

# 2022

## General Classified

Effective January 1, 2022



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## INDEX OF CLASSIFICATIONS

### GENERAL CLASSIFIED AND GENERAL CLASSIFIED DISPLAY

	<b>3</b>
Art/Antiques/Flea Markets and Shows	<b>3</b>
Auctions	<b>3</b>
Book Exchange (Book Review)	<b>4</b>
Business Opportunities, Buyers' Wants and Offerings to Buyers	<b>4</b>
Death Notices	<b>5</b>
Franchises	<b>5</b>
Happy Announcements	<b>6</b>
Legal Notices and Proposals	<b>6</b>
Merchandise	<b>6</b>
Professional Services	<b>7</b>
Public and Commercial Notices, Lost and Found	<b>7</b>

### CLASSIFIED GUIDES

	<b>8</b>
Social Announcements Guide	<b>8</b>
Pet Services Guide/Pets for Sale (Dogs, Cats, Pets, Horses)	<b>8</b>
Religious Services Guide — Classified	<b>8</b>
Religious Services — Display	<b>8</b>
Small Inns and Lodges	<b>9</b>

### MISCELLANEOUS ADVERTISING RATES

	<b>10</b>
Closing Times	<b>12</b>
Classification Chart	<b>14</b>

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

Display New York Times 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.

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      Weekday		
Nationwide      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, Communions, 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.

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

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### SOCIAL ANNOUNCEMENTS GUIDE

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#### SUNDAY STYLES NATIONWIDE DISTRIBUTION

#### LINE RATE

#### Sunday

Open	\$52.00
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### PET SERVICES GUIDE/PETS FOR SALE (DOGS, CATS, PETS, HORSES)

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#### LINE RATE

#### Sunday

#### N.Y. Regional

#### Weekday

#### Nationwide

Open	\$36.25	\$23.25
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#### COMBINATION RATES

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

Thursday and Sunday within 7 days	\$25.75	\$17.50
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**Note:** This category requires credit card payment or check with order for noncontract advertisers.

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### RELIGIOUS SERVICES GUIDE — CLASSIFIED

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#### LINE RATE

#### Sunday

#### Weekday

Open	\$35.25	\$28.50
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Caption must contain 12 point or larger type.

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### RELIGIOUS SERVICES — DISPLAY

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#### COLUMN INCH RATE

#### Sunday

#### Weekday

Open	\$770.75	\$592.25
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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, 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

\* 1" = 14 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.
		<b>Shipped within Manhattan</b>
Monday through Saturday	5 business days prior to issue date	3 business days prior to issue date
		<b>Shipped from outside Manhattan</b>
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 New York Times 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 The New York Times 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, Distributorships, Lines Offered
3410	Business Connections
3414	Lines, Distributorships Wanted
3416	Foreign Connections
3418	Manufacturing Facilities
3420	Plants & Factories
3422	Printing Plants & Machinery
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

#### 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