

Effective January 1, 2021





## NEWSPAPER ADVERTISING UNITS

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size Width	Unit Size Depth	% Broadsheet Column Inches	Page (126 Column Inches)
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
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

## NEWSPAPER ADVERTISING UNITS | CONTINUED

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

Column	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

## NEWSPAPER ADVERTISING RATES

**BUSINESS** (BANKS BROKER, CREDIT CARD, CORPORATE, INSURANCE AND MUTUAL FUNDS)

**TECHNOLOGY, HEALTHCARE AND CONSUMER PRODUCTS** (BEVERAGE ALCOHOL)

	COLUMN INCH RATE		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (Emea & Asia)
Open	\$1,762	\$1,541	\$586

**BUSINESS** (FINANCIAL NOTICES/SECURITIES/OFFERINGS/REDEMPTION NOTICES)

**TRAVEL** (TRANSPORTATION/TOURS OPERATORS/TRAVEL AGENTS/FOREIGN, GOVERNMENT/TOURISM. RESORTS/HOTELS/DOMESTIC DESTINATIONS)

**MEDIA, RECRUITMENT, DEATH NOTICES, BOOKS, HELP WANTED DISPLAY**

	COLUMN INCH RATE		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (Emea & Asia)
Open	\$1,346	\$1,177	\$586

**AUTOMOTIVE, CONSUMER PRODUCTS** (NATIONAL GROCERY PRODUCTS)

**REAL ESTATE, ARTS & ENTERTAINMENT** (MOVIE RATES, FINE ARTS, ANTIQUES AND LIVE ENTERTAINMENT)

**EDUCATION** (SEMINARS, WORKSHOPS AND CONFERENCES)

	COLUMN INCH RATE		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (Emea & Asia)
Open	\$1,081	\$927	\$218

## NEWSPAPER ADVERTISING RATES | CONTINUED

### EDUCATION (UNIVERSITIES, COLLEGES, AND SCHOOLS)

### ARTS & ENTERTAINMENT (DANCE AND PERFORMING ARTS)

### RESTAURANTS

### BOOKS (SMALL PRESS PUBLISHERS)

	COLUMN INCH RATE		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (Emea & Asia)
Open	\$901	\$698	\$218
Advertising material due two days prior to publication.			

### OP-ED PAGE

	COLUMN INCH RATE
	Weekday Nationwide
Open	\$53,455
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: <a href="https://nytmidiakit.com/specs/newspaper/newspaper-ad-acceptability-guidelines">nytmidiakit.com/specs/newspaper/newspaper-ad-acceptability-guidelines</a>	
or call your client lead.	
Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.	

### 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
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
Advertising material due two days prior to publication.		

### NEW YORK REGIONAL DISTRIBUTION

	COLUMN INCH RATE	
	Sunday	Weekday
Open	\$657	\$565
Advertising material due two days prior to publication.		

### 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

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.

## 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.

## METROPOLITAN SECTION GENERAL ADVERTISING RATES

THE CITY	COLUMN INCH RATE Sunday
Open	\$279
NEW JERSEY METROPOLITAN	Sunday
Open	\$249
LONG ISLAND METROPOLITAN	Sunday
Open	\$237
WESTCHESTER METROPOLITAN	Sunday
Open	\$191
CONNECTICUT METROPOLITAN	Sunday
Open	\$167
WESTCHESTER & CONNECTICUT METROPOLITAN	Sunday
Open	\$279

## COLOR CHARGES

2X7 OR LARGER	Sunday
City, New Jersey, Long Island or Westchester/Connecticut	Add \$5,450
Westchester or Connecticut	Add \$4,110

Contact your client lead for further details.

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).

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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.