

# 2020

**Advertising Rates**  
Effective January 1, 2020

# Real Estate



**The New York Times**

# Real Estate 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		
<b>6 X 21 (full page)</b>	<b>8%</b>	<b>6</b>	<b>11.55"</b>	<b>21"</b>	<b>126.0</b>	<b>100.0%</b>
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
<b>6 X 10.5 (half-page horizontal)</b>		<b>6</b>	<b>11.55"</b>	<b>10.5"</b>	<b>63.0</b>	<b>50.0</b>
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
<b>3 X 21 (half-page vertical)</b>		<b>3</b>	<b>5.7"</b>	<b>21"</b>	<b>63.0</b>	<b>50.0</b>
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
<b>3 X 10.5 (quarter page)</b>		<b>3</b>	<b>5.7"</b>	<b>10.5"</b>	<b>31.5</b>	<b>25.0</b>
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	—
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.

\*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



# Residential Real Estate Rates

## Residential Real Estate — Classified and Display on Classified Pages<sup>†</sup>

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$39.95	\$51.65	\$28.50	\$34.35
13 Sundays or 1,000 lines in one year	37.55	49.45	26.25	32.20
26 Sundays or 2,500 lines in one year	36.00	47.90	24.75	30.70
39 Sundays or 3,750 lines in one year	34.55	46.45	23.40	29.40
52 consecutive Sundays or 5,000 lines in one year	32.90	44.80	22.40	28.40
156 days (3 or more days a week for 52 consecutive weeks) or 15,000 lines in one year	28.75	40.70	18.40	24.40
365 consecutive days or 30,000 lines in one year	27.20	39.10	17.10	23.10
75,000 lines in one year	25.65	37.55	15.90	21.85
125,000 lines in one year	25.10	37.05	15.55	21.55
175,000 lines in one year	24.60	36.50	15.15	21.15
225,000 lines in one year	23.60	35.55	14.65	20.65

### Combination Rates\*

3 or more days a week***	—	—	\$22.80	\$28.65
Sunday and any 2 weekdays within 7 days***	\$31.10	\$43.00	13.90	19.75
Sunday and 3–5 Weekdays within 7 days***	31.00	42.90	13.00	18.85
7 or more consecutive days**	23.85	35.75	11.75	17.75

<sup>†</sup>Display on Classified is available to New Construction & Conversions and New Rentals, Condominiums, Lofts, Townhouses, Custom Homes and New Housing Developments.

Please contact your NYT client lead for minimum ad size requirements.

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

\*\*Noncontract advertisers must run identical ad on all days and must submit ads on one insertion order. Contract advertisers can run any size ad on four weekdays, but ad must be same size on any two weekdays, plus Sunday. Ads can be submitted on multiple insertion orders, but must be “multi-coded” at time of insertion in order to qualify for combination rate.

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

Note: All agate ads will be automatically uploaded to nytimes.com/realstate for an additional \$85. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

Display on classified is available for Resale Properties only in selected classifications. Ads are published in 10-column format and billed in lines.

Minimum depth: 2 columns — 35 lines; 3 columns — 42 lines; 4 columns — 56 lines; 5 and 6 columns — 75 lines; 7, 8 and 9 columns — 98 lines.

Holders of full-run Real Estate — Classified contracts qualify for the equivalent rate based on their contract level, and will earn credit for these ads toward contract fulfillment.

For further details, call your client lead.

Advertisers holding both commercial and residential contracts earn contract level equivalency, but not fulfillment. For further details, call your client lead.

Real Estate Classified under geographic listings are exclusively for the offering of specific properties. Ancillary services may only appear under the Real Estate Services, websites or Real Estate Miscellaneous classification numbers.

For contract fulfillment purposes, display ads and classified/display on classified ads are on separate contracts and do not count towards each other's contract for fulfillment.

## Distinctive Homes/House & Home Combination Rate

### Logos & Footers

Setup Fee: \$450, gross  
 Category line rates apply.  
 Ads billed at one line above  
 actual size  
 28-line minimum

### Photos

Setup Fee: \$450, gross  
 Category line rates apply.  
 Ads billed at 2 lines above  
 actual size  
 Size minimum of 1 inch

### Shading

8-line minimum  
 Billed at a 25% premium

### 3-D Border

10-line minimum  
 Billed at a 40% premium  
 Border with shading billed at  
 50% premium

### Icons

4-line picture icons:  
 14-line minimum  
 Category line rates apply  
 2-line icons:  
 4-line minimum  
 Category line rates apply

### Broker Head Shots

Setup Fee: \$450, gross  
 All Photos are sized and billed  
 at 16 lines  
 28-line ad minimum for photo  
 inclusion  
 Professional head shots  
 required  
 Only one person may be  
 featured in the photo  
 Please provide photographs  
 that do not feature text within  
 the shot  
 Contract rates apply

### Floor Plans

Setup Fee: \$450, gross  
 All illustrations must be a  
 minimum of 16 billable lines  
 28-line ad minimum  
 Contract rates apply

### Enhanced Web Add On\*

7 days	\$85
30 days	235

\*Special rates available for Long Island,  
 Westchester/Connecticut and New Jersey-only  
 zoned agate.

### Line Rate Weekday

Any one weekday ad repeated in House & Home from the previous Sunday  
 Residential Real Estate Section

\$14.70

## Residential Real Estate — Zoned Classified and Display on Classified\*\* Pages\*

Available in selected classifications. Ads are published in 10-column format and billed in lines. Minimum depth: 2 columns — 50 lines; 3 columns — 42 lines; 4 columns — 56 lines; 5 and 6 columns — 75 lines; 7, 8 and 9 columns — 98 lines. Holders of full-run Real Estate — Zoned Classified contracts qualify for the equivalent rate based on their contract level and will earn credit for these ads toward contract fulfillment. For further details, call your client lead.

All Long Island, Westchester/Connecticut and New Jersey-only zoned agate ads will automatically upload to the nytimes.com/realestate site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

### Manhattan (Manhattan Properties Only)

	Line Rate	
	Sunday	Weekday
Open	\$36.15	—
52 Sundays or 5,000 lines in one year	29.60	—
156 days or 15,000 lines in one year	25.90	—
365 days or 30,000 lines in one year	24.35	—
75,000 lines in one year	23.35	—
125,000 lines in one year	22.70	—
175,000 lines in one year	22.25	—
225,000 lines in one year	21.35	—

	Sunday	Weekday
Identical ad must run and be submitted on one insertion order.		
Sunday and any 2 weekdays within 7 days	\$28.10	\$13.90
Sunday and 3–5 weekdays within 7 days	27.95	13.00
7 or more consecutive days	23.65	11.75

## Long Island

	Sunday	Line Rate Sunday with Manhattan Zone
Open	\$14.50	\$29.85
13 Sundays or 1,000 lines in one year	11.90	26.00
26 Sundays or 2,500 lines in one year	11.30	25.00
39 Sundays or 5,000 lines in one year	10.45	23.85
52 Sundays or 10,000 lines in one year	9.90	23.35
15,000 lines in one year	9.75	22.85
20,000 lines in one year	9.65	22.75
25,000 lines in one year	9.35	22.45
40,000 lines in one year	9.10	22.25

Combination Rates*	Sunday	Sunday with Manhattan Zone	Weekday
Identical ad must run and be submitted on one insertion order.			
2 consecutive Sundays	\$12.30	\$26.15	—
4 consecutive Sundays	11.95	25.65	—
Sunday ad repeated on two or more weekdays within 7 days	12.45	26.25	\$11.75
7 or more consecutive days**	11.95	21.60	11.75

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

\*\*Published in Sunday Zoned Real Estate section.

Zoned distribution on Sunday only, for these areas: Long Island — Brooklyn, Queens, Nassau and Suffolk

All Long Island-only zoned agate ads will automatically upload to the [nytimes.com/reaalestate](http://nytimes.com/reaalestate) site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

## Westchester/Connecticut

	Sunday	Line Rate Sunday with Manhattan Zone
Open	\$13.35	\$28.60
13 Sundays or 1,000 lines in one year	10.50	24.60
26 Sundays or 2,500 lines in one year	10.05	24.05
39 Sundays or 5,000 lines in one year	9.50	22.90
52 Sundays or 10,000 lines in one year	9.30	22.60
15,000 lines in one year	9.00	22.35
20,000 lines in one year	8.90	22.25
25,000 lines in one year	8.35	21.35
40,000 lines in one year	8.00	21.25

	Sunday	Line Rate Sunday with Manhattan Zone	Weekday
<b>Combination Rates*</b>			
Identical ad must run and be submitted on one insertion order.			
2 consecutive Sundays	\$11.20	\$24.75	—
4 consecutive Sundays	10.45	24.05	—
Sunday ad repeated on 2 or more weekdays within 7 days	11.30	24.85	\$11.75
7 or more consecutive days**	10.45	21.35	11.75

\*If contract advertiser, substitute the lower of combo or contract rate.  
\*\*Published in Sunday Zoned Real Estate section.  
Zoned distribution on Sunday only, for these areas: Westchester/Connecticut, the northern Bronx, the counties of Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and Greene in New York and the state of Connecticut.  
All Westchester/Connecticut-only zoned agate ads will automatically upload to the nytimes.com/realestate site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

## New Jersey

	Sunday	Line Rate Sunday with Manhattan Zone
Open	\$9.45	\$24.75
13 Sundays or 1,000 lines in one year	7.80	21.90
26 Sundays or 2,500 lines in one year	7.35	21.25
39 Sundays or 5,000 lines in one year	6.85	20.40
52 Sundays or 10,000 lines in one year	6.55	20.05
15,000 lines in one year	6.30	19.40
20,000 lines in one year	6.05	19.15
25,000 lines in one year	5.70	18.85
40,000 lines in one year	5.60	18.70

	Sunday	Sunday with Manhattan Zone	Weekday
<b>Combination Rates*</b>			
Identical ad must run and be submitted on one insertion order.			
2 consecutive Sundays	\$8.25	\$21.90	—
4 consecutive Sundays	7.60	21.60	—
Sunday ad repeated on 2 or more weekdays within 7 days	8.35	22.05	\$11.75
7 or more consecutive days**	7.60	20.90	11.75

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

\*\*Published in Sunday Zoned Real Estate section.

Zoned distribution on Sunday only, for these areas: New Jersey — the state of New Jersey, Staten Island, Orange and Rockland counties in New York, and Philadelphia and surrounding suburbs.

All New Jersey-only zoned agate ads will automatically upload to the nytimes.com/realestate site for an additional \$25. Each listing will be able to be enhanced and will run for 7 days. Additional online coverage packages are available. For more information, call (800) 458-5522.

## Residential Real Estate — Display

	Column Inch Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$865	\$951	\$778	\$855
1 page / 126 column inches or 26 Sundays	746	820	673	741
2 pages / 252 column inches or 52 Sundays or 5,000 line classified contract	721	796	650	714
4 pages / 504 column inches or 156 Days or 15,000 line classified contract	700	769	626	690
10 pages / 1,260 column inches or 365 days or 30,000 line classified contract	679	748	604	665
20 pages / 2,520 column inches or 75,000 line classified contract	667	736	589	649
30 pages / 3,780 column inches or 175,000 line classified contract	658	724	580	637
50 pages / 6,300 column inches or 225,000 line classified contract	626	689	562	619

### Combination Rates

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

Any one weekday ad repeated from Sunday Real Estate Section within 7 days	—	—	\$301	\$331
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When Sunday Real Estate display ads are ordered outside the Sunday Real Estate section, miscellaneous advertising rates apply. See page 19 for rates.

Display advertisers should refer to Advertising Acceptability guidelines on page 20.

For contract fulfillment purposes, display ads and classified/display on classified ads are on separate contracts and do not count towards each other's contract for fulfillment.

## Residential Real Estate — Zoned Display

### Manhattan (Manhattan properties only)

	Column Inch Rate Sunday
Open	\$734
1 page / 126 column inches or 26 Sundays	635
2 pages / 252 column inches or 52 Sundays or 5,000 line classified contract	612
4 pages / 504 column inches or 156 days or 15,000 line classified contract	594
10 pages / 1,260 column inches or 365 days or 30,000 line classified contract	578
20 pages / 2,520 column inches or 75,000 line classified contract	566
30 pages / 3,780 column inches or 175,000 line classified contract	560
50 pages / 6,300 column inches or 225,000 line classified contract	532



## Residential Real Estate — Zoned Display | Manhattan CONTINUED

### Column Inch Rate Weekday

#### Combination Rates

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

Wednesday ad repeated from Sunday within 7 days \$308

Any weekday ads repeat from Sunday within 7 days \$308

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch.

#### Long Island

### Column Inch Rate Sunday with Manhattan Zone

#### Sunday

Open	\$323	\$681
1/2 page / 63 column inches or 13 Sundays or 1,000 line classified contract	279	611
1 page / 126 column inches or 26 Sundays or 2,500 line classified contract	265	602
2 pages / 252 column inches or 52 Sundays or 10,000 line classified contract	252	587
4 pages / 504 column inches or 15,000 line classified contract	244	582
6 pages / 756 column inches or 20,000 line classified contract	241	578
8 pages / 1,008 column inches or 25,000 line classified contract	236	570
10 pages / 1,260 column inches or 40,000 line classified contract	235	568
20 pages / 2,520 column inches or 40,000 line classified contract	228	564
30 pages / 3,780 column inches or 40,000 line classified contract	222	556

#### Combination Rates

### Weekday

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

Wednesday ad repeated from Sunday within 7 days \$308

Any one weekday repeat from Sunday within 7 days 308

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch.  
Zoned distribution on Sunday only, for these areas: Long Island — Brooklyn, Queens, Nassau and Suffolk.

**Westchester/Connecticut**

	<b>Column Inch Rate</b>		
	<b>Sunday</b>	<b>Sunday with Manhattan Zone</b>	<b>Weekday</b>
Open	\$301	\$659	—
1/2 page / 63 column inches or 13 Sundays or 1,000 line classified contract	246	583	—
1 page / 126 column inches or 26 Sundays or 2,500 line classified contract	241	578	—
2 pages / 252 column inches or 52 Sundays or 10,000 line classified contract	233	566	—
4 pages / 504 column inches or 15,000 line classified contract	216	555	—
6 pages / 756 column inches or 20,000 line classified contract	214	553	—
8 pages / 1,008 column inches or 25,000 line classified contract	212	549	—
10 pages / 1,260 column inches or 40,000 line classified contract	200	534	—
20 pages / 2,520 column inches or 40,000 line classified contract	198	532	—
30 pages / 3,780 column inches or 40,000 line classified contract	188	527	—

**Combination Rates****Weekday**

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

Wednesday ad repeated from Sunday within 7 days \$308

Any one weekday repeat from Sunday within 7 days 308

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch.

Zoned distribution on Sunday only, for these areas: Westchester/Connecticut – the northern Bronx, the counties of Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and Greene in New York and the state of Connecticut.

**New Jersey**

	<b>Column Inch Rate</b>		
	<b>Sunday</b>	<b>Sunday with Manhattan Zone</b>	<b>Weekday</b>
Open	\$218	\$582	—
1/2 page / 63 column inches or 13 Sundays or 1,000 line classified contract	186	526	—
1 page / 126 column inches or 26 Sundays or 2,500 line classified contract	171	509	—
2 pages / 252 column inches or 52 Sundays or 10,000 line classified contract	147	486	—
4 pages / 504 column inches or 15,000 line classified contract	139	480	—
6 pages / 756 column inches or 20,000 line classified contract	136	476	—
8 pages / 1,008 column inches or 25,000 line classified contract	131	466	—
10 pages / 1,260 column inches or 40,000 line classified contract	126	463	—
20 pages / 2,520 column inches or 40,000 line classified contract	125	462	—
30 pages / 3,780 column inches or 40,000 line classified contract	124	461	—

**Combination Rates****Weekday**

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

Wednesday ad repeated from Sunday within 7 days \$308

Any one weekday repeat from Sunday within 7 days 308

Ads are published in the Sunday Zoned Real Estate section on display pages (6-column format). Display minimum — 1 column inch.

Zoned distribution on Sunday only, for these areas: New Jersey — the state of New Jersey, Staten Island, Orange and Rockland counties in New York, and Philadelphia and surrounding suburbs.

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## Color Premiums — Sunday Residential Real Estate

### Full Run

Half page to full page	Add \$21,800
Less than half page	Add \$17,300

### Zoned

Half page to full page	Add \$11,300
Quarter page to less than half page	Add \$9,300

Contact your client lead about availability, deadlines and specifications.

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## Residential Real Estate — Luxury Homes & Estates in The New York Times Magazine

### Luxury Homes and Estates Banner

	B&W Line Rate	4 Color Line Rate
Open	\$42.65	\$68.25
3 Sundays in one year or 6,000 classified lines in one year	41.55	64.75
6 Sundays in one year or 12,000 classified lines in one year	39.95	62.80
13 Sundays in one year or 24,000 classified lines in one year	39.15	60.70
26 Sundays in one year or 48,000 classified lines in one year	38.35	58.60
39 Sundays in one year or 75,000 classified lines in one year	37.05	56.65
52 pages or 125,000 classified lines in one year	35.85	55.25

Price for spot color ads 1/4 page or larger: \$5,175

Minimum 4 color ad: 1/6 page or 2 columns x 73 lines

Minimum space: 2 columns, 28 lines; 3 columns, 48 lines; 4 and 6 columns, 73 lines.

Major units available: 6 columns x 147 lines; (full page)

Call (212) 556-1581 for more information.

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## Luxury Homes & Estates

### Column Widths

Full-page advertisements are discounted at 8%.

### Printed Columns

### Material Size

1	2" wide
2	4 1/8" wide
3	6 1/4" wide
4	8 7/16" wide

## Residential Real Estate Homes Magazines

### Manhattan

### 4 Color Page Rate (Full Page Only)

Open	\$8,370
12 pages	6,925
24 pages or 52x classified contract holder	6,760
36 pages or 156x classified contract holder	6,570
48 pages or 365x classified contract holder	6,400
60 pages or 75,000 lines in one year	6,210
72 pages or 175,000 lines in one year	6,050
84 pages or 225,000 lines in one year	5,765
Outside the tristate region	3,860

### Combination Rates

Ad repeated in Westchester and Connecticut Homes Magazine	\$3,040
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Homes Magazines are delivered to home-delivery customers on specified weekdays throughout the year.  
Ask your advertising agency or New York Times client lead for publication dates.  
Manhattan Homes distribution throughout Manhattan.  
Manhattan properties must be placed in the Manhattan Homes Magazine and Manhattan Homes rates apply.  
Additional charges for late material submission of \$95 per day per ad.

### Westchester and Connecticut Combined

### 4 Color Page Rate (Full Page Only)

Open	\$4,940
9 pages	4,080
18 pages or 52x classified contract holder	3,980
27 pages or 156x classified contract holder	3,925
36 pages or 365x classified contract holder	3,660
45 pages or 75,000 lines in one year	3,560
54 pages or 175,000 lines in one year	3,395
63 pages or 225,000 lines in one year	3,230
Outside the Tristate Region	3,860

### Combination Rates

Ad repeated in Manhattan Homes Magazine	\$3,675
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Homes Magazines are delivered to home delivery customers on specified weekdays throughout the year.  
Westchester and Connecticut Homes distribution throughout the northern Bronx, Westchester, Putnam, Orange and Rockland counties in New York and the western half of the state of Connecticut.  
Additional charges for late material submission of \$95 per day per ad.  
Ask your advertising agency or New York Times client lead for publication dates.

## Mortgage Loans

### Sunday Real Estate Section — New York Regional Distribution

Column Inch Rate  
Sunday

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

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 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 Inch Rate  
Sunday Sunday with Manhattan Zone

Open	\$362	\$808
1 page / 126 column inches	329	762
5 pages / 630 column inches	314	745
10 pages / 1,260 column inches	292	728

\*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.

### Box Number

When The Times is requested to insert a box number in a full-run advertisement and forward the box number replies, the service charge is \$275 for full-run and \$100 for zoned suburban advertisements. Replies will be forwarded to the advertiser for a period of one month following the publication date of the ad. Charges for box numbers are not commissionable.

Residential Real Estate Display Ads can be repeated on the New York Times on the web ([www.nytimes.com](http://www.nytimes.com)) for an additional charge. Please contact your client lead for further information.



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# Luxury Homes & Estates Publication Dates

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## Luxury Homes & Estates Special Advertorial Features

Advertorials	Publication Date
Florida Properties	February 9
Spring Preview	March 8
Best of Luxury Homes & Estates	April 5
Luxury Developments	May 3
Fall Preview	September 27
Best of Luxury Homes & Estates	October 11
Luxury Developments	November 15
Florida Properties	December 6

Note: Dates subject to change. Please contact a client lead for rates and specifications.

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## Luxury Homes & Estates Banners

### Banner Issue

Waterfront Properties

Western Properties

Vacation & Resort

Country/Vacation

Golf Properties

Farm & Ranch

Historic Properties

Mountain Properties

Ski Country

Equestrian Properties

Active Adults

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# Homes Magazine Publication Dates

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## Manhattan Homes

### Publication Date

January 9

February 13

March 12

April 9

May 14

June 11

July 9

August 13

September 10

October 8

November 12

December 10

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## Westchester/Connecticut Homes

### Publication Date

February 13

March 12

April 9

May 14

June 11

July 9

September 10

October 8

November 12

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# Commercial Real Estate Rates

## Commercial Real Estate — Classified and Display on Classified Pages

	Line Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$40.70	\$34.35
13 Sundays or 1,000 lines in one year	38.95	32.10
26 Sundays or 2,500 lines in one year	37.40	30.60
39 Sundays or 3,750 lines in one year	35.90	29.25
52 consecutive Sundays or 5,000 lines in one year	34.20	28.25
156 days (3 or more days a week for 52 consecutive weeks) or 15,000 lines in one year	29.80	24.25
365 consecutive days or 30,000 lines in one year	27.70	22.95
75,000 lines in one year	26.65	21.75
125,000 lines in one year	26.05	21.40
175,000 lines in one year	25.55	21.00
225,000 lines in one year	24.45	20.50

### Combination Rates\*

3 or more days a week***	—	\$28.65
Wednesday following a Sunday	—	20.00
Wednesday, Friday and Sunday within 7 days***	\$32.30	19.75
Wednesday, Friday, Sunday and one other weekday within 7 days***	32.20	18.85
7 or more consecutive days**	24.75	17.60

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

\*\*Noncontract advertisers must run identical ad on all days and must submit ads on one insertion order. Contract advertisers can run any size ad on four weekdays, but ad must be same size on any two weekdays, plus Sunday. Ads can be submitted on multiple insertion orders, but must be "multi-coded" at time of insertion in order to qualify for combination rate.

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

Note: All agate ads will be automatically uploaded to The New York Times/cityfeet network for an additional \$65.

Additional online coverage packages are available. Please contact your client lead for more information.

### Display on classified is available only in selected classifications. Ads are published in 10-column format and billed in lines.

Minimum depth: 2 columns — 35 lines; 3 columns — 42 lines; 4 columns — 56 lines; 5 and 6 columns — 75 lines; 7, 8 and 9 columns — 98 lines.

Holders of full-run Real Estate — Classified contracts qualify for the equivalent rate based on their contract level and will earn credit for these ads toward contract fulfillment.

For further details, call your client lead.

Real Estate Classified under geographic listings are exclusively for the offering of specific properties. Ancillary services may only appear under the Real Estate Services, websites or Real Estate Miscellaneous classification numbers.

### Graphics

Logos, footers, icons and floor plans are available. Please contact your client lead for more information.

## Commercial Real Estate — Display

### Commercial

### Column Inch Rate

Sunday  
N.Y. Regional

Open	\$865
1 page / 126 column inches	746
2 pages / 252 column inches	721
4 pages / 504 column inches	700
10 pages / 1,260 column inches	679
20 pages / 2,520 column inches	667
30 pages / 3,780 column inches	658

### Combination Rates

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

Any one weekday Metro ad repeated from Sunday Real Estate Section within 7 days	\$265 Weekday N.Y. Regional, \$371 Weekday Nationwide	—
Any one weekday Metro ad repeated from weekday Business Section within 7 days	\$265 Weekday N.Y. Regional	—

When Sunday Real Estate display ads are ordered outside the Sunday Real Estate Section, miscellaneous advertising rates apply. See page 19 for rates. Display advertisers should refer to Advertising Acceptability guidelines on page 20.

## Color Advertising Premiums

	Sunday N.Y. Regional	Sunday* Nationwide	Weekday N.Y. Regional	Weekday 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 many 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.

# Miscellaneous Advertising Rates

Apply to all other advertising categories not listed in this or any other rate card and to certain display advertisements ordered outside a particular banner or section. For details, call your client lead.

	Column Inch Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$1,367	\$1,196
1 page / 126 column inches	1,236	1,121
5 pages / 630 column inches	1,218	1,096
10 pages / 1,260 column inches	1,206	1,072
20 pages / 2,520 column inches	1,193	1,034
40 pages / 5,040 column inches	1,182	1,011

## New York Regional Distribution

	Column Inches Rate	
	Sunday	Weekday
Open	\$1,297	\$1,134
1 page / 126 column inches	1,178	1,064
5 pages / 630 column inches	1,156	1,041
10 pages / 1,260 column inches	1,145	1,019
20 pages / 2,520 column inches	1,133	979
40 pages / 5,040 column inches	1,120	961



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## Real Estate — Acceptability Guidelines

All display residential real estate advertising must contain one of the following.

- 1) The Equal Housing Opportunity (EHO) logo, which includes the words “Equal Housing Opportunity,” or



- 2) “We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.” Or

- 3) The phrase “Equal Housing Opportunity.”

Advertisements that do not contain one of the above statements will be rejected or amended at Times option and without notice to the advertiser.

If depictions of human models are used in display advertising for housing, the models should be clearly identifiable as reasonably representing majority and minority groups in the New York-Northern New Jersey-Long Island, NY-NJ-CT Consolidated Metropolitan Statistical Area (“CMSA”),\* including without limitation that area's black population, so that the models employed convey a message of general inclusiveness of all persons regardless of race or color.

\*According to the 2010 Census: the population of the CMSA is approximately 76 percent white, 14 percent black and 10 percent other.

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## Classified Photographs

Only electronic files will be accepted.

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## Classified Logos

Please contact COF at (212) 556-7777 for assistance.

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## Shading

Shading of ads is available in most classified categories for a 25% premium (not available for Announcements, Performing Arts Directory, Theater Directory, all Magazine Guides and all multicolumn ads). Minimum line requirements vary based on category and zoning. Contact your client lead for specific requirements.

### Models

If depictions of human models are used in display advertising for housing, the models should be clearly identifiable as reasonably representing majority and minority groups in the New York-Northern New Jersey-Long Island Consolidated Metropolitan Statistical Area (“CSMA”) — according to the 2010 Census, the population of the CSMA is approximately 76% white, 14% black and 10% other — including without limitation that area's black population, so that the models employed convey a message of general inclusiveness of all persons regardless of race or color. Black and other minority models must be depicted in a manner, size and setting generally comparable to the depiction of white models in any particular advertisement or group of advertisements published.

Advertisements that fail to meet all the requirements listed above will be rejected or amended to reflect the requirements, at The Times' option and without notice to the advertiser.

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## Sizes for Material for Real Estate Display on Classified Ads in 9-Column Format

9-Column Format	Inches	Minimum Depth
2 columns	2 1/2"	35 lines
3 columns	3 13/16"	42 lines
4 columns	5 1/8"	56 lines
5 columns	6 7/16"	75 lines
6 columns	7 11/16"	75 lines
7 columns	9"	98 lines
8 columns	10 5/16"	98 lines
9 columns	11 5/8"	98 lines

# Classification Chart

## Office Space — 100

105	Office Space — Manhattan
115	Office Space — Bronx
118	Office Space — Riverdale
121	Office Space — Brooklyn
124	Office Space — Staten Island
127	Office Space — Queens
130	Office Space — Nassau/Suffolk
136	Office Space — Westchester
139	Office Space — Putnam County
142	Office Space — Dutchess County
145	Office Space — Columbia County
148	Office Space — Rockland County
151	Office Space — Orange County
154	Office Space — Ulster County
157	Office Space — Sullivan County
160	Office Space — Greene County
169	Office Space — New York State
172	Office Space — Connecticut
175	Office Space — New Jersey
178	Office Space — Pennsylvania

179	Office Space — Other Areas
180	Professional Offices — Manhattan
181	Professional Offices — Bronx
182	Professional Offices — Riverdale
183	Professional Offices — Brooklyn
184	Professional Offices — Staten Island
185	Professional Offices — Queens
186	Professional Offices — Nassau/Suffolk
188	Professional Offices — Westchester
190	Professional Offices — Connecticut
191	Professional Offices — New Jersey
193	Professional Offices — Other Areas
194	Offices — Wanted
195	Desk Room — Manhattan
196	Desk Room — Other Areas
198	Business Places — Miscellaneous
199	Business Places — Wanted

## Retail Space — 200

205	Retail Space — Manhattan
215	Retail Space — Bronx
218	Retail Space — Riverdale
221	Retail Space — Brooklyn
224	Retail Space — Staten Island
227	Retail Space — Queens
230	Retail Space — Nassau/Suffolk

236	Retail Space — Westchester
239	Retail Space — Putnam County
242	Retail Space — Dutchess County
245	Retail Space — Columbia County
248	Retail Space — Rockland County
251	Retail Space — Orange County
254	Retail Space — Ulster County
257	Retail Space — Sullivan County
260	Retail Space — Greene County
269	Retail Space — New York State
272	Retail Space — Connecticut
275	Retail Space — New Jersey
278	Retail Space — Pennsylvania
285	Retail Space — Other Areas
289	Retail Space — Wanted

## Commercial & Industrial Properties — 300

305	Manhattan
315	Bronx
318	Riverdale
321	Brooklyn

324	Staten Island
327	Queens
330	Nassau/Suffolk
336	Westchester Co.
339	Putnam Co.
342	Dutchess Co.
345	Columbia Co.
348	Rockland Co.
351	Orange Co.
354	Ulster Co.
357	Sullivan Co.
360	Greene Co.
369	New York State
372	Connecticut
375	New Jersey
378	Pennsylvania
385	Other Areas
389	Wanted
392	Industrial Sites
398	Taxpayers and Sites
399	Taxpayers and Sites Wanted

## Lofts & Showrooms — 400

405	Manhattan
410	Fashion District
415	Bronx
418	Riverdale
421	Brooklyn
424	Staten Island
427	Queens
485	Other Areas
489	Wanted

**Apartment Houses — 500**

505	Manhattan
515	Bronx
518	Riverdale
521	Brooklyn
524	Staten Island
527	Queens
530	Nassau/Suffolk
536	Westchester Co.
539	Putnam Co.
542	Dutchess Co.
545	Columbia Co.
548	Rockland Co.
551	Orange Co.
554	Ulster Co.
557	Sullivan Co.
560	Greene Co.
569	New York State
572	Connecticut
575	New Jersey
578	Pennsylvania
585	Other Areas
589	Wanted

**Investment Properties — 600**

603	Manhattan
605	Other Areas

**Miscellaneous — 610**

615	Real Estate ForExchange
620	Real Estate at Auction
625	Real Estate Misc.
630	Real Estate Misc. Wanted
635	Real Estate Services
650	Real Estate Websites
665	Moving & Storage
672	Garages/Parking
674	Garages/Parking Wanted

**Commercial Mortgages — 680**

683	Mortgage Loans
686	Mortgages for Sale
689	Mortgage Loans Wanted

**Commercial Investment — 690**

690	Closings
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**Commercial Lots & Acreage — 700**

705	Manhattan
707	Bronx
709	Riverdale
711	Brooklyn
713	Staten Island
715	Queens
717	Nassau/Suffolk
721	Westchester
723	Putnam Co.
725	Dutchess Co.
727	Columbia Co.
729	Rockland Co.
731	Orange Co.
733	Ulster Co.
735	Sullivan Co.
737	Greene Co.
745	New York State
747	Connecticut
749	New Jersey
795	Other Areas

**Manhattan — 800**

805	Houses for Sale
810	Houses for Rent
820	Co-op & Condos — Eastside
830	Co-ops & Condos — Westside
840	Co-ops & Condos — Below 34th
850	Apartments Furnished — 1 & 2 Rooms
854	Apartments Furnished — 3, 4 & 5 Rooms
858	Apartments Furnished — 6 Rooms & over
862	Apartments Furnished — Penthouse/Terrace
866	Apartments Furnished — Various Sizes
870	Apartments Furnished — Professional
872	Apartments Furnished — Sublets
874	Apartments Unfurnished — 1 & 2 Rooms
878	Apartments Unfurnished — 3, 4 & 5 Rooms
882	Apartments Unfurnished — 6 Rooms & over
886	Apartments Unfurnished — Various Sizes
890	Apartments Unfurnished — Penthouse/Terrace
894	Apartments Unfurnished — Professional Apartments
896	Apartments Unfurnished — Sublets

**Real Estate — Apartments to Share/Rooms — 900**

905	Apartments to Share — Manhattan
910	Apartments to Share — Other Areas

915	Apartments for Exchange — Manhattan
920	Apartments for Exchange — Other Areas
950	Furnished Rooms — Manhattan
960	Furnished Rooms — Bronx
962	Furnished Rooms — Riverdale
964	Furnished Rooms — Brooklyn
966	Furnished Rooms — Staten Island
968	Furnished Rooms — Queens
970	Furnished Rooms — Nassau/Suffolk
974	Furnished Rooms — Westchester
975	Furnished Rooms — Connecticut
980	Furnished Rooms — New Jersey
988	Furnished Rooms — Other Areas
989	Furnished Rooms — Wanted
995	Unfurnished Rooms
997	Unfurnished Rooms — Wanted

**Bronx — 1000**

1005	Houses for Sale
1010	Houses for Rent
1025	Co-ops & Condos
1035	Apartments Furnished
1045	Apartments Unfurnished

**Riverdale — 1050**

1055 Houses for Sale

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1060 Houses for Rent

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1075 Co-ops & Condos

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1085 Apartments Furnished

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1095 Apartments Unfurnished

**City Island — 1097**

1097 All Residential Real Estate

**Brooklyn — 1100**

1105 Houses for Sale

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1110 Houses for Rent

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1125 Co-ops & Condos

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1135 Apartments Furnished

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1145 Apartments Unfurnished

**Staten Island — 1200**

1205 Houses for Sale

---

1210 Houses for Rent

---

1225 Co-ops & Condos

---

1235 Apartments Furnished

---

1245 Apartments Unfurnished

**Queens — 1300**

1305 Houses for Sale

---

1310 Houses for Rent

---

1325 Co-ops & Condos

---

1335 Apartments Furnished

---

1345 Apartments Unfurnished

**Nassau/Suffolk — 1400**

1405 Houses for Sale

---

1410 Houses for Rent

---

1425 Co-ops & Condos

---

1435 Apartments Furnished

---

1445 Apartments Unfurnished

**Westchester County — 1600**

1605 Houses for Sale

---

1610 Houses for Rent

---

1625 Co-ops & Condos

---

1635 Apartments Furnished

---

1645 Apartments Unfurnished

**Putnam County — 1700**

1701 Houses for Sale

---

1703 Houses for Rent

---

1705 Co-ops & Condos

---

1707 Apartments Furnished

---

1709 Apartments Unfurnished

**Dutchess County — 1710**

1711 Houses for Sale

---

1713 Houses for Rent

---

1715 Co-ops & Condos

---

1717 Apartments Furnished

---

1719 Apartments Unfurnished

**Columbia County — 1720**

1721 Houses for Sale

---

1723 Houses for Rent

---

1725 Co-ops & Condos

---

1727 Apartments Furnished

---

1729 Apartments Unfurnished

**Rockland County — 1730**

1731 Houses for Sale

---

1733 Houses for Rent

---

1735 Co-ops & Condos

---

1737 Apartments Furnished

---

1739 Apartments Unfurnished

**Orange County — 1740**

1741 Houses for Sale

---

1743 Houses for Rent

---

1745 Co-ops & Condos

---

1747 Apartments Furnished

---

1749 Apartments Unfurnished

**Ulster County — 1750**

1751 Houses for Sale

---

1753 Houses for Rent

---

1755 Co-ops & Condos

---

1757 Apartments Furnished

---

1759 Apartments Unfurnished

**Sullivan County — 1760**

1761 Houses for Sale

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1763 Houses for Rent

---

1765 Co-ops & Condos

---

1767 Apartments Furnished

---

1769 Apartments Unfurnished

**Greene County — 1770**

1771 Houses for Sale

---

1773 Houses for Rent

---

1775 Co-ops & Condos

---

1777 Apartments Furnished

---

1779 Apartments Unfurnished

**New York State — 1790**

1791 Houses for Sale

---

1793 Houses for Rent

---

1795 Co-ops & Condos

---

1797 Apartments Furnished

---

1799 Apartments Unfurnished

**Connecticut — 1800**

1805 Houses for Sale

---

1810 Houses for Rent

---

1825 Co-ops & Condos

---

1835 Apartments Furnished

---

1845 Apartments Unfurnished

**New Jersey — 1900**

1905 Houses for Sale

---

1910 Houses for Rent

---

1925 Co-ops & Condos

---

1935 Apartments Furnished

---

1945 Apartments Unfurnished

**Other States — 2080**

2081 Houses for Sale

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2083 Houses for Rent

---

2085 Co-ops & Condos

---

2087 Apartments Furnished

---

2089 Apartments Unfurnished

**Wanted — 2100**

2105 Houses Wanted to Purchase

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2107 Houses Wanted To Rent

---

2111 Co-ops & Condos

---

2115 Apartments Furnished

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2117 Apartments Unfurnished

**Adult Communities — 2150**

2150 U.S.A.

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2155 International

**Residential Mortgages — 2180**

2183 Mortgage Loans

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2186 Mortgages for Sale

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2189 Mortgage Loans Wanted

**Residential Lots & Acreage — 2200**

2205 Manhattan

---

2207 Bronx

---

2209 Riverdale

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2211 Brooklyn

---

2213 Staten Island

---

2215 Queens

2217 Nassau/Suffolk	2316 Queens — Rentals	2339 Schoharie Co. — Sales	2369 South Carolina — Sales
2221 Westchester	2317 Nassau/Suffolk — Sales	2340 Schoharie Co. — Rentals	2370 South Carolina — Rentals
2223 Putnam Co.	2318 Nassau/Suffolk — Rentals	2341 Delaware Co. — Sales	2371 Georgia — Sales
2225 Dutchess Co.	2319 Hamptons/North Fork — Sales	2342 Delaware Co. — Rentals	2372 Georgia — Rentals
2227 Columbia Co.	2320 Hamptons/North Fork — Rentals	2345 New York State — Sales	2373 Florida — Sales
2229 Rockland Co.	2321 Westchester Co. — Sales	2346 New York State — Rentals	2374 Florida — Rentals
2231 Orange Co.	2322 Westchester Co. — Rentals	2347 Connecticut — Sales	2375 Florida Association of Realtors — Sales
2233 Ulster Co.	2323 Putnam Co. — Sales	2348 Connecticut — Rentals	2376 Florida Association of Realtors — Rentals
2235 Sullivan Co.	2324 Putnam Co. — Rentals	2349 New Jersey — Sales	2377 Bermuda — Sales and Rentals
2237 Greene Co.	2325 Dutchess Co. — Sales	2350 New Jersey — Rentals	2378 The Bahamas — Sales and Rentals
2245 New York State	2326 Dutchess Co. — Rentals	2351 Pennsylvania — Sales	2379 Caribbean — Sales
2247 Connecticut	2327 Columbia Co. — Sales	2352 Pennsylvania — Rentals	2380 Caribbean — Rentals
2249 New Jersey	2328 Columbia Co. — Rentals	2353 Rhode Island — Sales	2381 Florida Association of Realtors — Other Areas
2295 Other Areas	2329 Rockland Co. — Sales	2354 Rhode Island — Rentals	2383 Canada — Sales
<b>Vacation And Country Properties — 2300</b>	2330 Rockland Co. — Rentals	2355 Massachusetts — Sales	2384 Canada — Rentals
2305 Manhattan — Sales	2331 Orange Co. — Sales	2356 Massachusetts — Rentals	2387 Europe — Sales
2306 Manhattan — Rentals	2332 Orange Co. — Rentals	2357 New Hampshire — Sales	2388 Europe — Rentals
2307 Bronx — Sales	2333 Ulster Co. — Sales	2358 New Hampshire — Rentals	2395 Other Areas — Sales
2308 Bronx — Rentals	2334 Ulster Co. — Rentals	2359 Vermont — Sales	2396 Other Areas — Rentals
2309 Riverdale — Sales	2335 Sullivan Co. — Sales	2360 Vermont — Rentals	2397 Timeshares
2310 Riverdale — Rentals	2336 Sullivan Co. — Rentals	2361 Maine — Sales	2398 Wanted — Sales
2311 Brooklyn — Sales	2337 Greene Co. — Sales	2362 Maine — Rentals	2399 Wanted — Rentals
2312 Brooklyn — Rentals	2338 Greene Co. — Rentals	2363 Maryland — Sales	
2313 Staten Island — Sales		2364 Maryland — Rentals	
2314 Staten Island — Rentals		2365 Virginia — Sales	
2315 Queens — Sales		2366 Virginia — Rentals	
		2367 North Carolina — Sales	
		2368 North Carolina — Rentals	