

2018

Advertising Rates
Effective January 1, 2018

Automotive



The New York Times

Automotive 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		
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 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

Automotive General — ROP

Nationwide Distribution

	Column Inch Rate	
	Sunday Nationwide	Weekday Nationwide
Open	\$1,052	\$859
5 pages / 630 column inches	924	746
10 pages / 1,260 column inches	830	660
25 pages / 3,150 column inches	800	612
40 pages / 5,040 column inches	774	579

New York Regional Distribution

	Column Inch Rate	
	Sunday Sports/Metro*	Weekday Sports/Metro*
Open	\$936	\$715
5 pages / 630 column inches	827	619
10 pages / 1,260 column inches	745	547
25 pages / 3,150 column inches	726	519
40 pages / 5,040 column inches	702	499

*New York DMA distribution.

Automotive — Premium Charges

Front and back pages	Add 15%
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Color Premiums — General

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

Color Premiums — Retail

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

*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.

First National/International News Page

	Unit 6 x 3		Unit 6 x 5.25	
	Sunday Nationwide	Weekday Nationwide	Sunday Nationwide	Weekday Nationwide
Open	\$34,900	\$30,545	\$61,075	\$53,455
6 times in one year	29,400	25,735	51,450	45,040
13 times in one year	28,290	24,765	49,510	43,340
26 times in one year	27,225	23,835	47,645	41,710
52 times in one year	26,165	22,900	45,785	40,075

First National News Page

Facing page (full page only) available Monday to Saturday, add 15% premium charge to applicable contract level.

Op-Ed Page

	Weekday Nationwide
Open	\$53,455
6 times in one year	45,040
13 times in one year	43,340
26 times in one year	41,710
52 times in one year	40,075

Ad size is modular — 6.85" wide by 9.3" in depth, and may only be submitted in B&W format.

Op-Ed reservations and cancellations must be done five business days prior to publication.

To obtain a copy of the Op-Ed guidelines, please call your account manager or COF at (212) 556-4995.

Sunday editorial position is full page only. Please contact your account manager for details.

Automotive — Single Dealer/Dealer Associations (Zoned Display)

Sunday & Friday availability.

For more information, please call (212) 556-1445.

Automotive Exchange — Classified

	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional*	Weekday Nationwide*
Open	\$39.25	\$49.00	\$25.50	\$29.50
1,350–2,699 lines in one year	32.75	42.50	16.50	20.50
2,700–5,399 lines in one year	29.00	38.75	15.25	19.25
5,400 lines in one year	26.75	36.50	14.50	18.50

Combination Rates

(Preceding or following within 7 days
from either N.Y. regional or zoned Sunday ad)

N.Y. Regional Distribution	Line Rate			
	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional*	Weekday Nationwide*
Sunday ad repeated on Friday	\$39.25	\$49.00	\$14.50	\$18.50
Friday, Saturday and Sunday within 7 days	32.75	42.50	8.75 each day	12.75
Sunday and Friday ad repeated on 2+ weekdays	32.75	42.50	8.25 each day	12.25
7 or more consecutive days	32.75	42.50	7.75 each day	11.75

*The lower of the Sunday combination rate above or contract rate will apply.
Web upload is available for \$29 per ad.

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

Zoned Distribution

	Sunday Line Rate			
	Four Boroughs and Long Island Zone	Long Island Zone	West./Conn. Zone	New Jersey Zone
Open	\$28.75	\$14.25	\$15.75	\$15.75
1,350–2,699 lines in one year	17.75	8.75	9.50	9.50

Classification Chart

Automotive Exchange — 3700

3712 Antique & Classic Cars

3713 Antique & Classic Cars Wanted

3714 Limousines/Commercial Vehicles

3716 Recreational Vehicles

3718 Motorcycles, Off-Road Vehicles

3720 Autos/Vans/Sport Utility Vehicles

3740 Autos/Vans/Sport Utility Vehicles Wanted

3744 Other Vehicles — Wanted

3750 Vehicles for Rent

3780 Miscellaneous

3790 Automotive Websites

The New York Times Magazine 2018 Advertising Rates — General

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$107,075	\$101,720	\$98,510	\$95,300	\$92,085	\$88,880	\$85,655
2/3 page	78,145	74,235	71,890	69,535	67,200	64,855	62,510
1/2 page	71,520	67,950	65,785	63,650	61,505	59,350	57,215
Facing 1/2 page*	137,370	130,490	126,375	122,240	118,135	114,015	109,885
Fireplace Unit	117,785	111,890	108,360	104,830	101,295	97,770	94,220
1/3 page (horizontal)/strip ad	58,905	55,955	54,215	52,430	50,650	48,890	47,120
1/3 page (vertical)	58,905	55,955	54,215	52,430	50,650	48,890	47,120
Square Third	47,395	45,020	43,600	42,185	40,760	39,330	37,915

Black & White

Page	\$73,420	\$69,755	\$67,560	\$65,345	\$63,150	\$60,945	\$58,745
2/3 page	46,280	43,950	42,570	41,170	39,795	38,415	37,010
1/2 page	43,640	41,445	40,145	38,835	37,535	36,230	34,900
Facing 1/2 page*	83,555	79,375	76,880	74,365	71,865	69,345	66,850
Fireplace Unit	80,760	76,730	74,315	71,880	69,465	67,040	64,620
1/3 page (horizontal)/strip ad	31,865	30,270	29,315	28,370	27,405	26,450	25,495
1/3 page (vertical)	31,865	30,270	29,315	28,370	27,405	26,450	25,495
Square Third	25,640	24,360	23,585	22,815	22,050	21,280	20,530

*For two facing 1/2 page horizontal ads.

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% of black and white rates.

2018 General Advertising Rates for The New York Times T Magazine

Four Color	Open	3 Pgs	6 Pgs	12 Pgs	18 Pgs	30 Pgs	60 Pgs
Page	\$109,215	\$103,755	\$100,480	\$97,205	\$93,925	\$90,660	\$87,370
2-page spread	\$209,695	\$199,205	\$192,925	\$186,635	\$180,340	\$174,065	\$167,750
Black & White	Open	3 Pgs	6 Pgs	12 Pgs	18 Pgs	30 Pgs	60 Pgs
Page	\$74,890	\$71,150	\$68,910	\$66,650	\$64,415	\$62,165	\$59,920
2-page spread	\$143,510	\$136,610	\$132,310	\$127,970	\$123,675	\$119,355	\$115,045

Note

- Magazine & 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% of black and white rates.
- For add-on rates for International NYT T Style Magazine, contact your account manager.

See the 2018 T Magazine Rate Card for additional rates, discounts and other information.