

2021

General Classified

Effective January 1, 2021



GENERAL CLASSIFIED ADVERTISING RATES & 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 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 Width	Unit Size Depth	Contract Column Inches	% Broadsheet Page (126 Column Inches)
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

INDEX OF CLASSIFICATIONS

GENERAL CLASSIFIED AND GENERAL CLASSIFIED DISPLAY	5
Art/Antiques/Flea Markets and Shows	5
Auctions	5
Boats/Aviation and Accessories	6
Book Exchange (Book Review)	7
Business Opportunities, Buyers' Wants and Offerings to Buyers	7
Death Notices	8
Franchises	8
Happy Announcements	9
Legal Notices and Proposals	9
Merchandise	9
Professional Services	10
Public and Commercial Notices, Lost and Found	10
 CLASSIFIED GUIDES	 11
Social Announcements Guide	11
Pet Services Guide/Pets for Sale (Dogs, Cats, Pets, Horses)	11
Religious Services Guide — Classified	11
Religious Services — Display	11
Small Inns and Lodges	12
 MISCELLANEOUS ADVERTISING RATES	 13
Closing Times	15
Classification Chart	17

Note: Please see page 14 for photograph, logo and special effects information.

I. GENERAL CLASSIFIED AND GENERAL CLASSIFIED DISPLAY

ART/ANTIQUES/FLEA MARKETS AND SHOWS — CLASSIFIED

	LINE RATE	
	Sunday	Weekday
Open	\$39.25	\$29.00

COMBINATION RATES

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

Friday ad repeated from Sunday within 9 days	\$33.25	\$22.50
--	---------	---------

Closing time is Tuesday, noon, prior to publication date.

Note: This category requires credit card payment or check for noncontract advertisers.

AUCTIONS — CLASSIFIED AND DISPLAY ON CLASSIFIED PAGES

	LINE RATE			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$31.75	\$39.00	\$28.50	\$32.50

COMBINATION RATES

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

Weekday ad repeated from Sunday within 7 days	\$19.50	\$23.25
---	---------	---------

Minimum space 14 lines (10 column measure), except City Marshal ads which are 7 lines minimum.

Display NYT Advertising Units not available for 10 column measure. See page 15 for material sizes.

Display City Marshal ads must include the name of the marshal at the bottom of the ad.

Web uploads are available.

For additional information, call (800) 238-4637 (ADTIMES).

Auctions closing time is Friday, 5:00 p.m., prior to Sunday publication date.

Marshal Sales closing time is Friday, 4:30 p.m., prior to Sunday publication date.

Note: This category requires credit card payment or check for noncontract advertisers.

BOATS/AVIATION AND ACCESSORIES — CLASSIFIED

	LINE RATE			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$29.00	\$36.25	\$22.00	\$26.00

COMBINATION RATES*

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

4 consecutive Sundays	\$24.75	\$32.00	—	—
Friday and Sunday within 7 days	23.75	31.00	\$17.75	\$21.75
Friday, Saturday and Sunday within 7 days	23.25	30.50	17.00	21.00
7 or more consecutive days	20.25	27.50	15.25	19.25

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

Display on classified available Sundays only.

Note: This category requires credit card payment or check for noncontract advertisers.

For more information, please call (212) 556-3900 or (800) 458-5522.

BOATS/AVIATION AND ACCESSORIES — DISPLAY

	COLUMN INCH RATE			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$540.50	\$666.75	\$410.50	\$475.50

COMBINATION RATES*

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

Weekday ad repeated from Sunday within 7 days	—	—	\$169.25	\$208.75
---	---	---	----------	----------

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

For more information, please call (800) 238-4637 (ADTIMES).

BOOK EXCHANGE

SUNDAY IN THE BOOK REVIEW SECTION	LINE RATE	
	Sunday	
Open	\$52.00	

Closing is the Friday, 16 days before Sunday publication date.
Note: This category requires credit card payment or check for noncontract advertisers.

BUSINESS OPPORTUNITIES, BUYERS’ WANTS AND OFFERINGS TO BUYERS

	LINE RATE	
	Sunday Nationwide	Weekday Nationwide
Open	\$48.75	\$37.75

COMBINATION RATES*

Identical ad must run and be submitted on one insertion order.		
Thursday and Sunday within 7 days	\$34.00	\$25.50
Tuesday, Thursday and Sunday within 7 days	33.25	24.50
7 or more consecutive days	32.50	24.25

*If contract advertiser, substitute the lower of combo or contract rate.
Ads that run in this category in The New York Times may also be uploaded to nytimes.com for one week for \$40 per classified ad or \$75 per display ad.
Additional online contract packages are available. For more information, please call the General Classified Department at (212) 556-3900 or (800) 238-4637 (ADTIMES).
For display advertising rates, please call (212) 556-4670.
Note: This category requires credit card payment or check for noncontract advertisers.

DEATH NOTICES — CLASSIFIED

LINE RATE	
Weekday/Sunday	
Open	\$52.00
In Memoriam, Memorial Services, Unveilings, Death Notices, Cemeteries, Undertakers, Monuments. Ads that run in this category in The New York Times will automatically be uploaded to nytimes.com and Legacy.com for \$55/ad. For more information, please call the General Classified Department at (212) 556-3900 or (800) 458-5522.	

DEATH NOTICES — DISPLAY

COLUMN INCH RATE	
Weekday/ Sunday	
Open	\$1,125.00
In Memoriam, Memorial Services, Unveilings, Death Notices, Cemeteries, Undertakers, Monuments. Web uploads are available.	

FRANCHISES — DISPLAY ON CLASSIFIED

LINE RATE		
Sunday Nationwide Weekday Nationwide		
Open	\$45.50	\$36.00

COMBINATION RATES*

Identical ad must run and be submitted on one insertion order.		
Weekday ad repeated from Sunday within 7 days		\$28.75
*If contract advertiser, substitute the lower of the combo or contract rate. For more information, please call (800) 238-4637 (ADTIMES). Web uploads are available. Note: This category requires credit card payment or check with order for noncontract advertisers.		

HAPPY ANNOUNCEMENTS

SUNDAY STYLES	LINE RATE
Open	\$37.75
Baptisms, Bar/Bat Mitzvahs, Births, Birthdays, Communion, Confirmations, Congratulations, Get Well Wishes, Graduations, Holiday Greetings, Retirements and Reunions. For more information, please call (800) 238-4637 (ADTIMES).	

LEGAL NOTICES AND PROPOSALS — DISPLAY

DISTRIBUTION IN THE BUSINESS SECTION	LINE RATE			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$88.25	\$103.00	\$77.25	\$82.50

Legal Notices and Proposals rates apply to all government agencies, legal announcements, solicitations of bids, etc.
For Legal Branding advertising, please use Professional Services rates.
Ads are published in 6-column format and billed in lines.
For the Regional Weeklies advertising rates, call your client lead.
For more information, please call (800) 238-4637 (ADTIMES).

MERCHANDISE — CLASSIFIED

	LINE RATE			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
Open	\$30.15	\$37.40	\$26.20	\$30.45

COMBINATION RATES*

Identical ad must run and be submitted on one insertion order.				
Sunday and any weekday within 7 days	\$29.25	\$36.50	\$18.25	\$22.50
Sunday and any 2 weekdays within 7 days	25.00	32.25	15.00	19.25
7 or more consecutive days	18.25	25.50	12.50	16.75

*If contract advertiser, substitute the lower of combo or contract rate.
Note: This category requires credit card payment or check with order for noncontract advertisers.
For more information, please call (212) 556-3900 or (800) 458-5522.

PROFESSIONAL SERVICES — DISPLAY

NATIONWIDE DISTRIBUTION	COLUMN INCH RATE	
	Sunday	Weekday
Open	\$934.25	\$777.75

NEW YORK REGIONAL DISTRIBUTION	COLUMN INCH RATE	
	Sunday	Weekday
Open	\$842.50	\$700.75

For more information, please call (800) 238-4637 (ADTIMES).

PUBLIC AND COMMERCIAL NOTICES, LOST AND FOUND — CLASSIFIED

	LINE RATE
	Weekday/ Sunday
Open	\$52.00

Note: This category requires credit card payment or check with order for noncontract advertisers.
For more information, please call (212) 556-3900 or (800) 458-5522.

II. CLASSIFIED GUIDES: (800) 238-4637 (ADTIMES)

SOCIAL ANNOUNCEMENTS GUIDE

SUNDAY STYLES NATIONWIDE DISTRIBUTION

LINE RATE

Sunday

Open	\$52.00
------	---------

PET SERVICES GUIDE/PETS FOR SALE (DOGS, CATS, PETS, HORSES)

LINE RATE

Sunday

N.Y. Regional

Weekday

Nationwide

Open	\$36.25	\$23.25
------	---------	---------

COMBINATION RATES

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

Thursday and Sunday within 7 days	\$25.75	\$17.50
-----------------------------------	---------	---------

Note: This category requires credit card payment or check with order for noncontract advertisers.

RELIGIOUS SERVICES GUIDE — CLASSIFIED

LINE RATE

Sunday

Weekday

Open	\$35.25	\$28.50
------	---------	---------

Caption must contain 12 point or larger type.

RELIGIOUS SERVICES — DISPLAY

COLUMN INCH RATE

Sunday

Weekday

Open	\$770.75	\$592.25
------	----------	----------

SMALL INNS AND LODGES

NATIONWIDE DISTRIBUTION	LINE RATE	
	Sunday	Weekday
Open	\$79.40	\$64.30

COMBINATION RATES

Ads must be submitted on one insertion order.		
Weekday ad repeated from Sunday	within 7 days	\$40.60

Minimum space: 6 lines (6 lines by 1 column width 2-1/16") based on 6 column measure. Caption must contain 13 pt. bold type.
Sunday deadline: Thursday, noon (10 days preceding).
Ads that run in this category in The New York Times may also run on nytimes.com for \$14/week.
For more information, please call the General Classified Department at (212) 556-3900 or (800) 458-5522.
Web uploads are available.

III. MISCELLANEOUS ADVERTISING RATES

Apply to all other advertising categories not listed in this or any other rate cards and to certain display advertisements ordered outside a particular banner or section. For details, call your client lead or **(800) 238-4637 (ADTIMES)**.

	COLUMN INCH RATE	
	Sunday Nationwide	Weekday Nationwide
Open	\$1,340	\$1,196

NEW YORK REGIONAL DISTRIBUTION

	COLUMN INCH RATE	
	Sunday	Weekday
Open	\$1,272	\$1,134

SIZES FOR MATERIAL FOR DISPLAY ON CLASSIFIED ADS IN 9 COLUMN FORMAT FOR AUCTIONS, BOATS, BUSINESS OPPORTUNITIES AND FRANCHISES.

	9 COLUMN FORMAT	
	Inches	Minimum Depth
1 column	1.187"	14 lines
2 columns	2.5"	28 lines
3 columns	3.812"	56 lines
4 columns	5.125"	70 lines
5 columns	6.437"	84 lines
6 columns	7.687"	84 lines
7 columns	9"	84 lines
8 columns	10.312"	84 lines
9 columns	11.625"	84 lines

Classified Photographs

Only electronic files will be accepted.

Classified Icons

Production charge for creation of new logos is \$275.00.

The Times offers a variety of two- and four-line logos to draw attention to your classified advertising. These logos will be billed at appropriate category and line rates. Please contact COF at (212) 556-7777 for assistance.

Classified Special Effects

- Shading: 20% premium
- 3D black border only: 20% premium
- Combination of shading and 3D black border: 30% premium

Classified special effects are available in most classified categories. Minimum line requirements vary based on category and zoning. Contact your client lead for specific requirements.

CLOSING TIMES

FOR WEEKDAY BLACK & WHITE DISPLAY ADVERTISING

Date of Publication	Reservations* — Due by 5:00 p.m.	Closings — Materials Due by 2:00 p.m.
Monday and Sports Monday	Preceding Friday	Preceding Saturday
Tuesday and Science Times	Preceding Friday	Preceding Monday
Wednesday and Food	Preceding Monday	Preceding Tuesday
Thursday and Styles	Preceding Tuesday	Preceding Wednesday
Friday and Weekend Arts	Preceding Wednesday	Preceding Thursday
Saturday	Preceding Thursday	Preceding Friday

FOR WEEKDAY COLOR DISPLAY ADVERTISING**

Date of Publication	Reservations* — Due by 5:00 p.m.	Closings — Materials Due by 10:00 a.m.
		Shipped within Manhattan
Monday through Saturday	5 business days prior to issue date	3 business days prior to issue date
		Shipped from outside Manhattan
Monday through Saturday	5 business days prior to issue date	4 business days prior to issue date

FOR SUNDAY BLACK & WHITE DISPLAY ADVERTISING

Publication	Reservations*	Closings — Materials Due By:
Main	Preceding Thursday 5:00 p.m.	Friday 12:00 p.m.
Styles	Preceding Thursday 3:00 p.m.	Thursday midnight
Metropolitan	Preceding Wednesday 5:00 p.m.	Wednesday 8:00 p.m.
Travel	Friday — 9 days prior	Friday 5:00 p.m. — 9 days prior
Arts & Leisure	Preceding Monday 5:00 p.m.	Tuesday 12:00 p.m.
Real Estate	Preceding Wednesday 5:00 p.m.	Wednesday 8:00 p.m.
Help Wanted Display	Preceding Thursday 10:00 p.m.	Thursday midnight
Sunday Review	Preceding Thursday 10:00 p.m.	Thursday midnight
Business	Preceding Wednesday 10:00 p.m.	Thursday midnight
Sports	Preceding Thursday 10:00 p.m.	Friday 2:00 p.m.
Book Review	Tuesday — 19 days prior	Thursday 5:00 p.m. — 17 days prior

*For advertising space reservations, please call (212) 556-7777, or call toll free (800) NYT-5515.

**International advertisers (including Canada): materials are due 14 days prior to issue date.

FOR SUNDAY COLOR DISPLAY ADVERTISING

Publication	Reservations* — Due by 5:00 p.m.	Closings — Materials Due by 10:00 a.m.***
Main, Styles	Preceding Monday	Preceding Tuesday
Business, Sunday Review**	Preceding Monday	Preceding Tuesday
Sports	Preceding Monday	Preceding Tuesday
Arts & Leisure	Tuesday — 12 days prior	Wednesday — 11 days prior
Book Review	Tuesday — 19 days prior	Wednesday — 18 days prior
Real Estate	Thursday — 10 days prior	Friday — 9 days prior
Travel	Monday — 13 days prior	Tuesday — 12 days prior

MAGAZINE

	Reservations* and Insertion Orders	Closings
4 color and black & white — Saddle Stitch	Friday — 30 days prior	Friday — 23 days prior
T — 4 color and black & white — Perfect Bound and Saddle Stitch	Thursday — 52 days prior	Tuesday — 40 days prior

FOR WEEKDAY CLASSIFIED ADVERTISING

2:30 p.m. day prior to publication.

FOR SUNDAY CLASSIFIED ADVERTISING

Automotive	Noon Wednesday
Recruitment	5:00 p.m. Friday
Real Estate	5:00 p.m. Thursday

FOR DEATH NOTICES

Monday	1:00 p.m. day prior to publication
Tuesday–Saturday	4:30 p.m. day prior to publication
Sunday	10:00 a.m. day prior to publication

*For Advertising space reservations, please call (212) 556-7777, or call toll free (800) NYT-5515.

**International advertisers (including Canada): materials are due 14 days prior to issue date.

***The NYT will return color proofs on newsprint for sign-off if material is received before published deadlines. Material received after deadline may run “as supplied.” 4C material that arrives more than 3 days past the published deadline may be subject to a \$500 late production fee. Please contact TNYT Color Department at (212) 556-7729 for more information.

CLASSIFICATION CHART

MERCHANDISE — 3201

IN YOUR COMMUNITY — 3220

3221 Services

3231 Markets

3241 Recreation

3261 Events

3271 Parenting

3281 Entertaining

3291 Recipes

3295 Garden Nurseries

HAPPY ANNOUNCEMENTS — 3251

BUSINESS OPPORTUNITIES — 3400

3402 Capital Wanted

3404 Capital to Invest

3406 Financing & Bus. Loans

3408 Franchise, Distributor-
ships, Lines Offered

3410 Business Connections

3414 Lines, Distributorships
Wanted

3416 Foreign Connections

3418 Manufacturing Facilities

3420 Plants & Factories

3422 Printing Plants & Machin-
ery

3424 Beauty & Barber Shops

3425 Electronic, Video Stores

3426 Pharmacies

3428 Food Stores

3430 Laundry & Cleaning Stores

3432 Liquor Stores

3434 Luncheon &
Stationery Stores

3436 Wearing Apparel Stores

3438 Stores, Miscellaneous

3440 Restaurants, Bars & Clubs

3442 Departments &
Concessions

3443 Routes

3444 Hotels, Motels,
Resorts & Inns

3446 Auto Repair & Gas Stations

3448 Professional Practices

3450 Camps & Schools

3454 Miscellaneous

3456 Wanted Miscellaneous

3460 Business Services

3462 Florida Real Estate
& Bus. Propositions

BUYERS' WANTS — 3500

OFFERINGS TO BUYERS — 3600

AUCTION/MARSHAL SALES MISC. — 3650

BOATS — 3800

3802 Power Boats

3803 Power Boats over 26'

3804 Sailboats & Auxiliaries

3806 For Charter

3808 Sailing & Marine Instruction

3810 Prof'l Marine Services

3812 Engines & Equipment

3818 Marinas, Docking
& Storage

3822 Boats Wanted

3823 Boats Insurance

3824 Boat Financing

3826 Business Opportunities

3828 Help Wanted

3832 Positions Wanted

3834 Waterfront Properties

3836 Miscellaneous

AVIATION PRODUCTS & SERVICES — 3880

BOOK EXCHANGE — 3900

3901 Out of Print

3902 Book Offers

3904 Rare, First, Deluxe Editions

3906 Literature of Other Nations

3908 Autographed Letters

3910 Art & Applied Art

3912 Auctions

3914 Back Numbers

3916 Bookbinding

3918 Bookplates

3920 Books Wanted

3922 Educational — Scientific

3924 Genealogy — Heraldry

3926 Languages

3928 Miscellaneous

3932 Printing — Related Services

3934 Prints

3936 Specialists — Services

WAIT ORDERS CLASSIFIED — 4000

4005 Wait Orders Magazine
4 Cols.

4006 Wait Orders 6 Cols.

4007 Wait Orders
9 Cols. — Magazine

4008 Wait Orders 8 Cols.

4009 Wait Orders 9 Cols.

4010 Wait Orders 10 Cols.

ANNOUNCEMENTS — 5000

5002 Deaths

5004 Card of Thanks

5006 Unveilings

5008 Memorial Services

5010 In Memoriam

5012 Cemetery Plots

PUBLIC & COMMERCIAL NOTICES — 5100

5100 Public Notices incl.
Lost and Found

5102 Commercial Notices

5103 Missing Persons

GUIDES — 6000-8000

6000-6199 Small Inns & Lodges

7950-7959 Pet Services Guide

7990-7999 ABC Theater
Directory

8201 Religious Services Guide

ANTIQUES — 9000

9001 Antiques for Sale

9002 Art for Sale

9004 Flea Markets & Shows

9006 Wanted

9008 Restoring & Repairs

9036 Miscellaneous