

# 2017

Advertising Rates  
Effective January 1, 2017

# Consumer Products



The New York Times

# Consumer Products Advertising Rates & Units

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
<b>6 X 21 (full page)</b>	<b>8%</b>	<b>6</b>	<b>11.55"</b>	<b>21"</b>	<b>126.0</b>	<b>100.0%</b>
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
<b>6 X 10.5 (half-page horizontal)</b>		<b>6</b>	<b>11.55"</b>	<b>10.5"</b>	<b>63.0</b>	<b>50.0</b>
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
<b>3 X 21 (half-page vertical)</b>		<b>3</b>	<b>5.7"</b>	<b>21"</b>	<b>63.0</b>	<b>50.0</b>
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
<b>3 X 10.5 (quarter page)</b>		<b>3</b>	<b>5.7"</b>	<b>10.5"</b>	<b>31.5</b>	<b>25.0</b>
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

## New York Times Advertising Units | CONTINUED

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
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.

### 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

## Beverage Alcohol

Nationwide Distribution	Column Inch Rate	
	Sunday	Weekday
Open	\$1,459	\$1,207
5 pages / 630 column inches	1,324	1,098
10 pages / 1,260 column inches	1,299	1,077
20 pages / 2,520 column inches	1,273	1,058

## Beverage Alcohol ROP\*/Magazine Combination Rates

Nationwide Distribution	Open	5 ROP Ads	10 ROP Ads	20 ROP Ads
3-11 Magazine pages	\$1,104	\$820	\$788	\$743
12-17 Magazine pages	1,104	810	775	728
18+ Magazine pages	1,104	796	764	721

\*Minimum accepted ROP size is 2 x 7.

## National Grocery Products

Nationwide Distribution	Sunday	Weekday
Open	\$1,081	\$927
5 pages / 630 column inches	981	843
10 pages / 1,260 column inches	964	828
20 pages / 2,520 column inches	944	813

New York Regional Distribution	Sunday	Weekday
Open	\$976	\$834
5 pages / 630 column inches	886	760
10 pages / 1,260 column inches	869	746
20 pages / 2,520 column inches	852	730

## National Grocery Products ROP\*/Magazine Combination Rates

Nationwide Distribution	Open	5 ROP Ads	10 ROP Ads	20 ROP Ads
3–11 Magazine pages	\$850	\$630	\$607	\$570
12–17 Magazine pages	850	624	595	561
18+ Magazine pages	850	611	589	554

\*Minimum accepted ROP size is 2 x 7.

## ROP Position Charges — General

Main News pages 6–15	Add \$149 per column inch
Top of Advertising	Add \$127 per column inch
Sections back pages (reserved)	Add \$8,500

## Color Premiums — General

	Sunday N.Y. Regional	Weekday N.Y. Regional	Sunday Nationwide	Weekday Nationwide
1/2 page to full page*	\$36,100	\$31,500	\$41,200	\$36,100
Less than 1/2 page	25,300	21,900	28,900	25,300

\*Full page only in some sections. Contact your account manager 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).

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.

Contact the Color Services Department at (212) 556-7729 for details.

## Retail Grocery/Drug Stores

### Nationwide Distribution

#### Net — No Advertising Agency Commission

	Sunday	Weekday
Open	\$646	\$441
5 pages / 630 column inches	527	356
10 pages / 1,260 column inches	465	312
20 pages / 2,520 column inches	435	291

### New York Regional Distribution

#### Net — No Advertising Agency Commission

	Sunday	Weekday
Open	\$582	\$396
5 pages / 630 column inches	474	320
10 pages / 1,260 column inches	419	279
20 pages / 2,520 column inches	393	261

## Retail Liquor Stores

### New York Regional Distribution

#### Net — No Advertising Agency Commission

	Weekday
Open	\$498
5 pages / 630 column inches	406
10 pages / 1,260 column inches	393
20 pages / 2,520 column inches	379

### Combination Rates

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

Run one ad during the period Monday through Thursday,  
repeat this ad Friday or Saturday (at NYT's option) \$251

Rate applies to each insertion.

Applies to these units only: 6 x 21, 6 x 18, 6 x 10.5, 5 x 21, 3 x 21, 2 x 10.5, 2 x 7, 2 x 3.5.

Contract rates apply to all other units.

## Retail Grocery/Liquor Stores — Metropolitan Sections

Net — No Advertising Agency Commission	City Zone	All Other Metropolitan Sections
Open	\$169	\$121
1 page / 126 column inches	141	96
5 pages / 630 column inches	129	87
10 pages / 1,260 column inches	117	82

City Zone: distribution limited to Manhattan and Brooklyn.

Long Island Zone: distribution limited to Queens, Nassau and Suffolk counties.

New Jersey Zone: distribution limited to New Jersey and adjacent Rockland and Richmond counties.

Westchester Zone: distribution limited to Westchester, North Bronx and parts of Putnam County.

Connecticut Zone: distribution limited to the state of Connecticut.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contracts.

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## Retail Grocery Zoned — The Dining Section

Wednesday — Full Pages Only (Standard Unit Number 6 x 21)  
Net — No Advertising Agency Commission

### 1. Manhattan/Bronx

#### Full Page

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Open	\$19,747
6 pages / 756 column inches	15,411
13 pages / 1,638 column inches	13,607
26 pages / 3,276 column inches	12,160
52 pages / 6,524 column inches	10,835
78 pages / 9,828 column inches	10,474

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### 2. Brooklyn/Queens/Long Island

#### Full Page

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Open	\$15,171
6 pages / 756 column inches	13,485
13 pages / 1,638 column inches	11,921
26 pages / 3,276 column inches	11,319
52 pages / 6,524 column inches	10,355
78 pages / 9,828 column inches	9,752

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### 3. New Jersey/Rockland/Orange/Staten Island

#### Full Page

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Open	\$8,974
6 pages / 756 column inches	6,588
13 pages / 1,638 column inches	6,021
26 pages / 3,276 column inches	5,907
52 pages / 6,524 column inches	5,339
78 pages / 9,828 column inches	4,657

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### 4. Westchester/Fairfield

#### Full Page

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Open	\$8,974
6 pages / 756 column inches	6,588
13 pages / 1,638 column inches	6,021
26 pages / 3,276 column inches	5,907
52 pages / 6,524 column inches	5,339
78 pages / 9,828 column inches	4,657

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Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contracts.

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## ROP Position Charges — Retail

### Net — No Advertising Agency Commission

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Sections back pages (reserved) Add \$7,700

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These rates must be added to applicable page rate or column inch rate.

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## Color Premiums — Retail

	<b>Sunday N.Y. Regional</b>	<b>Weekday N.Y. Regional</b>	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>
1/2 page to full page*	\$30,800	\$26,600	\$34,500	\$30,800
Less than 1/2 page	21,700	19,100	24,700	21,700

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\*Full page only in some sections. Contact your account manager 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).

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.

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