

2022

Newspaper Rates

Effective January 1, 2022



NEWSPAPER ADVERTISING UNITS

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size Width	Unit Size Depth	Contract Column Inches	% Broadsheet 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

New York Times 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	Sunday NY Region	Weekday NY Region	Weekday Int'l Add On (EMEA & Asia)
Open	\$1,762	\$1,541	\$1,585	\$1,386	\$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	Sunday NY Region	Weekday NY Region	Weekday Int'l Add On (EMEA & Asia)
Open	\$1,346	\$1,177	\$1,136	\$1,001	\$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	Sunday NY Region	Weekday NY Region	Weekday Int'l Add On (EMEA & Asia)
Open	\$1,081	\$927	\$948	\$745	\$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: nytmmediakit.com/specs/newspaper/newspaper-ad-acceptability-guidelines

or call your client lead.

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

RETAIL CATEGORIES CONSUMER PRODUCTS (RETAIL/GROCERY/DRUG STORES/LIQUOR STORES)

RETAIL (RETAIL STORES)

	COLUMN INCH RATE			
	Sunday Nationwide	Weekday Nationwide	Sunday NY Region	Weekday NY Region
Open	\$968	\$621	\$818	\$563

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

	COLUMN INCH RATE
THE CITY	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

	Sunday
2X7 OR LARGER	
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).

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.