

# 2017

**Advertising Rates**  
Effective January 1, 2017

# Education



The New York Times

# Education 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

## Education — ROP and Banners

Universities, Colleges, Dance, Performing Arts, Instructions, Student Recruitment	Column Inch Rate		
	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add On (EMEA & Asia)
Open	\$901	\$698	\$218
1 page / 126 column inches or 4 days	814	631	218
2 pages / 252 column inches or 13 days	789	614	211
4 pages / 504 column inches or 26 days	774	603	203
10 pages / 1,260 column inches or 52 days	764	593	196
15 pages / 1,890 column inches or 78 days	757	581	192
20 pages / 2,520 column inches or 104 days	747	571	192

### Combination Rates

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

Weekday ad repeated from Sunday within 2 weeks  
from Sunday Review

— \$576

3 consecutive Sundays

\$783 —

Call your representative for other bannered features.

Local education advertising also available in the Sunday zoned Metropolitan Section.

Example Sizes 4C – at Open Rate unless noted otherwise	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full Page (1 Page Rate)	\$135,559	\$109,246	\$32,371
5x15.75 (Large Junior Page)	112,154	91,068	24,268
6x10.5 (Half Page)	97,963	80,074	20,834
4x14 (Small Junior Page)	79,356	64,388	17,108
6x7 (Strip)	66,742	54,616	14,056
3x10.5 (Quarter Page)	57,282	47,287	11,767

Example Sizes BW – at Open Rate unless noted otherwise	Sunday Nationwide	Weekday Nationwide	Weekday Int'l Add on (EMEA & Asia)
Full Page (1 Page Rate)	\$94,359	\$73,146	\$25,271
5x15.75 (Large Junior Page)	70,954	54,968	17,168
6x10.5 (Half Page)	56,763	43,974	13,734
4x14 (Small Junior Page)	50,456	39,088	12,208
6x7 (Strip)	37,842	29,316	9,156
3x10.5 (Quarter Page)	28,382	21,987	6,867

### Position Charges – ROP

Section Back Pages (reserved)

Add \$8,900

ROP Color Premiums	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide	Weekday Int'l Add On (EMEA & Asia)
1/2 Page to Full Page*	\$36,100	\$41,200	\$31,500	\$36,100	\$7,100
Less than 1/2 Page	25,300	28,900	21,900	25,300	4,900

### Education Help Wanted — See Recruitment Rate Card

**New York Regional Distribution**

	<b>Sunday</b>	<b>Weekday</b>
Open	\$839	\$655
1 page / 126 column inches or 4 days	761	593
2 pages / 252 column inches or 13 days	736	574
4 pages / 504 column inches or 26 days	725	567
10 pages / 1,260 column inches or 52 days	709	552
15 pages / 1,890 column inches or 78 days	705	549
20 pages / 2,520 column inches or 104 days	697	543

**Combination Rates**

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

Weekday ad repeated from Sunday within 2 weeks  
from Sunday Review

— \$543

The New York Regional edition is distributed in New York, Connecticut, New Jersey and Pennsylvania.

**Seminars, Workshops, Conferences,  
Other Instruction\***

	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>	<b>Weekday Int'l Add on (EMEA &amp; Asia)</b>
Open	\$1,036	\$803	\$218
1 page / 126 column inches or 4 days	936	723	218
2 pages / 252 column inches or 13 days	907	705	211
4 pages / 504 column inches or 26 days	891	695	203
10 pages / 1,260 column inches or 52 days	876	678	196
15 pages / 1,890 column inches or 78 days	869	668	192
20 pages / 2,520 column inches or 104 days	859	655	192

<b>Example Sizes 4C – at Open Rate unless noted otherwise</b>	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>	<b>Weekday Int'l Add on (EMEA &amp; Asia)</b>
Full Page (1 Page Rate)	\$149,701	\$119,910	\$32,371
5x15.75 (Large Junior Page)	122,782	99,336	24,268
6x10.5 (Half Page)	106,468	86,689	20,834
4x14 (Small Junior Page)	86,916	70,268	17,108
6x7 (Strip)	72,412	59,026	14,056
3x10.5 (Quarter Page)	61,534	50,595	11,767

<b>Example Sizes BW – at Open Rate unless noted otherwise</b>	<b>Sunday Nationwide</b>	<b>Weekday Nationwide</b>	<b>Weekday Int'l Add on (EMEA &amp; Asia)</b>
Full Page (1 Page Rate)	\$108,501	\$83,810	\$25,271
5x15.75 (Large Junior Page)	81,585	63,236	17,168
6x10.5 (Half Page)	65,268	50,589	13,734
4x14 (Small Junior Page)	58,016	44,968	12,208
6x7 (Strip)	43,512	33,726	9,156
3x10.5 (Quarter Page)	32,634	25,295	6,867

## New York Regional Distribution

	Sunday	Weekday
Open	\$964	\$750
1 page / 126 column inches or 4 days	873	678
2 pages / 252 column inches or 13 days	847	658
4 pages / 504 column inches or 26 days	835	650
10 pages / 1,260 column inches or 52 days	816	634
15 pages / 1,890 column inches or 78 days	810	631
20 pages / 2,520 column inches or 104 days	800	623

\* Programs, Seminars and workshops that are not part of accredited institutions of higher learning.

## Education Help Wanted — See Recruitment Rate Card

## Education Life — Quarterly Tabloid Magazine

### Sunday Nationwide Distribution

Sizes Available	Width x Depth	Open	126 Col. In. or 4 Days*	252 Col. In. or 13 Days*	504 Col. In. or 26 Days* 4X***	1,260 Col. In. or 52 Days*	2,520 Col. In. or 104 Days*
Full centerspread	20.6" x 10.875"	\$114,805	\$108,942	\$108,381	\$103,996	\$102,602	\$100,799
Full page**	12.8" x 10.875"	53,987	51,226	50,966	48,903	48,249	47,400
3/4 page	9.6" x 8.125"	44,899	42,634	42,416	40,734	40,135	39,412
3/5 page (vertical)	5.7" x 10.875"	35,924	34,110	33,918	32,594	32,101	31,528
3/5 page (horizontal)	7.875" x 9.312"	35,924	34,110	33,918	32,594	32,101	31,528
1/2 page (horizontal)	9.6" x 5.375"	29,971	28,427	28,263	27,170	26,732	26,298
2/5 page (vertical)	3.75" x 10.875"	25,065	23,755	23,618	22,702	22,364	21,952
3/10 page (horizontal)	5.7" x 5.375"	18,770	17,814	17,717	17,034	16,762	16,474
1/4 page (horizontal)***	9.6" x 2.625"	14,943	14,221	14,167	13,578	13,374	13,155
1/5 page (horizontal)	3.75" x 5.375"	12,589	11,883	11,830	11,338	11,186	11,009
1/10 page (vertical)	1.8" x 5.375"	6,323	5,944	5,915	5,670	5,615	5,491
1/10 page (horizontal)	3.75" x 2.625"	6,323	5,944	5,915	5,670	5,615	5,491
1/20 page	1.8" x 2.625"	3,176	3,019	2,991	2,883	2,885	2,758

\* Education contract levels.

\*\* For advertisers who order same size ad in all four Education Life sections.

\*\*\* Limited availability. Contact your account manager for information.

Black & White production note: a 65-line screen or coarser is required. Highlight: minimum 3 mil dot (8% tone). Shadow: minimum 8.

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## Education Life Position Charges

Page 2 or inside back cover	\$1,060
Table of Contents, 2/5 vertical	735
Edit adjacency and other franchises	
1) Full page	1,060
2) 3/5 page	970
3) Half page	880
4) 2/5 page	735
Back cover	1,590

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## Color Premium

Half page or larger	Add \$15,210 per unit
Less than half page	Add \$11,150 per unit

For color production, information and deadline call the Education Department (212) 556-7729.

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## Publication Date

## Reservations Close

## B&W and Materials Close

February 7, 2017	January 12, 2017	January 20, 2017
April 10, 2017	March 15, 2017	March 23, 2017
August 7, 2017	July 12, 2017	July 20, 2017
November 6, 2017	October 4, 2017	October 12, 2017

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## Education Life — Bannered Features

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### Camps and Secondary Schools

Call for special rates: (212) 556-4905

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## Education/Camp & Schools — Metropolitan Section

Sunday Distribution	Zoned Column Inch Rates					
	The City	N.J.	L.I.	Westchester	Connecticut	West./Conn.
Open	\$279	\$249	\$237	\$191	\$167	\$279
1/2 page / 63 column inches or 13 days	240	219	210	164	150	245
1 page / 126 column inches or 26 days	217	216	206	160	146	242
5 pages / 630 column inches or 39 days	200	211	201	152	137	230
10 pages / 1,260 column inches or 52 days	190	208	196	150	133	224
20 pages / 2,520 column inches	186	204	190	146	130	221
40 pages / 5,040 column inches	182	198	186	144	128	218

### Combination Rates

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

Weekday NY regional ad run in combination with ad in The Metropolitan within 7 days	\$460
Weekday nationwide ad run in combination with ad in The Metropolitan within 7 days	510

### Color Charges

### Metropolitan Zones

Quarter page or larger City, New Jersey, Long Island or Westchester/Connecticut	Add \$5,450 per unit
Westchester or Connecticut	Add \$4,110 per unit

## Multiple Regions in Metropolitan

Discounts are available for advertisers running 3 or 4 units of the same size ad on the same day across one or more regions. Three units on the same day receive a 10% discount and 4 or 5 units receive 15%. Westchester and Connecticut Weekly counts as one unit because there is already a discount for running in both regions.



## The New York Times Main Magazine

Four Color	Open Rate	3 Pages	6 Pages	12 Pages
Page	\$107,075	\$101,720	\$98,510	\$95,300
2/3 page	78,145	74,235	71,890	69,535
1/2 page	71,520	67,950	65,785	63,650
Facing 1/2 page**	137,370	130,490	126,375	122,240
Fireplace Unit	117,785	111,890	108,360	104,830
1/3 page (horizontal)/Strip Ad	58,905	55,955	54,215	52,430
1/3 page (vertical)	58,905	55,955	54,215	52,430
Square Third	47,395	45,020	43,600	42,185

### Black & White

Page	\$73,420	\$69,755	\$67,560	\$65,345
2/3 page	46,280	43,950	42,570	41,170
1/2 page	43,640	41,445	40,145	38,835
Facing 1/2 page**	83,555	79,375	76,880	74,365
Fireplace Unit	80,760	76,730	74,315	71,880
1/3 page (horizontal)/Strip Ad	31,865	30,270	29,315	28,370
1/3 page (vertical)	31,865	30,270	29,315	28,370
Square Third	25,640	24,360	23,585	22,815

#### Note

- Magazine and ROP full-run general space run within a 12-month contract period may be applied to the same full-run general contract.
- Advertisers with a full-run general ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their general Magazine advertising.
- Covers: 2nd cover is charged a 15% premium; 3rd cover is charged a 10% premium; 4th cover (four-color only) is charged a 17% premium.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.
- Two-color rates are plus 5.5% over black and white rates.

## Standard Sizes for Non-bleed Ads

Size	Width	Depth
Full page	8 7/16"	10 3/8"
2/3 page (vertical)	5 5/16"	10 3/8"
2/3 page (horizontal)	8 7/16"	6 1/2"
2/3 page (horizontal spread)	17 3/8"	6 1/2"
1/2 page (vertical)	4"	10 3/8"
1/2 page (horizontal)	8 7/16"	5 3/16"
1/3 page (horizontal)/Strip Ad	8 7/16"	3"
1/3 page (vertical)	2 5/8"	10 3/8"
Sq 1/3 page	5 5/16"	5 3/16"

## The New York Times Magazine — Bannered Features

### Rates (In One Year)

Black & White	Camps & Schools*
Open	\$66.05
3 Sundays	64.55
6 Sundays	62.15
13 Sundays	60.55
26 Sundays	59.70
39 Sundays	57.50
52 Sundays	55.50

\* Ads are billed in lines (14 lines per column inch).

Minimum sizes: Camps & Schools, one inch.

Mechanical Requirements: supply same size line mechanical with non-screened art.

Reservations deadline – 31 days prior to publication; copy – 23 days prior.

### Color (Open)

1/4 page	\$15,396
1/6 page	10,264

### Spot Color

Spot color is available for ads 1/6 page or larger. Please contact your account manager for details.



# Education Calendar

## 2016 Special Advertising Opportunities

Deliver your message to a Sunday audience of 3.8 million adults and a weekday audience of 2.1 million. For New York Times readers, Education Life offers a wealth of information about college preparation, finance, campus life and more. Times editors also delve into continuing education opportunities, exploring ways for adults to hone their skills, grow in their jobs and change their careers.

### EDUCATION LIFE

A prerequisite for anyone interested in pursuing a higher education, these special sections are a powerful environment for your marketing message.

### CONTINUING EDUCATION SPECIAL NEWS SECTION

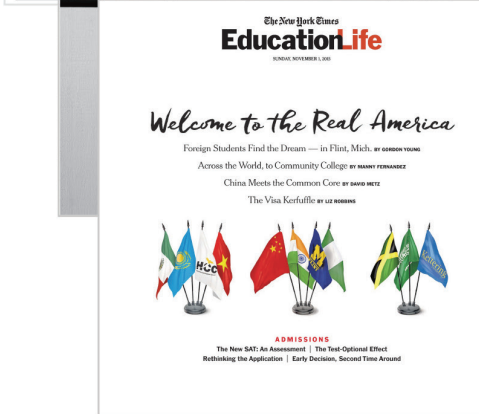
Reach adults all over the country as they are looking into and participating in courses, programs and organized learning experiences that bring them up-to-date in a particular area of knowledge, while enhancing personal or professional goals.

### THE NEW YORK TIMES MAGAZINE EDUCATION ISSUE

Editors and writers will offer enlightening information on the all-important topic of education — from pre-k to grad school — and how it impacts the lives of students and teachers as well as educators.



### Back in the Game



**For more information, please contact your account manager or:**

Sarah Thorpe  
212 556-1496  
[sarah.thorpe@nytimes.com](mailto:sarah.thorpe@nytimes.com)

	Publication Date	Reservation Date	Materials Date
Education Life	February 7	January 12	January 20
Camps and Schools Summer Spectacular*	February 21	January 22	January 26
Education Life	April 10	March 15	March 23
Continuing Education*	June TBD	May TBD	May TBD
Education Life	August 7	July 12	July 20
Magazine – Education Issue	September 11	August 12	August 19
Education Life	November 6	October 4	October 12

[nytmediakit.com](http://nytmediakit.com)

Source: MRI Doublebase 2015; Note: Dates and features subject to change.  
\*Continuing Education content is subject to change. Camps and Schools subject to change and approval.

**The New York Times**