

2020

Advertising Rates
Effective January 1, 2020

Business



The New York Times

Business 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 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 Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 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

ROP Rates

Banks (Investment, Commercial, Private, Savings and Loan, Thrifts)
Broker, Credit Card, Corporate, Insurance and Mutual Funds

	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Open	\$1,762	\$1,541	\$586
2 pages / 252 column inches	1,494	1,307	551
5 pages / 630 column inches	1,436	1,254	533
10 pages / 1,260 column inches	1,379	1,206	527
15 pages / 1,890 column inches	1,331	1,161	522
20 pages / 2,520 column inches	1,219	1,064	516
40 pages / 5,040 column inches	1,201	1,051	510
60 pages / 7,560 column inches	1,177	1,029	502
75 pages / 9,450 column inches	1,158	1,014	494
100 pages / 12,600 column inches	1,141	998	486
150 pages / 18,900 column inches	1,065	930	471
200 pages / 25,200 column inches	1,011	885	456
250 pages / 31,500 column inches	916	812	440

Combination Rates

Same size ad must run and must be submitted on one insertion order.

Weekday Nationwide ad repeated from Sunday within 7 days. \$812

Example Sizes 4C – at Open Rate	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full Page	\$245,451	\$214,733	\$75,029
5 x 15.75 (large junior page)	179,958	157,454	53,248
6 x 10.5 (half page)	152,206	133,183	44,018
4 x 14 (small junior page)	127,572	111,596	37,716
6 x 7 (strip)	102,904	90,022	29,512
3 x 10.5 (quarter page)	84,403	73,842	23,359

Example Sizes BW – at Open Rate	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full Page	\$204,251	\$178,633	\$67,929
5 x 15.75 (large junior page)	138,758	121,354	46,148
6 x 10.5 (half page)	111,006	97,083	36,918
4 x 14 (small junior page)	98,672	86,296	32,816
6 x 7 (strip)	74,004	64,722	24,612
3 x 10.5 (quarter page)	55,503	48,542	18,459

New York Regional Distribution	Column Inch Rate	
	Sunday	Weekday
Open	\$1,585	\$1,386
2 pages / 252 column inches	1,341	1,174
5 pages / 630 column inches	1,293	1,127
10 pages / 1,260 column inches	1,241	1,087
15 pages / 1,890 column inches	1,195	1,046
20 pages / 2,520 column inches	1,094	958
40 pages / 5,040 column inches	1,081	945
60 pages / 7,560 column inches	1,057	926
75 pages / 9,450 column inches	1,041	914
100 pages / 12,600 column inches	1,026	897
150 pages / 18,900 column inches	960	838
200 pages / 25,200 column inches	910	798
250 pages / 31,500 column inches	826	723

Combination Rates

Same size ad must run and must be submitted on one insertion order.

Weekday New York Regional ad repeated from Sunday within 7 days. \$723

Color Premiums

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide	Weekday Int'l Add On (EMEA & Asia)
1/2 page to full page*	\$36,100	\$41,200	\$31,500	\$36,100	\$7,100
Less than 1/2 page	25,300	28,900	21,900	25,300	4,900

*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).

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.

Franchise Position & Premium Charges

Weekday Business Day

Business Day, First Stock page & Marketplace page	Add \$133 per column inch
Money and Business, page 2	Add \$156 per column inch
Back page (reserved, add to total price)	Add \$8,900 to unit price

All NYT advertising units available.

*These rates are to be added to the applicable column inch rate.

First International/National News Page

	Unit 6 x 3		Unit 6 x 5.25	
	Sunday Nationwide	Weekday Nationwide	Sunday Nationwide	Weekday 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.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

Op-Ed Page

	Weekday 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 refer to page 4 of the Advertising Acceptability

Booklet available at the following url: nytmediakit.com/specs/newspaper/newspaper-ad-acceptability-guidelines or call your client lead.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

Financial Notices*/Securities Offerings/Redemption Notices

	Column Sunday Nationwide	Inch Rate Weekday Nationwide
Open	\$1,346	\$1,177
2 pages / 252 column inches	1,050	923
5 pages / 630 column inches	758	663

*Applies to New Issues, Tender Offers, Dividend Notices and Statement of Condition ads. General business rates apply to all other financial notice ads.
Financial Notice ads appear nationwide with distribution throughout the United States.

Mortgage Loans

Sunday: Real Estate Section — New York Regional Distribution

Weekday: Main News, Business Day, and Metro

	Column Sunday	Inch Rate Weekday
Open	\$1,060	—
1 page / 126 column inches	964	—
5 pages / 630 column inches	914	—
10 pages / 1,260 column inches	861	—

Combination Rates

Weekday

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

Sunday ad repeated Monday or Friday within 5 days.	—	\$679
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Business rates apply to all ads running outside the Sunday Real Estate section or in any daily section, except for the repeat or combination ad on Monday or Friday.
Monday or Friday combo in Main News, Business Day, World Business, Escapes or Metro.

Mortgage Loans — Zoned Display*

Sunday: Real Estate Section (Long Island, New Jersey or Westchester/Connecticut)

Call your client lead for additional details.

	Column Sunday	Inch Rate Weekday
Open	\$362	—
1 page / 126 column inches	329	—
5 pages / 630 column inches	314	—
10 pages / 1,260 column inches	292	—

*Zoned Distribution:

New Jersey — The state of New Jersey, Staten Island, Orange and Rockland counties in New York and Philadelphia and surrounding suburbs.

Westchester/Connecticut — The northern Bronx, the counties of Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and Greene in New York and the state of Connecticut.

Long Island — Brooklyn, Queens, Nassau and Suffolk.

Advocacy/Cause & Appeal

Advocacy rates apply to political, religious, charitable, nonprofits and foundations.

In Main News or Sunday Review

	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (EMEA & Asia)
Open	\$938	\$850	\$586
3 pages / 378 column inches	795	710	545
5 pages / 630 column inches	695	620	533
8 pages / 1,008 column inches	580	518	527
12 pages / 1,512 column inches	525	470	522
16 pages / 2,016 column inches	469	418	522
24 pages / 3,024 column inches	432	385	516

Advertising material due two days prior to publication.

Sections other than Main News or Sunday Review

	Column Inch Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$657	\$565
3 pages / 378 column inches	557	497
5 pages / 630 column inches	485	434
8 pages / 1,008 column inches	407	345
12 pages / 1,512 column inches	367	330
16 pages / 2,016 column inches	330	295
24 pages / 3,024 column inches	300	270

Advertising material due two days prior to publication.

New York Regional Distribution

	Column Inch Rate	
	Sunday	Weekday
Open	\$938	\$840
2 pages / 252 column inches	747	665
3 pages / 378 column inches	556	497
5 pages / 630 column inches	485	434
8 pages / 1,008 column inches	407	345
12 pages / 1,512 column inches	367	330
16 pages / 2,016 column inches	330	295
24 pages / 3,024 column inches	300	270

Advertising material due two days prior to publication.

Example Sizes 4C – at Open Rate

	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full page	\$149,933	\$134,632	\$75,029
6 x 10.5 (half page)	100,294	89,650	44,018
3 x 10.5 (quarter page)	58,447	52,075	23,359

Example Sizes BW – at Open Rate

	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full page	\$108,733	\$98,532	\$67,929
6 x 10.5 (half page)	59,094	53,550	36,918
3 x 10.5 (quarter page)	29,547	26,775	18,459

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.