

The New York Times

Standard Advertising Units

New York Times Advertising Units	Number of Columns	Width	Depth
6 × 21 (FULL PAGE)	6	11.55"	21"
6 × 18	6	11.55"	18"
6 × 14	6	11.55"	14"
6 × 10.5 (HALF-PAGE HORIZONTAL)	6	11.55"	10.5"
6 × 7	6	11.55"	7"
6 × 5.25	6	11.55"	5.25"
5 × 21	5	9.6"	21"
5 × 15.75	5	9.6"	15.75"
5 × 14	5	9.6"	14"
5 × 10.5	5	9.6"	10.5"
5 × 7	5	9.6"	7"
4 × 21	4	7.65"	21"
4 × 18	4	7.65"	18"
4 × 15.75	4	7.65"	15.75"
4 × 14	4	7.65"	14"
4 × 10.5	4	7.65"	10.5"
4 × 7	4	7.65"	7"
4 × 5.25	4	7.65"	5.25"
3 × 21 (HALF-PAGE VERTICAL)	3	5.7"	21"
3 × 18	3	5.7"	18"
3 × 15.75	3	5.7"	15.75"
3 × 14	3	5.7"	14"
3 × 10.5 (QUARTER PAGE)	3	5.7"	10.5"
3 × 7	3	5.7"	7"
3 × 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 × 21	2	3.75"	21"
2 × 18	2	3.75"	18"
2 × 15.75	2	3.75"	15.75"
2 × 14	2	3.75"	14"
2 × 10.5	2	3.75"	10.5"
2 × 7	2	3.75"	7"
2 × 5.25	2	3.75"	5.25"
2 × 3.5	2	3.75"	3.5"
2 × 3	2	3.75"	3"
2 × 2	2	3.75"	2"
1 × 21	1	1.8"	21"
1 × 18	1	1.8"	18"
1 × 15.75	1	1.8"	15.75"
1 × 14	1	1.8"	14"
1 × 10.5	1	1.8"	10.5"
1 × 7	1	1.8"	7"
1 × 5.25	1	1.8"	5.25"
1 × 3.5	1	1.8"	3.5"
1 × 3	1	1.8"	3"
1 × 2	1	1.8"	2"
1 × 1.5	1	1.8"	1.5"
1 × 1	1	1.8"	1"
13 × 21	13	23.75"	21"
13 × 18	13	23.75"	18"
13 × 14	13	23.75"	14"
13 × 10.5	13	23.75"	10.5"

The following units are available for display bannered categories only.

2 × 9	2	3.75"	9"
2 × 8	2	3.75"	8"
2 × 6	2	3.75"	6"
2 × 4	2	3.75"	4"