

The New York Times

Standard Advertising Units

New York Times Advertising Units	Number of Columns	Width	Depth
6 x 21 (FULL PAGE)	6	11.55"	21"
6 x 14	6	11.55"	14"
6 x 10.5 (HALF-PAGE HORIZONTAL)	6	11.55"	10.5"
6 x 7	6	11.55"	7"
6 x 5.25	6	11.55"	5.25"
5 x 15.75	5	9.6"	15.75"
5 x 14	5	9.6"	14"
5 x 10.5	5	9.6"	10.5"
5 x 7	5	9.6"	7"
4 x 21	4	7.65"	21"
4 x 18	4	7.65"	18"
4 x 15.75	4	7.65"	15.75"
4 x 14	4	7.65"	14"
4 x 10.5	4	7.65"	10.5"
4 x 7	4	7.65"	7"
4 x 5.25	4	7.65"	5.25"
3 x 21 (HALF-PAGE VERTICAL)	3	5.7"	21"
3 x 18	3	5.7"	18"
3 x 15.75	3	5.7"	15.75"
3 x 14	3	5.7"	14"
3 x 10.5 (QUARTER PAGE)	3	5.7"	10.5"
3 x 7	3	5.7"	7"
3 x 5.25	3	5.7"	5.25"

- 1 COL = 1.8"**
- 2 COL = 3.75"**
- 3 COL = 5.7"**
- 4 COL = 7.65"**
- 5 COL = 9.6"**
- 6 COL = 11.55"**

New York Times Advertising Units	Number of Columns	Width	Depth
2 x 21	2	3.75"	21"
2 x 18	2	3.75"	18"
2 x 15.75	2	3.75"	15.75"
2 x 14	2	3.75"	14"
2 x 10.5	2	3.75"	10.5"
2 x 7	2	3.75"	7"
2 x 5.25	2	3.75"	5.25"
2 x 3.5	2	3.75"	3.5"
2 x 3	2	3.75"	3"
2 x 2	2	3.75"	2"
1 x 21	1	1.8"	21"
1 x 18	1	1.8"	18"
1 x 15.75	1	1.8"	15.75"
1 x 14	1	1.8"	14"
1 x 10.5	1	1.8"	10.5"
1 x 7	1	1.8"	7"
1 x 5.25	1	1.8"	5.25"
1 x 3.5	1	1.8"	3.5"
1 x 3	1	1.8"	3"
1 x 2	1	1.8"	2"
1 x 1.5	1	1.8"	1.5"
1 x 1	1	1.8"	1"
13 x 21	13	23.75"	21"
13 x 18	13	23.75"	18"
13 x 14	13	23.75"	14"
13 x 10.5	13	23.75"	10.5"

The following units are available for display bannered categories only.

2 x 9	2	3.75"	9"
2 x 8	2	3.75"	8"
2 x 6	2	3.75"	6"
2 x 4	2	3.75"	4"