$26.50	\$32.25
13 times in one year	29.00	40.75	25.75	31.50
26 times in one year	28.00	39.75	25.25	31.00
52 times in one year	27.50	39.25	25.00	30.75
156 days (3 or more days a week for 52 consecutive weeks)	26.25	38.00	23.25	29.00
365 consecutive days	26.00	37.75	23.00	28.75

Applies to NYT Classifications 2700–2760.

For more information, please call (800) 238-4637 (ADTIMES).

Notes

- This category requires credit card payment or check with order.
- Career Training/Services ads are not uploaded to NYTimes.com.

Household Employment Services/Household Positions Wanted Classified and Display on Classified Pages

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$26.50	\$38.25	\$21.50	\$27.25
52 consecutive Sundays or 5,000 lines in one year	21.50	33.25	20.50	26.25
156 days (3 or more days a week for 52 consecutive weeks) or 10,000 lines in one year	21.25	33.00	19.25	25.00
365 consecutive days or 20,000 lines in one year	21.00	32.75	19.00	24.75

Applies to NYT Classifications 3104–3120.

Notes

- Household Employment ads are not automatically uploaded to NYTimes.com.
- Position Wanted ads (Classifications 3112 and 3114) are not uploaded to NYTimes.com.
- This category requires credit card payment or check with order.

Color Premiums

	Sunday	Sunday	Weekday	Weekday
	N.Y. Regional	Nationwide	N.Y. Regional	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

*Full pages 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).

Contact the Color Services Department at (212) 556-7729 for details.

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.

Classified Photographs

Only electronic files will be accepted.

Classified Icons

Production charge for creation of new logos is \$275. The Times offers a variety of two- and four-line logos to draw attention to your classified advertising. These logos will be billed at appropriate category and line rates. Please contact COF at (212) 556-7777 for assistance.

Classified Special Effects

- Shading: 20% premium
- 3D Black Border only: 20% premium
- Combination of Shading and 3D Black Border: 30% premium

Classified special effects are available in most classified categories. Minimum line requirements vary based on category and zoning. Contact your client lead for specific requirements.

Additional services are available to enhance your recruitment advertising. Please contact your client lead for the latest offerings.

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 Multi-Column Recruitment Classified Advertising in 9-Column Format

9-Column Format	Minimum Depth
2 columns	42 lines
3 columns	56 lines
4 columns	70 lines
5 columns	84 lines
6 columns	84 lines

Maximum depth for all units: 150 lines.
Not available in 7-, 8- and 9-column widths.

Online Branding & Job Listing Solutions

www.nytimes.com/jobs

Job Posting Packages

30-day Times Talent Reach (TTR) Job Postings. Times Talent Reach is a powerful talent acquisition solution. Your online job postings achieve greater reach from a network of 1,300 sites. The postings are dynamically optimized and campaigned using SEO and SEM — so that all postings receive the best positioning on the most relevant sites, generating increased views, more replies and better, faster performance. Job Posting packages allow recruiters to connect with the right job seekers when and where they are needed.

Number Of Postings	Rate per Posting
1	\$450
2	\$380
3	\$375
4	\$345
5 – 9	\$323
10 – 24	\$289
25 – 49	\$215
50 – 99	\$168
100 – 249	\$136
250 – 499	\$105
500 – 999	\$95

Products to Extend Your Reach and Enhance Performance

Featured Employer: \$1,000 a month

Featured Employers receive a tile ad with their logo on the front page of T Jobs in order to promote their firm to active and passive jobseekers. Featured Employers also receive a page that aggregates their active job postings. Featured Employers may add a video to the page to promote their workplace.

Social Boost: \$99

Leverage social media. Job postings are distributed using relevant career channels on Twitter, and targeted to job seekers on Facebook, extending your social branding. Average jobview lift +94%.

Candidate Resume Boost: \$179

Job postings are automatically analyzed and matched to the resumes of the best qualified candidates. Recruiters can contact these candidates, and review matching LinkedIn profiles.

Priority Search: \$99

Job postings appear at the top of relevant search results. This add-on provides greater, more prominent visibility, resulting in more replies from qualified candidates. Average jobview lift +45%.

Online Display Ad Opportunities

With over 57 million unique visitors each month, NYTimes.com is the #1 individual newspaper site in the U.S. Promote your workplace and mission, and access and connect with our award-winning journalism — in articles, video, slideshows and multimedia features — and become part of one of the most engaged, loyal community of readers on the web.

Recruiters have an increasing variety of print and online display advertising opportunities, including run of site, targeted, and the T Jobs section front page.

For more information on Recruitment advertising opportunities in The New York Time, please call your client lead.

Classification Chart

Temporary Services/Employment Services — 2500

Help Wanted — 2600

Sales Opportunities — 2670

Career Training — 2700

2700 Career Training

2701 Office Skills & Training

2710 Tutors & Private Instruction

2720 Training Facilities

Career Services — 2750

2750 Career Services

2760 Resumes

Positions Wanted — 3000

3003 Executive Positions Wanted

3006 Positions Wanted

Household Employment — 3100

3102 Household Help Wanted

3104 Household Help Wanted — Employment Services

3112 Household Positions Wanted

3114 Household Positions Wanted — Employment Services

3120 In Home Care

Help Wanted Websites — 3190
