

# 2008

Advertising Rates  
Effective January 1, 2008

# Magazine



The New York Times Magazine

[NYTIMES.COM/MAGAZINE](http://NYTIMES.COM/MAGAZINE)

# The Magazine

## Advertising Rate Card Effective January 1, 2008

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The New York Times Magazine continues to break new ground and captivate readers. This past year, we continued to build on the extraordinary success of **T: The New York Times Style Magazine**. We published the first issue of Play, our new sports and lifestyle magazine for the thinking and active fan, and also introduced Key, The New York Times Real Estate Magazine. And special issues celebrated weddings, followed the money and explored other topics that are top-of-mind nationwide.

## 2008 General Advertising Rates for The New York Times Magazine and Part 2S

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages	Column Inch Equiv.
Page	\$107,075	\$101,720	\$ 98,510	\$ 95,300	\$ 92,085	\$ 88,880	\$ 85,655	60
4/5 page	95,325	90,560	87,700	84,840	81,980	79,120	76,255	48
Junior page*	91,990	87,390	84,625	81,870	79,105	76,350	73,585	35
3/5 page	78,145	74,235	71,890	69,535	67,200	64,855	62,510	36
1/2 page	71,520	67,950	65,785	63,650	61,505	59,350	57,215	30
Facing 1/2 page**	137,370	130,490	126,375	122,240	118,135	114,015	109,885	60
Fireplace Unit	117,785	111,890	108,360	104,830	101,295	97,770	94,220	48
Strip Ad	58,905	55,955	54,215	52,430	50,650	48,890	47,120	24
2/5 page	53,550	50,870	49,285	47,665	46,045	44,445	42,835	24
Square third	47,395	45,020	43,600	42,185	40,760	39,330	37,915	18

### Black & White

Page	\$ 73,420	\$ 69,755	\$ 67,560	\$ 65,345	\$ 63,150	\$ 60,945	\$ 58,745	60
4/5 page	64,330	61,120	59,190	57,245	55,325	53,405	51,460	48
Junior page*	63,065	59,915	58,015	56,130	54,235	52,335	50,450	35
3/5 page	46,280	43,950	42,570	41,170	39,795	38,415	37,010	36
1/2 page	43,640	41,445	40,145	38,835	37,535	36,230	34,900	30
Facing 1/2 page**	83,555	79,375	76,880	74,365	71,865	69,345	66,850	60
Fireplace Unit	80,760	76,730	74,315	71,880	69,465	67,040	64,620	48
Strip Ad	31,865	30,270	29,315	28,370	27,405	26,450	25,495	24
2/5 page	28,970	27,520	26,650	25,790	24,915	24,045	23,175	24
Square third	25,640	24,360	23,585	22,815	22,050	21,280	20,530	18

\* Limited availability

\*\* 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.

## 2008 Retail Advertising Rates for The New York Times Magazine and Part 2S

Net — No Advertising Agency Commission

Four Color	Open rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages	Column Inch Equiv.
Page	\$ 91,025	\$ 86,465	\$ 83,755	\$ 81,010	\$ 78,285	\$75,550	\$72,825	60
4/5 page	81,010	76,955	74,535	72,100	69,670	67,230	64,815	48
Junior page*	78,170	74,280	71,935	69,590	67,230	64,870	62,540	35
3/5 page	66,430	63,105	61,120	59,115	57,130	55,130	53,140	36
1/2 page	60,700	57,735	55,920	54,095	52,285	50,440	48,630	30
Facing 1/2 page**	116,745	110,915	107,410	103,910	100,405	96,910	93,400	60
Fireplace Unit	100,130	95,110	92,130	89,110	86,115	83,105	80,110	48
Strip Ad	50,065	47,580	46,075	44,565	43,065	41,560	40,060	24
2/5 page	45,515	43,255	41,885	40,515	39,150	37,780	36,420	24
Square Third	40,275	38,245	37,040	35,850	34,645	33,435	32,230	18

### Black & White

Page	\$ 62,410	\$ 59,295	\$ 57,425	\$ 55,550	\$53,675	\$51,790	\$49,920	60
4/5 page	54,660	51,920	50,290	48,645	47,005	45,365	43,735	48
Junior page*	53,610	50,945	49,320	47,720	46,110	44,495	42,895	35
3/5 page	39,330	37,360	36,185	34,995	33,810	32,645	31,460	36
1/2 page	37,105	35,245	34,125	33,005	31,895	30,785	29,680	30
Facing 1/2 page**	71,030	67,470	65,345	63,200	61,080	58,945	56,815	60
Fireplace Unit	68,650	65,225	63,170	61,105	59,045	56,970	54,910	48
Strip Ad	27,090	25,740	24,920	24,125	23,295	22,485	21,665	24
2/5 page	24,625	23,400	22,655	21,930	21,175	20,440	19,695	24
Square Third	21,800	20,705	20,055	19,405	18,755	18,095	17,440	18

\* Limited availability

\*\* 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.

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## Mechanical Requirements — Color

### New York Times Magazine and

#### T: The New York Times Style Magazine

- Trim size is 9 1/2" x 11 1/2". See page 6 for mechanical sizes.
- Printed by rotogravure on high-quality supercalendered paper.
- Please visit our Web site for complete, detailed specifications at [www.rrd-lpc.com/nyt](http://www.rrd-lpc.com/nyt).

The following is acceptable for color gravure (GAA specs apply) advertisements.

#### Digital Input

PDF/X 1-A or Adobe® Acrobat® v3.x, 4.x, 5.x, 6.x or 7.x distilled PDFs. PDFs exported from Photoshop are discouraged and can lead to less than desirable results.

Please visit the RRD Web site for complete distilling information.

#### Transmission Options

PDF files may be uploaded directly to the RR Donnelley print site ad portal located at [www.rrd-lpc.com/nyt](http://www.rrd-lpc.com/nyt). Please note that files must be named the appropriate NYT ad reservation number prior to uploading. For information regarding the reservation number, please call (717) 293-2397 to reach a New York Times color Representative who can also assist in providing the nine-digit ad reservation number. You may also obtain the ad reservation number from the COF department in New York, (212) 556-7777, hit 3, then hit 1.

#### Digital Proofs

It is recommended that all advertisers submit a contract proof with their ad files, regardless of delivery method. Electronically submitted ad files ARE NOT EXCLUDED. For a complete list of acceptable contract proofs, visit the RRD Web site at [www.rrd-lpc.com/nyt](http://www.rrd-lpc.com/nyt).

#### Notes

For those advertisers who submit electronic files without an acceptable contract level proof for color guidance, a SWOP Kodak Approval proof will be pulled by the printer and used for color guidance. This proof will not be sent out for review. Color reproduction will be based on the match to the proof pulled by the printer. The Times will accept a noncontract level proof for mechanical and element check only.

Advertising material arriving within the allotted 48-hour production window will be put through a complete inspection process, including a mechanical size check and pre-flight of the file and SWOP Kodak Approval contract proof pulled for color evaluation and content check. Should the ad material fail the mechanical or pre-flight steps, the sender will be notified and given the opportunity to replace the file. If there are any issues regarding content and color, as compared to the supplied contract proof, the Kodak Approval proof will be submitted to the sender for review. After review, a revised file may be sent to the printer correcting any problems identified, i.e., color or text. There will not be a second Kodak proof submission for replacement material. Material arriving on extension and past the 48-hour lead time is subject to the terms of the NYT ad disclaimer, which eliminates the content and color inspection of the material. The ad disclaimer may be found on the RRD Web site.

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## Mechanical Requirements — Black and White

The following is acceptable for black and white gravure advertisements.

#### Digital Input

PDF/X 1-A or Adobe® Acrobat® v3.x, 4.x, 5.x, 6.x or 7.x distilled PDFs. PDFs exported from Photoshop are discouraged and can lead to less than desirable results. Please call COF at (212) 556-7777 for more information regarding this.

NOTE : When submitting black and white files, images must be set to Grayscale, not C,M,Y,K, before distilling. Please be sure all fonts are embedded. PDF files created using PDF Writer are NOT ACCEPTABLE. Images embedded in PDF files should not be downsampled below 300 dpi.

#### Transmission Options

Advertisers wishing to submit black and white advertisements electronically may do so using the following digital transmission options:

- A. The New York Times advertising portal, which may be found at [www.nyadvertising.com](http://www.nyadvertising.com) (lower right corner submit box ) PDF files only, no fee. Call (212) 556-7777, option 3 for details.
- B. AdTransit, via the Internet, "UNSTUFFED" PDF files only. Visit the AdTransit Web site at [www.b-linked.com](http://www.b-linked.com) for details.
- C. AP AdSEND offered by the Associated Press, PDF files only, fee based. Call 1-800-223-7363 for details.

#### Notes

##### The New York Times Magazine type specifications:

- Black type should not be finer than .004" at the finest part of the character or rule, with a minimum size of 6 points. The surrounding tone value must be light enough to assure legibility (less than 30%).
- Reverse and screened type and imagery must be legible in the final print. The surrounding tone values must be dark enough to assure legibility. The finest part of the reverse character or rule should measure no less than .007", with a minimum size of 10 points.

For more detailed black and white digital specifications, please visit the RRD Web site at [www.rrd-lpc.com/nyt](http://www.rrd-lpc.com/nyt).

## Standard Sizes for Non-Bleed Ads

Trim Size is 9 1/2" x 11 1/2"

Size	Columns	Width	Depth	Contract Column Inches
Page	5	9"	11"	60
3/5 page (vertical)	3	5 5/16"	11"	36
3/5 page (horizontal)	5	9"	6 3/4"	36
1/2 page (vertical)	2 1/2	4 3/8"	11"	30
1/2 page (horizontal)	5	9"	5 1/2"	30
2/5 page	3	3 7/16"	11"	24
Square Third	3	5 5/16"	5 1/2"	18

## Standard Sizes for Bleed Units

Size	Columns	Width	Depth	Contract Column Inches
2 pages	11	19 1/4"	11 3/4"	132.0
2 pages (gutter bleed only)	11	18 1/2"	11"	132.0
2 4/5 pages	9	14 3/4"	11 3/4"	105.6
2 3/5 pages (horizontal)	11	19 1/4"	7 3/16"	79.2
2 1/2 pages (horizontal)	11	19 1/4"	6 1/16"	66.0
Page	5 1/2	9 3/4"	11 3/4"	66.0
3/5 page (vertical)	3	5 13/16"	11 3/4"	39.6
3/5 page (horizontal)	5 1/2	9 3/4"	7 3/16"	39.6
2/5 page (vertical)	2	3 15/16"	11 3/4"	26.4
1/2 page (vertical)	2 1/2	4 7/8"	11 3/4"	33.0
1/2 page (horizontal)	5 1/2	9 3/4"	6 1/16"	33.0

Gutter type safety of 3/8" is required. Illustrations or type matter not intended to trim should be kept at least 3/8" from each side and 3/8" from top and bottom. Illustrations or type matter not intended to trim should be kept at least 3/8" from each side and 3/8" from top and bottom.

# Gatefolds, Inserts and Posters

Closing dates for gatefolds, inserts and posters that appear either in The New York Times Magazine or T: The New York Times Style Magazine are shown on page 18. A fifth color will be charged a 10% premium.

## Second Cover Gatefolds

Composed of four consecutive pages, three on the gatefold cover printed on 60 lb. coated stock plus one facing right-hand page printed on supercalendered stock. No crossovers allowed between the inside front cover and the first page on supercalendered stock.

	General		Retail	
	All Four Color	3 Four Color 1 B&W Page*	All Four Color	3 Four Color 1 B&W Page*
1x in 1 year	\$368,605	\$343,945	\$313,285	\$294,630
2x in 1 year	359,220	336,940	306,645	286,250
4x in 1 year	348,830	326,420	296,390	277,480
6x in 1 year	329,300	307,275	278,615	260,965

\* Fourth page printed on supercalendered paper.

## Second Cover Double Gatefolds

Four Color Magazine Size	General	Retail
6 pages	\$677,380	\$575,750
7 pages	751,355	638,585
8 pages*	825,070	701,285

\* Note: Composed of eight consecutive pages, seven on the gatefold cover printed on 60 lb. coated stock plus one page printed on supercalendered stock.

## Centerfold Gatefolds

Coated stock

Four Color Magazine Size	General		Retail	
	50 lb.	60 lb.	50 lb.	60 lb.
6 pages	N/A	\$433,940	N/A	\$368,855
8 pages	\$507,660	536,950	\$431,305	456,590

## Centerfold Inserts

Coated stock

Four Color Magazine Size	General		Retail	
	50 lb.	60 lb.	50 lb.	60 lb.
4 pages	N/A	\$ 280,490	N/A	\$ 238,310
6 pages	N/A	433,940	N/A	368,855
8 pages	\$ 507,660	536,950	\$ 431,305	456,590
12 pages	601,160	638,585	511,040	542,960
16 pages	754,980	805,050	641,965	684,395
20 pages	952,990	1,015,200	810,055	862,745
24 pages	1,026,590	1,096,055	872,510	931,335
28 pages	1,172,030	1,253,005	996,170	1,064,855
32 pages	1,317,845	1,409,835	1,119,955	1,198,185

## Centerfold Posters

Printed by The New York Times on 40 lb. coated stock

Pages	General	Retail	Low Folio	High Folio
8	\$436,440	\$371,110	9 9/16" x 11 1/8"	9 15/16" x 11 1/8"

Note: Prices on 50 or 60 lb. stock are available upon request. (Weights are based on text stock 25" x 38" sheet size per industry standard.)

## Signature Gatefolds

Coated stock

Four Color Magazine Size	General		Retail	
	50 lb.	60 lb.	50 lb.	60 lb.
4 pages	N/A	\$ 367,980	N/A	\$ 312,910
6 pages	N/A	499,025	N/A	424,050
8 pages	\$ 689,900	724,815	\$ 586,640	616,055

Note: For additional information, contact your sales representative.

## Furnished Centerfold Inserts

Magazine Size	General	Retail
4 pages*	\$153,325	\$130,220
8 pages	202,775	172,375
12 pages	228,345	194,095
16 pages	257,650	218,895
20 pages	286,490	243,545
24 pages	314,700	267,575
28 pages	343,535	292,060
32 pages	369,575	314,075
36 pages	384,610	326,950

Smaller than Magazine Size**	General	Retail
4 pages*	\$ 80,615	\$ 68,520
8 pages	134,095	114,105
12 pages	160,745	136,570
16 pages	187,580	159,360
20 pages	201,225	171,140
24 pages	221,230	188,045
28 pages	246,335	209,430
32 pages	268,340	228,040
36 pages	292,375	248,500

Furnished inserts conforming to the following size requirements (low folio — 7 3/8" x 10 7/8" and high folio — 7 3/4" x 10 7/8") are not required to buy the surrounding space.  
\* 60 lb. or heavier stock only.

\*\* The purchase of surrounding space (centerfold) is required; contract rates apply; there is an additional 10% charge for bleed.

## Furnished Multiple Advertiser Centerfold Inserts\*

Magazine Size	General	Retail
4 pages**	\$191,655	\$162,770
8 pages	253,475	215,470
12 pages	285,435	242,615
16 pages	322,060	273,620
20 pages	358,110	304,430
24 pages	393,380	334,465
28 pages	429,420	365,080
32 pages	461,970	392,590
36 pages	480,770	408,685

Smaller than Magazine Size***	General	Retail
4 pages**	\$100,765	\$ 85,650
8 pages	167,620	142,630
12 pages	200,930	170,710
16 pages	234,475	199,200
20 pages	251,530	213,925
24 pages	276,535	235,060
28 pages	307,920	261,790
32 pages	335,425	285,055
36 pages	365,470	310,620

Furnished inserts conforming to the following size requirements (low folio — 7 3/8" x 10 7/8" and high folio — 7 3/4" x 10 7/8") are not required to buy the surrounding space.

\* Full run distribution only.

\*\* 60 lb. or heavier stock only.

\*\*\* The purchase of surrounding space (centerfold) is required; contract rates apply; there is an additional 10% charge for bleed.

Subject to approval by The New York Times Magazine.

## Furnished Centerfold Gatefolds

### 6 Page Gatefolds

	General	Retail
Magazine size	\$171,140	\$145,415
Smaller than Magazine size*	119,525	101,530

### 8 Page Gatefolds

	General	Retail
Magazine size	\$202,925	\$172,545
Smaller than Magazine size*	134,095	114,105

\* The purchase of surrounding space (centerfold) is required; contract rates apply; there is an additional 10% charge for bleed.

## Furnished Centerfold Inserts Mechanical Requirements

	Minimum	Maximum
A	5"	9 1/4"
B	4 7/8"	9 1/8"
C	5 3/8"	9 13/16"
D	7"	11 3/4"

## Furnished Posters in Centerfold

Furnished posters conforming to the following size requirements as shown below are not required to buy the following space.

Pages	General	Retail	Low Folio		High Folio	
8 pages	\$242,155	\$205,865	8 3/8"	x 11 1/8"	8 7/8"	x 11 1/8"
8 pages	192,385	163,550	9 9/16"	x 11 1/8"	9 15/16"	x 11 1/8"
16 pages	293,610	249,440	8 3/8"	x 11 1/8"	8 7/8"	x 11 1/8"

## Furnished Two-Page Inserts, Cards, Scent Strips and Blow-Ins

	General	Retail
Magazine size	\$ 76,940	\$ 65,425
Smaller than Magazine size*	42,835	36,440

\* The purchase of one right-hand page is required; contract rates apply; there is an additional 10% charge for bleed.

### Notes

- For the furnished gatefolds, contract credit is calculated based on the amount charged divided by the appropriate black and white contract column inch rate.
- For general information regarding inserts and gatefolds, please see page 17. Or for further information, please call: Specialty Printing Director, (212) 556-1788.

## Furnished Two-Page Inserts, Cards, Scent Strips and Blow-Ins Mechanical Requirements

	Minimum	Maximum
A	5"	8 7/8"
B	4 7/8"	8 3/4"
C	5 3/8"	9 1/4"
D	7"	11 3/4"
E	5 1/4"	9 1/8"

### Notes

- All mechanical requirements must be obtained from the Specialty Printing Director, (212) 556-1788.
- Stock: 50 lb. stock is minimum weight for an eight-page furnished gatefold.
- Trim: Jog direction of inserts determined by issue date.
- Spot gluing top and bottom of each flap is required if gate folds to more than 3/8" from backbone.
- Specifications and delivery will change for patent bound issues. Please call the Specialty Printing Director for information, (212) 556-1788.

### Insert Samples

A "blueprint" or copy of the insert creative, plus a sample of paper stock, must be forwarded to the Specialty Printing Director for mechanical and advertising acceptability content approval prior to printing. Once printed, 12 samples of the furnished insert must be forwarded to the Specialty Printing Director before shipping to The Times printer, R.R. Donnelley.

### Print Orders

Once the issue date has been established, tentative print orders will be issued. It is essential that the print order be confirmed before your press start-up. If this procedure is not followed, you could easily undership or overship the quantity needed by R.R. Donnelley. Please call the Specialty Printing Director at (212) 556-1788.

### Insertion Order

An insertion order showing date, cost and description of insert must be at The Times at least 34 days prior to Magazine issue and 52 days prior to a T issue. Postcards must be reserved 60 days prior to issue.

### Delivery

Magazine inserts must be at R.R. Donnelley Gravure Division, Lancaster, Pa., no later than 16 days prior to issue date. T Magazine inserts must be at Reliable Bookbinders Limited, Toronto, Canada, no later than 26 days prior to issue date.\*

### Special Regulations

- New York Times Magazine-size furnished inserts with only one advertiser will be accepted. Editorial matter must contain the standard New York Times disclaimer (see below).
- For information on New York Times Magazine-size furnished inserts carrying more than one advertiser and using an advertorial format, call the Group Director of the Magazine, (212) 556-4613.
- Advertisers must purchase the surrounding four-color or black and white page for furnished inserts smaller than New York Times Magazine size.
- New York Times Magazine furnished inserts that consist of more than one advertiser and in advertorial format will be accepted subject to the following conditions:
  - The New York Times logo may not be used on the supplement. The phrase "Advertising Supplement to The New York Times" must be spelled out in block letters on the cover.
  - Every "Advertorial" page must be slugged with the word "Advertisement." Slugs should be centered horizontally at the top of the page (no vertical slugs will be permitted) in Helvetica type or equivalent — ALL CAPITALS. Sample:  
ADVERTISEMENT
- A disclaimer box must run on a forward page of every advertising supplement—preferably on the first reading matter page: "This all-advertising supplement is being produced by (name of organization) and does not involve The New York Times reporting, editorial or sales staff." The disclaimer should also state who prepared the "reading matter" (the sponsoring organization, a company or group of advertisers) and should be large enough to be clearly visible.
- Bylines may not appear under the title of any pieces. Authorship credit must come within the text or at the end of the article.
- The masthead cannot use the terms editor, writer or publisher. Executive producer or copy director are acceptable.
- A copy of the "blueprint" of the section must be submitted to the Advertising Manager of The New York Times Magazine for approval prior to printing.

### Specifications

Please call the Specialty Printing Director for more information, at (212) 556-1788.

## 2008 Advertising Rates — Discounts

### Additional Contract Levels

General and Retail\*

84 pages	22%
104 pages	24%
124 pages	26%
144 pages	28%
164 pages	30%
184 pages	32%

\* ROP page equivalency does not apply; this must be purely Magazine.

### Multiple Page Discounts

General and Retail\*

For advertisers running multiple pages on the same Sunday in The New York Times Magazine and/or T, these discounts apply off the contract rate.

4–7 pages on the same Sunday	5%
8–11 pages on the same Sunday	10%
12+ pages on the same Sunday	15%

Multiple page discounts are given upon publication of the ad and should be indicated on the insertion orders.

### Incremental Space Discounts

General and Retail

- This does not apply to T.
- For contract advertisers with one or more Magazine pages during the previous contract period, the following discounts apply to incremental pages or page equivalents run in the 2004 contract period when those pages exceed the previous year's actual performance by at least one page:

1–2 additional Magazine pages	10%
3 more additional Magazine pages	15%

### T: Frequency Discounts

- Advertisers who run a full page or page equivalent in 2 consecutive issues earn a 5% discount on both pages. Buy a third page in a third issue and earn 10%; a fourth page in a fourth issue and earn 20% off.
- Advertisers who run less than a page (Square Third minimum) in 3 consecutive issues earn a 5% discount; buy a fourth issue and earn 10% off.
- T: Travel frequency discounts are given at the end of the contract period.

Note: T:Travel frequency discounts do not apply to advertisers who qualify for multiple T discounts and they do not apply to gatefolds, inserts or banners.

# Bannered Features

## Mechanical Requirements — Banners

Size	Columns	Width	Depth	Lines
Page	6	9"	10 7/16"	882
1/2 page (vertical)	3	4 3/8"	10 7/16"	441
1/2 page (horizontal)	6	9"	5 3/16"	441
1/4 page	3	4 3/8"	5 3/16"	219
1/8 page (horizontal)	3	4 3/8"	2 1/2"	105
1/9 page*	2	2 7/8"	3 5/16"	94

\* For Hotels, Resorts and Destinations and Sophisticated Vacation Guide, only 1/9 page units available. Multiple units may be purchased. Four-color banner available in Hotels, Resorts and Destinations.

## Column Widths

Printed Columns	Material Size
1	1 1/2"
2	1 1/2"
3	4 3/8"
4	6"
5	7 1/2"
6	9"

A six-column bannered page measures 882 lines per page, 147 lines per column, 14 lines per column inch. Full-page black and white advertisements are discounted at 10%.

Black and white advertisements on one, two, three, four, five and six columns and 116 lines or deeper will occupy and be charged for full column depth. Black and white banner advertisements that appear on a six-column page format will be measured and billed in lines.

## 2008 Advertising Rates — Bannered Features

### Arts and Antiques

Black and White	Line
Open	\$41.00
3 Sundays in one year	40.05
6 Sundays in one year	38.55
13 Sundays in one year	37.55
26 Sundays in one year	37.00
39 Sundays in one year	35.60

Minimum space: one and two columns, 28 lines; three columns, 48 lines; four, five and six columns, 73 lines.

#### Major units available

1 column x 28 lines	1 column x 21 lines
1 column x 14 lines	2 columns x 42 lines
2 columns x 28 lines	2 columns x 21 lines

Note: Please call (212) 556-1150 for advertising information.

### Camps & Schools

Black and White	Line
Open	\$42.60
3 Sundays in one year	41.65
6 Sundays in one year	40.10
13 Sundays in one year	39.05
26 Sundays in one year	38.50
39 Sundays in one year	37.10
52 Sundays in one year	35.80

Minimum space: one and two columns, 14 lines; three columns, 48 lines; four, five and six columns, 73 lines.

Note: Please call (212) 556-8081 for advertising information.

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## Distinctive Catering

<b>Black and White</b>	<b>Line</b>
Open	\$39.55
3 Sundays in one year	38.85
6 Sundays in one year	38.05
9 Sundays in one year	37.30
12 Sundays in one year	36.60

Minimum space: one and two columns, 28 lines; three columns, 60 lines; four columns, 73 lines.

Note: Please call (212) 556-8019 for advertising information.

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## Luxury Homes & Estates

<b>Black and White</b>	<b>Line</b>
Open	\$43.95
3 Sundays in one year	42.80
6 Sundays in one year	41.15
13 Sundays in one year	40.30
26 Sundays in one year	39.50
39 Sundays in one year	38.15
52 Sundays in one year	36.95

Minimum space: two columns, 28 lines; three columns, 48 lines; four and six columns, 73 lines.

### Major units available

2 columns x 147 lines

3 columns x 147 lines

4 columns x 147 lines

6 columns x 73 lines

6 columns x 147 lines

Note: Please call (212) 556-1581 for advertising information.

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## Shopping At Home

<b>Black and White*</b>	<b>Line</b>
Open	\$64.80
3 Sundays in one year	63.00
6 Sundays in one year	62.45
13 Sundays in one year	61.45
26 Sundays in one year	60.80
39 Sundays in one year	59.15
52 Sundays in one year	58.15

Minimum space: one column, 14 lines; two columns, 28 lines; three columns, 60 lines; four columns, 73 lines.

Note: Please call (212) 556-8823 for advertising information.

\* Combination prices for comparable size advertisements repeated in a weekday theme section, available upon request.

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## Bannered Features in T

<b>Black and White</b>	<b>Line</b>
Open	\$43.90
2 part 2s in one year	42.75
4 part 2s in one year	41.75

Sophisticated Vacation Guide unit pricing only.

Please call (212) 556-1371 or (800) 448-4637 for advertising rate information.

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## Banner Four-Color Rates

	Full Page	1/2 Page	1/4 Page	1/6 Page
Open	\$62,005	\$31,002	\$15,396	\$10,264
3 Sundays in one year	58,829	29,415	14,607	9,738
6 Sundays in one year	57,065	28,533	14,169	9,446
13 Sundays in one year	55,125	27,563	13,688	9,125
26 Sundays in one year	53,229	26,614	13,217	8,811
39 Sundays in one year	51,465	25,732	12,779	8,519

Four color advertisement sizes (limited availability): Luxury Homes and Estates, Hotels, Resorts and Destinations; and Shopping at Home only.

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## Bannered Features in T

Black & White	Full Page	1/2 Page	1/4 Page	1/8 Page	1/9 Page
Open	\$38,720	\$19,360	\$ 9,680	\$ 4,840	\$4,300
2 part 2s in one year	37,705	18,855	9,425	4,715	4,190
4 part 2s in one year	36,825	18,410	9,205	4,605	4,090

Sophisticated Vacation Guide unit pricing only. Please call (212) 556-1371 or (800) 448-4637 for advertising rate information.

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## Column Widths

Printed Columns	Material Size
1	2 1/8"
2	4 3/8"
3	6 3/4"
4	9"

\* Combination prices for comparable size advertisements repeated in a weekday themed section, available upon request.

Note: Please call (212) 556-8823 for advertising information.

For more information about advertising in The New York Times, log on to [www.nytmmediakit.com](http://www.nytmmediakit.com).

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## Requirements for All Advertisers in The New York Times Magazine and T

### General Policies and Rate Information

Advertising is accepted by The New York Times subject to all terms and conditions herein and in The New York Times Advertising Rate Card where applicable. Forwarding of an order by the advertiser constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold by The Times, and those of subsequent rate cards. Forwarding of an advertising order also indicates acceptance of the advertising acceptability policies of The New York Times. In the event of a conflict between the advertiser's order and the rate card, the rate card shall govern.

The terms and conditions of this rate card and all subsequent rate cards are incorporated into every advertising contract between The Times and the advertiser and/or agency. Submission of advertising subsequent to the receipt of such a contract constitutes acceptance of the terms and conditions of the contract.

The Times reserves the right to issue new rate cards and revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or written notice of rate changes to the addresses of the advertiser or agency stated in a contract.

### Contract and Copy Regulations

The rate card level applicable to an advertiser is determined by the advertiser's projected volume during a 12-month contract period. Our Customer Order Fulfillment Department will provide the advertiser/agency with a New York Times contract for signature.

Contract requests must specify a definite beginning date and are subject to a rate card effective when the contract begins and subsequent rate card increases and modifications. Volume and frequency contract discounts will be earned only on advertising inserted within a 12-month period. Magazine column inches will be credited toward fulfillment of contracts.

The volume discount levels for newspaper display advertising are based on 126 column inches per broadsheet page, 65 column inches per Book Review page, and 60 column inches per Magazine page.

Advertising not paid for in compliance with credit policies will not be included when calculating the final earned rate and is not eligible for volume and frequency discounts.

Contracts can be voided at The Times's discretion unless space is used within 30 days after the effective date. For frequency contracts, multiple insertions of the same ad on a single day count as one insertion for contract fulfillment, unless otherwise specified.

Each advertising entity will establish a separate advertising contract with The Times. Corporate affiliates are not automatically entitled to the contract benefits of each other.

The advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against The Times. Advertiser acknowledges

that The New York Times owns the copyright in and to the selection, coordination and arrangement of the content of the newspaper, including any advertisements it publishes. Advertiser agrees that to the extent The New York Times deems it necessary, advertiser is obligated to cooperate and/or participate in any enforcement by The New York Times of copyrights of The New York Times.

The New York Times shall carry the appropriate copyright notice in its name. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold The Times harmless from all costs, expenses (including reasonable attorneys' fees), liabilities and damages arising in any way from publication of any advertisement placed by the advertiser or the advertising agency.

The Times will not be bound by any special clauses relating to legal liability, circulation guarantees or any other condition in contracts or insertion orders that conflict with its policies, unless The Times has specifically agreed in writing.

The Times accepts no liability for its failure, for any cause, to insert an advertisement. The Times accepts no liability for reductions in distribution, caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond its control.

The Times accepts no liability for any error in an advertisement caused by it, except for the cost of the space actually occupied by the error. In order to qualify for any allowances, claims for errors must be made to The New York Times Customer Order Fulfillment Department (212) 556-7777 within thirty (30) days from date of invoice. Credit for errors allowed only for first insertion. The New York Times will make the final determination on the amount, if any, of a credit allowance.

Two or more separate advertisements may not be submitted to fill a single standard unit space.

Non-standard advertising units will be measured in column inches and charged the non-standard unit rate as stated in The New York Times Advertising Rate Card; position cannot be assured.

Cancellation of orders over the telephone will be accepted subject to written confirmation by the advertiser the same day. Cancellations will not be accepted after black and white and four-color close.

Advertising orders with or without reproduction material must be accompanied by identifying copy. Drawings, art and articles for reproduction are accepted at advertiser's risk and should contain an identifying mark to facilitate return. The Times shall not be responsible and does not assume any liability for damage or loss to original printing material supplied.

The Times reserves the right to revise or reject advertisements in accordance with standards of acceptability of The New York Times, to lighten or change type and borders, or to omit advertisements without notice. Placement of advertising is at The Times's discretion.

## Advertising Acceptability Guidelines

The New York Times maintains an Advertising Acceptability Department whose function is to examine advertisements before publication to determine if they meet the standards of acceptability. The Times has developed over the years.

The Times may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fail to comply with its standards of decency and dignity. If an advertisement contains statements or illustrations that are not deemed acceptable, and that The Times thinks should be changed or eliminated, the advertiser will be notified. The Times will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by The Times.

In addition, an advertisement must sometimes be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right of privacy, the sale of securities, the sale of real estate and political advertising.

The New York Times maintains a clear separation between news and editorial matter, and its advertisements. Accordingly, ads that include elements usually associated with The New York Times editorial matter will not be accepted (for example, but not limited to: Times-style headlines, bylines, news style column arrangements or typography). Additionally, The Times reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

## Real Estate Advertising

All residential real estate display advertising in The Magazine smaller than 12 column inches must contain the slogan "Equal Housing Opportunity." Residential real estate display advertising 12 column inches or larger must contain either the Equal Housing Opportunity Logo or the Equal Opportunity Statement. Both the logo and the statement are published at 24 C.F.R. 109.30 (a). Logos must be 1 inch by 1 inch in ads larger than a half-page and 1/2 inch by 1/2 inch in ads larger than 12 column inches through a half-page. Statements or slogans must be clearly visible and must be printed in display face roughly equivalent to other print found in the advertisement. For the Equal Opportunity Statement test, please contact the Advertising Acceptability Department.

Note: The Advertising Acceptability Department can be contacted directly at (212) 556-7171 for questions or for a pamphlet containing detailed information on this topic.

## Credit and Payment Terms

Advertisements must be paid for prior to publication deadline unless credit has been established by the advertiser and/or agency with The Times. However, certain advertising categories will require prepayment as specified in the rate cards. Acceptable forms of prepayment are bank wire transfer, credit card or advertiser or agency guaranteed check.

Advertisers or agencies wishing to establish credit with The Times must request a credit application from The New York Times Credit Department. Application requests can be made by phone at (212) 556-8777, fax at (212) 556-1833 or e-mail (credit department@nytimes.com). Completed applications should be returned to The Times Credit Department for evaluation of credit standing. If credit is granted, The Times will establish a credit limit and applicable payment terms. Advertisers and agencies granted credit will be billed weekly or monthly for published advertisements, as is determined by the category of ads and established credit terms. Payment is due 15 days after the invoice date.

The advertiser and agency shall be jointly and severally liable to The Times for the payment. Cash discounts are not available.

Insertion orders containing disclaimers will not be accepted by The Times.

## Agency Recognition and Commission

Commission of 15% will be granted only to recognized advertising agencies.

Application for agency recognition must be made with The New York Times. Applications are available upon request to The Times Credit Department by phone at (212) 556-7020, fax at (212) 556-1833 or e-mail credit department@nytimes.com.

## Color Requirements and Extra Charges

Four-color advertisements requiring the four-color manufacturing process but which appear as two color will be charged at the four-color rate. Advertisements requiring the three-color manufacturing process but which appear as two color or three color will be charged at the two-color rate.

## Closing Dates of The New York Times Magazine

### Color and Black and White • Main Magazine

Reservation Close: Friday, 30 days before publication.

Material Close: Friday, 23 days before publication.

### New York Times Printed Gatefolds/Inserts

Reservation Close: Wednesday, 60 days before publication.

Material Close: Monday, 27 days before publication.

### New York Times Printed Posters

Reservation Close: Wednesday, 60 days before publication.

Material Close: Monday, 34 days before publication.

## Closing Dates of T: The New York Times Style Magazine

### Color and Black and White • T Perfect Bound

Reservation Close: Thursday, 52 days before publication.

Material Close: Tuesday, 40 days before publication.

### New York Times Printed Gatefolds/Inserts • T

Reservation Close: Thursday, 80 days before publication.

Material Close: Thursday, 52 days before publication.

For more information on insert specifications, contact The New York Times, Specialty Printing Director, (212) 556-1788.

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## How to Place an Ad

- All Magazine and T advertising reservations should be made by phone to COF, at (212) 556-7777, press 1.
- You will then be given a confirmation number, which needs to be included on your insertion order.
- All 4-color material, insertion orders and contract level proofs should be sent to:

**R.R. Donnelley Printing Co.**

**Attn: New York Times**

Dept. LPC  
216 Greenfield Road  
Lancaster, PA 17601  
Tel. (717) 293-2397  
Fax (717) 293-2491

- 4-color proof for book makeup purposes only (the proof may be a color laser or an e-mailed low-res PDF or JPEG to [smitnick@nytimes.com](mailto:smitnick@nytimes.com)) should be sent to:

**The New York Times**

**Attn: Scott Mitnick, 11th Floor**

620 Eighth Avenue  
New York, NY 10036  
e-mail: [smitnick@nytimes.com](mailto:smitnick@nytimes.com)

- All black & white material and insertion orders should be sent to:

**The New York Times**

**Attn: COF Dept.**

21st Floor  
620 Eighth Avenue  
New York, NY 10036  
Tel. (212) 556-7777, press 2  
Fax: (212) 556-7787

- If you have any questions about production, please call The New York Times Magazine Production Dept.

**Color Production at Donnelley**

(717) 293-2397

**Black & White Production COF**

(212) 556-7777

**Specialty Printing Director**

**Marilyn McCauley**

(212) 556-1788

**Specialty Printing Manager**

**Janice Ross**

(212) 556-1865

**Magazine Makeup Manager**

**Scott Mitnick**

(212) 556-7295

Please visit our Web site at [www.rrd-lpc.com/nyt](http://www.rrd-lpc.com/nyt)

For more information about advertising in The New York Times, log on to [www.nytmediakit.com](http://www.nytmediakit.com).

## 2008 Editorial Calendar

4 Color and B&W

Issue Date	Reservation Close	Material Close
January 6	Friday December 7, 2007	Friday December 14, 2007
January 13	Friday December 14, 2007	Friday December 21, 2007
January 20	Friday December 21, 2007	Friday December 28, 2007
January 27	Friday December 28, 2007	Friday January 4
February 3 <b>WOMEN'S FASHION BONUS</b>	Friday January 4	Friday January 11
February 10 <b>OSCARS BONUS</b>	Friday January 11	Friday January 18
February 17	Friday February 18	Friday January 25
February 24	Friday January 25	Friday February 1
February 24 <i>T: Women's Fashion</i>	Thursday January 3	Tuesday January 15
March 2	Friday February 1	Friday February 8
March 2 <b>PLAY</b>	Wednesday January 23	Thursday January 31
March 9 <b>Money Special Issue</b>	Friday February 8	Friday February 15
March 9 <i>T: Men's Fashions</i>	Thursday January 17	Tuesday January 29
March 16	Friday February 15	Friday February 22
March 16 <i>T: Design</i>	Thursday January 24	Tuesday February 5
March 23 <b>ART BONUS</b>	Friday February 22	Friday February 29
March 30	Friday February 29	Friday March 7
March 30 <i>T: Travel — Spring</i>	Thursday February 7	Tuesday February 19
April 6	Friday March 7	Friday March 14
April 6 <i>Key</i>	Wednesday February 27	Thursday March 6
April 13	Friday March 14	Friday March 21
April 13 <i>T: Women's Beauty</i>	Thursday February 21	Tuesday March 4
April 20 <b>Green Special Issue</b>	Friday March 21	Friday March 28
April 27	Friday March 28	Friday April 4
May 4	Friday April 4	Friday April 11
May 4 <i>T: Design Living</i>	Thursday March 13	Tuesday March 25
May 11	Friday April 11	Friday April 18
May 18 <i>T: Travel — Summer</i>	Thursday March 27	Tuesday April 8
May 18 <b>DESIGN REPORT BONUS</b>	Friday April 18	Friday April 25
May 25	Friday April 25	Friday May 2
June 1	Friday May 2	Friday May 9
June 1 <b>PLAY</b>	Wednesday April 3	Thursday May 1
June 8 <b>Architecture Special Issue</b>	Friday May 9	Friday May 16
June 15	Friday May 16	Friday May 23
June 22	Friday May 23	Friday May 30
June 29	Friday May 30	Friday June 6

**Format** *T*: The New York Times Style Magazine • **Special Issue** • SPECIAL FEATURE • **PLAY**: The New York Times Sports Magazine  
 • *Key*: The New York Times Real Estate Magazine

## 2008 Editorial Calendar | CONTINUED

4 Color and B&W

Issue Date	Reservations Close	Material Close
July 6	Friday June 6	Friday June 13
July 13	Friday June 13	Friday June 20
July 20	Friday June 20	Friday June 27
July 27	Friday June 27	Friday July 4
August 3	Friday July 4	Friday July 11
August 10	Friday July 11	Friday July 18
August 17	Friday July 18	Friday July 25
August 17 <i>T: Women's Fashion</i>	Thursday June 26	Tuesday July 8
August 24	Friday July 25	Friday August 1
August 31	Friday August 1	Friday August 8
September 7 <b>WOMEN'S FASHION BONUS</b>	Friday August 8	Friday August 15
September 7 <i>T: Men's Fashions</i>	Thursday July 17	Tuesday July 29
September 14	Friday August 15	Friday August 22
September 14 <b>PLAY</b>	Wednesday August 6	Thursday August 14
September 21 <b>College Special Issue</b>	Friday August 22	Friday August 29
September 21 <i>T: Travel — Fall</i>	Thursday July 31	Tuesday August 12
September 28	Friday August 29	Friday September 5
September 28 <i>T: Design</i>	Thursday August 7	Tuesday August 19
October 5	Friday September 5	Friday September 12
October 5 <i>Key</i>	Wednesday August 27	Thursday September 4
October 12	Friday September 12	Friday September 19
October 19	Friday September 19	Friday September 26
October 19 <i>T: Women's Beauty</i>	Thursday August 28	Tuesday September 9
October 26 <b>Food Special Issue</b>	Friday September 26	Friday October 3
November 2	Friday October 3	Friday October 10
November 2 <b>PLAY</b>	Wednesday September 24	Thursday October 2
November 9	Friday October 10	Friday October 17
November 9 <i>T: Design Living</i>	Thursday September 18	Tuesday September 30
November 16	Friday October 17	Friday October 24
November 16 <i>T: Travel — Winter</i>	Thursday September 25	Tuesday October 7
November 23 <b>Home Entertainment Special</b>	Friday October 24	Friday October 31
November 30	Friday October 31	Friday November 7
December 7	Friday November 7	Friday November 14
December 7 <i>T: Holiday</i>	Thursday October 16	Tuesday October 28
December 14 <b>Year in Ideas Special Issue</b>	Friday November 14	Friday November 21
December 21	Friday November 21	Friday November 28
December 28 <b>Lives Well Lived Special Issue</b>	Friday November 28	Friday December 5