

2007

Advertising Rates  
Effective January 1, 2007

# Education



The New York Times  
NYTIMES.COM

# 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>13"</b>	<b>21"</b>	<b>126.0</b>	<b>100.0%</b>
6 X 18		6	13"	18"	108.0	85.7
6 X 14		6	13"	14"	84.0	66.7
<b>6 X 10.5 (half page horizontal)</b>		<b>6</b>	<b>13"</b>	<b>10 1/2"</b>	<b>63.0</b>	<b>50.0</b>
6 X 7		6	13"	7"	42.0	33.3
6 X 5.25		6	13"	5 1/4"	31.5	25.0
5 X 21		5	10 13/16"	21"	105.0	83.3
5 X 15.75		5	10 13/16"	15 3/4"	78.75	62.5
5 X 14		5	10 13/16"	14"	70.0	55.6
5 X 10.5		5	10 13/16"	10 1/2"	52.5	41.7
5 X 7		5	10 13/16"	7"	35.0	27.8
4 X 21		4	8 5/8"	21"	84.0	66.7
4 X 18		4	8 5/8"	18"	72.0	57.1
4 X 15.75		4	8 5/8"	15 3/4"	63.0	50.0
4 X 14		4	8 5/8"	14"	56.0	44.4
4 X 10.5		4	8 5/8"	10 1/2"	42.0	33.3
4 X 7		4	8 5/8"	7"	28.0	22.2
4 X 5.25		4	8 5/8"	5 1/4"	21.0	16.7
<b>3 X 21 (half page vertical)</b>		<b>3</b>	<b>6 7/16"</b>	<b>21"</b>	<b>63.0</b>	<b>50.0</b>
3 X 18		3	6 7/16"	18"	54.0	42.9
3 X 15.75		3	6 7/16"	15 3/4"	47.25	37.5
3 X 14		3	6 7/16"	14"	42.0	33.3
<b>3 X 10.5 (quarter page)</b>		<b>3</b>	<b>6 7/16"</b>	<b>10 1/2"</b>	<b>31.5</b>	<b>25.0</b>
3 X 7		3	6 7/16"	7"	21.0	16.7
3 X 5.25		3	6 7/16"	5 1/4"	15.75	12.5
2 X 21		2	4 1/4"	21"	42.0	33.3
2 X 18		2	4 1/4"	18"	36.0	28.6
2 X 15.75		2	4 1/4"	15 3/4"	31.5	25.0
2 X 14		2	4 1/4"	14"	28.0	22.2
2 X 10.5		2	4 1/4"	10 1/2"	21.0	16.7
2 X 7		2	4 1/4"	7"	14.0	11.1
2 X 5.25		2	4 1/4"	5 1/4"	10.5	8.3
2 X 3.5		2	4 1/4"	3 1/2"	7.0	5.6
2 X 3		2	4 1/4"	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	4 1/4"	2"	4.0	3.2
1 X 21		1	2 1/16"	21"	21.0	16.7
1 X 18		1	2 1/16"	18"	18.0	14.3
1 X 15.75		1	2 1/16"	15 3/4"	15.75	12.5
1 X 14		1	2 1/16"	14"	14.0	11.1
1 X 10.5		1	2 1/16"	10 1/2"	10.5	8.3
1 X 7		1	2 1/16"	7"	7.0	5.6
1 X 5.25		1	2 1/16"	5 1/4"	5.25	4.2
1 X 3.5		1	2 1/16"	3 1/2"	3.5	2.8
1 X 3		1	2 1/16"	3"	3.0	2.4
1 X 2		1	2 1/16"	2"	2.0	2.0
1 X 1.5		1	2 1/16"	1 1/2"	1.5	1.5
1 X 1		1	2 1/16"	1"	1.0	1.0
13 X 21		13	26 3/4"	21"	273.0	—
13 X 18		13	26 3/4"	18"	234.0	—
13 X 14		13	26 3/4"	14"	182.0	—
13 X 10.5		13	26 3/4"	10 1/2"	136.5	—
11 X 21		11	22 3/8"	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.

Beginning August 2007, The New York Times will update the look of its print edition by moving to the industry-standard 48-inch web width for all editions of the paper across the country. The rates quoted in this rate card anticipate this web width change, and an advertiser is not entitled to any rate adjustments by reason of this change. New advertising specifications will be issued before August 2007. Please contact your Account Manager if you have questions.

### Minimum ROP Depth Requirement

Columns	Depth	NYT Unit Number
6	7"	6 x 7
5	7"	5 x 7
4	5 1/4"	4 x 5.25
3	5 1/4"	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			
	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$678.00	\$857.00	\$1,090.00	\$1,260.00
1 page / 126 column in. or 4 days	613.00	775.00	1,028.00	1,182.00
2 pages / 252 column in. or 13 days	596.00	751.00	944.00	1,092.00
4 pages / 504 column in. or 26 days	585.00	737.00	934.00	1,078.00
10 pages / 1,260 column in. or 52 days	576.00	727.00	896.00	1,039.00
15 pages / 1,890 column in. or 78 days	564.00	720.00	871.00	1,019.00
20 pages / 2,520 column in. or 104 days	554.00	711.00	834.00	983.00

### Combination Rates

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

Weekday ad repeated from Sunday within 2 weeks  
from Sunday Week in Review

\$559.00 —

3 consecutive Sundays

— \$760.00

\* Global weekday distribution includes The International Herald Tribune and weekday nationwide placement in The New York Times.

\*\* Global Sunday distribution includes The International Herald Tribune and Sunday nationwide placement in The New York Times.

Call your representative for other bannered features.

Local education advertising also available in the Long Island Weekly, New Jersey Weekly, Westchester Weekly, Connecticut Weekly and The City Weekly.

### New York Regional Distribution

	Weekday	Sunday
Open	\$636.00	\$ 799.00
1 page / 126 column in. or 4 days	576.00	724.00
2 pages / 252 column in. or 13 days	557.00	701.00
4 pages / 504 column in. or 26 days	550.00	690.00
10 pages / 1,260 column in. or 52 days	536.00	675.00
15 pages / 1,890 column in. or 78 days	533.00	671.00
20 pages / 2,520 column in. or 104 days	527.00	663.00

### Combination Rates

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

Weekday ad repeated from Sunday within 2 weeks  
from Sunday Week in Review

\$527.00

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

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

	Column Inch Rate			
	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$780.00	\$986.00	\$1,187.00	\$1,382.00
1 page / 126 column in. or 4 days	702.00	891.00	1,112.00	1,292.00
2 pages / 252 column in. or 13 days	684.00	863.00	1,028.00	1,198.00
4 pages / 504 column in. or 26 days	675.00	849.00	1,019.00	1,185.00
10 pages / 1,260 column in. or 52 days	658.00	834.00	974.00	1,141.00
15 pages / 1,890 column in. or 78 days	649.00	827.00	952.00	1,121.00
20 pages / 2,520 column in. or 104 days	636.00	817.00	912.00	1,084.00

\* Global weekday distribution includes The International Herald Tribune and weekday nationwide placement in The New York Times.

\*\* Global Sunday distribution includes The International Herald Tribune and Sunday nationwide placement in The New York Times.

### New York Regional Distribution

	Weekday	Sunday
Open	\$728.00	\$ 917.00
1 page / 126 column in. or 4 days	658.00	831.00
2 pages / 252 column in. or 13 days	639.00	806.00
4 pages / 504 column in. or 26 days	631.00	795.00
10 pages / 1,260 column in. or 52 days	616.00	777.00
15 pages / 1,890 column in. or 78 days	613.00	771.00
20 pages / 2,520 column in. or 104 days	605.00	761.00

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

## Position Charges ROP

Section back pages (reserved) Add \$8,500

## ROP Color Premiums

	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday	Global Weekday**	Global Sunday***
1/2 page to full page*	\$30,000	\$34,400	\$34,400	\$39,200	\$52,400	\$57,200
Less than 1/2 page	20,900	24,100	24,100	27,500	35,100	38,500

\* Full pages only in many sections. Contact your Account Manager for further information.

\*\* Global Weekday distribution includes The International Herald Tribune and weekday nationwide placement in The New York Times.

\*\*\* Global Sunday distribution includes The International Herald Tribune and Sunday nationwide placement in The New York Times.

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).

Contact the Color Services Department at (212) 556-7729 for details.

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.

## 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	21" x 12 1/2"	\$109,276	\$103,695	\$103,161	\$98,987	\$97,660	\$95,945
Full page**	9 7/8" x 12 1/2"	51,386	48,759	48,512	46,548	45,925	45,117
3/4 page	9 7/8" x 9 5/16"	42,737	40,581	40,373	38,772	38,202	37,514
3/5 page (vertical)	5 7/8" x 12 1/2"	34,194	32,467	32,284	31,024	30,555	30,010
3/5 page (horizontal)	7 7/8" x 9 5/16"	34,194	32,467	32,284	31,024	30,555	30,010
1/2 page (horizontal)	9 7/8" x 6 3/16"	28,527	27,058	26,902	25,861	25,445	25,031
2/5 page (vertical)	3 7/8" x 12 1/2"	23,858	22,611	22,481	21,609	21,286	20,895
3/10 page (horizontal)	5 7/8" x 6 3/16"	17,866	16,956	16,864	16,214	15,954	15,681
1/4 page (horizontal)****	9 7/8" x 3 1/16"	14,223	13,536	13,484	12,924	12,730	12,521
1/5 page (horizontal)	3 7/8" x 6 3/16"	11,983	11,311	11,260	10,792	10,648	10,479
1/10 page (vertical)	1 7/8" x 6 3/16"	6,018	5,657	5,630	5,397	5,345	5,226
1/10 page (horizontal)	3 7/8" x 3 1/16"	6,018	5,657	5,630	5,397	5,345	5,226
1/20 page	1 7/8" x 3 1/16"	3,023	2,874	2,847	2,744	2,717	2,625

\* Education contract levels.

\*\* Full page tabloid billed at 65 inches per page.

\*\*\* 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 percent tone). Shadow: minimum 8.

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## Education Life Position Charges

Page 2 or inside back cover	\$1,030.00
Table of Contents, 2/5 vertical	715.00
Edit adjacency and other franchises	
1) Full page	1,030.00
2) 3/5 page	940.00
3) Half page	855.00
4) 2/5 page	715.00
Back cover	1,540.00

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## Color Premium

Half page or larger	Add \$14,490 per unit
Less than half page	Add \$10,620 per unit

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

<b>Publication Date</b>	<b>Reservation Close</b>	<b>B&amp;W and Materials Close</b>
January 7, 2007	December 12, 2006	December 22, 2006
April 22, 2007	March 27, 2007	April 9, 2007
July 29, 2007	July 9, 2007	July 17, 2007
November 7, 2007	October 9, 2007	October 22, 2007

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## Education Life — Bannered Features

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### Camps and Secondary Schools

Call for special rates: (212) 556-8081

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## Education/Camp & Schools — Regional Weeklies

### Column Inch Rate Weeklies

Sunday Distribution	The City	N.J.	L.I.	Westchester	Connecticut	West./ Conn.
Open	\$266.00	\$237.00	\$225.00	\$182.00	\$159.00	\$266.00
1/2 page / 63 column in. or 13 days	228.00	209.00	200.00	156.00	143.00	233.00
1 page / 126 column in. or 26 days	207.00	206.00	196.00	152.00	139.00	230.00
5 pages / 630 column in. or 39 days	190.00	201.00	191.00	145.00	130.00	218.00
10 pages / 1,260 column in. or 52 days	181.00	198.00	186.00	143.00	126.00	214.00
20 pages / 2,520 column in.	177.00	194.00	181.00	139.00	123.00	211.00
40 pages / 5,400 column in.	173.00	188.00	177.00	137.00	121.00	208.00

### Combination Rates

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

Weekday NY regional ad run in combination with Suburban Weekly ad within 7 days	\$447.00
Weekday nationwide ad run in combination with Suburban Weekly ad within 7 days	495.00

### Color Charges

### Regional Weeklies

Quarter page or larger City, New Jersey, Long Island or Westchester/Connecticut	Add \$5,190 per unit
Westchester or Connecticut	Add \$3,910 per unit

### Multiple Units in Weeklies

Discounts are available for advertisers running 3 or 4 units of the same size ad on the same day across one or more weeklies. 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 sections.

## The New York Times Magazine and Part 2s

<b>Four Color</b>	<b>Open</b>	<b>3 Pages</b>	<b>6 Pages</b>	<b>12 Pages</b>
Page	\$103,955	\$ 98,755	\$ 95,640	\$ 92,525
4/5 page	92,550	87,920	85,145	82,370
Junior page*	89,310	84,845	82,160	79,485
3/5 page	75,870	72,075	69,795	67,510
1/2 page	69,435	65,970	63,870	61,795
Facing 1/2 page**	133,370	126,690	122,695	118,680
2/5 page	51,990	49,390	47,850	46,275
Square Third	46,015	43,710	42,330	40,955

<b>Black &amp; White</b>	<b>Open</b>	<b>3 Pages</b>	<b>6 Pages</b>	<b>12 Pages</b>
Page	\$ 71,280	\$ 67,725	\$ 65,590	\$ 63,440
4/5 page	62,455	59,340	57,465	55,580
Junior page*	61,230	58,170	56,325	54,495
3/5 page	44,930	42,670	41,330	39,970
1/2 page	42,370	40,240	38,975	37,705
Facing 1/2 page**	81,120	77,065	74,640	72,200
2/5 page	28,125	26,720	25,875	25,040
Square Third	24,895	23,650	22,900	22,150

\* Limited availability

\*\* For two facing 1/2 page horizontal ads.

Note:

- Non-standard advertising units will be measured in column inches (number of columns x number of inches) and billed at the Column Inch Rate.
- 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.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.

## Standard Sizes for Non-bleed Ads

<b>New York Times Advertising Units</b>	<b>Number of Columns</b>	<b>Unit Size Inches (Width x Depth)</b>	<b>Contract Column Inches</b>
Page	5	9" x 11"	60
4/5 page	4	7 1/8" x 11"	48
Junior page	3.5	6 5/8" x 9 1/2"	35
3/5 page (vertical)	3	5 5/16" x 11"	36
3/5 page (horizontal)	5	9" x 6 3/4 "	36
1/2 page (vertical)	2.5	4 3/4" x 11"	30
1/2 page (horizontal)	5	9" x 5 1/2"	30
2/5 page	2	3 7/16" x 11"	24
Square Third	3	5 5/16" x 5 1/2"	18

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## The New York Times Magazine — Bannered Features

### Rates (In One Year)

#### Black & White

#### Camps & Schools\*

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Open	\$ 41.35
3 Sundays	40.45
6 Sundays	38.95
13 Sundays	37.90
26 Sundays	37.40
39 Sundays	36.00
52 Sundays	34.75

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\* 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)

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1/4 page	\$14,947
1/6 page	9,965

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#### Spot Color

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

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## 2007 Education Advertising Special Features

Special Feature	Publication Date	Format	Reservation Close	B&W Material Close*
Education Life**	January 7	Color Tabloid	December 12, 2006	December 22, 2006
Spring Term Banner	January 24	Education News	January 22	January 23
Camps & Schools Summer Time Spectacular	February 25	NYT Magazine Advertorial	January 12	January 26
Great Places to Learn — Art & Design	April 1	NYT Magazine T: Design	February 2	February 20
Education Life**	April 22	Color Tabloid	March 27	April 9
Summer Term Banner	May 2	Education News	April 30	May 1
Education Life**	July 29	Color Tabloid	July 9	July 17
Fall Term Banner	August 15	Education News	August 13	September 7
College Issue	September 30	NYT Magazine Themed Issue	August 31	September 7
Great Places to Learn — Art & Design	October 7	NYT Magazine T: Design	August 10	August 28
Private Schools	October 7	NYT Magazine Advertorial	August 24	September 7
Great Places to Learn — Nationwide	October 21	NYT Magazine Advertorial	September 7	September 21
Education Life**	November 4	Color Tabloid	October 9	October 22
Executive MBA	November 7	Business Section	October 26	November 5
Camps & Schools Preview: Summer 2008	November 11	NYT Magazine Advertorial	October 13	October 20
Winter Term Banner	November 14	Education News	November 12	November 13

Additional Education Advertising Special Features are available throughout the year. Please contact your Account Manager for details.

\* All dates are in 2007 unless noted otherwise.

\*\* Includes Camps and Schools Bannered Features.

Education news page appears each Wednesday; Sunday Week in Review features Education Banner.