

2019

Advertising Rates  
Effective January 1, 2019

# 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**

	<b>Sunday</b>	<b>Weekday</b>
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**

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## Learning Special Sections

Publication Date	Reservations Close	B&W and Materials Close
February 24, 2019	February 11, 2019	February 14, 2019
June 7, 2019	April 18, 2019	June 4, 2019
October 13, 2019	August 19, 2019	October 4, 2019

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## Learning — Bannered Features

### 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						West./ Conn.
	The City	N.J.	L.I.	Westchester	Connecticut		
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 client lead for details.