

2019

Advertising Rates
Effective January 1, 2019

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 | | |
| 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 |

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 client lead 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.

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

| | |
|--------------------------------|----------|
| 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 |

2. Brooklyn/Queens/Long Island

Full Page

| | |
|--------------------------------|----------|
| 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 |

3. New Jersey/Rockland/Orange/Staten Island

Full Page

| | |
|--------------------------------|---------|
| 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 |

4. Westchester/Fairfield

Full Page

| | |
|--------------------------------|---------|
| 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 |

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

ROP Position Charges — Retail

Net — No Advertising Agency Commission

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

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

Color Premiums — Retail

| | Sunday N.Y. Regional | Weekday N.Y. Regional | Sunday Nationwide | Weekday Nationwide |
|------------------------|---------------------------------|----------------------------------|------------------------------|-------------------------------|
| 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 |

*Full page only in some sections. Contact your client lead 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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