

# 2008

**Advertising Rates**  
Effective January 1, 2008

---

# General Information



---

# General Information

## Advertising Rate Card Effective January 1, 2008

### Contents

General Information/Circulation	<b>3</b>
How to Order a Display Ad	<b>3</b>
Display Advertising	<b>4</b>
Classified Advertising	<b>5</b>
Display on Classified Advertising	<b>5</b>
Credit and Payment Terms	<b>6</b>
Agency Recognition and Commission	<b>6</b>
General Policies and Rate Information	<b>6</b>
Contracts and Copy Regulations	<b>6</b>
Mechanical Requirements	<b>8</b>
Advertising Acceptability Guidelines	<b>8</b>
General Information	<b>8</b>
The International Herald Tribune	<b>9</b>
Closing Times	<b>11</b>
Insertion Order	<b>13</b>
Advertising Management	<b>15</b>

The New York Times continues to build on its reputation as the nation's premier newspaper and advertising medium. In 2007, we earned another Pulitzer Prize, bringing our total to 94 Pulitzer Prizes and citations — far more than any other paper. We now offer integrated print and online advertising opportunities so advertisers can extend the impact of their message across platforms.

Even in our rapidly changing media landscape, The Times is, as always, vital reading for influential Americans in every arena and for discerning consumers across the nation. We look forward to being an important part of your advertising program in the year ahead.

## General Information/Circulation

### Weekday Issues and Distribution

New York Regional	Nationwide
The Metro Section	Main News
Sports	Business Day (incl. Sports)
	The Arts

### Weekday Theme Sections and Distribution

#### Nationwide

Sports Monday	Weekend (Fri.)
Science Times (Tues.)	Escapes (Fri.)
Dining In/Dining Out (Wed.)	
Styles (Thurs.)	
House & Home (Thurs.)	

### Sunday Sections and Distribution

New York Regional	Nationwide	Suburban Zoned Sections
Automobiles*	Main	The City
Job Market*	Arts & Leisure	Westchester
The Metro Section	Book Review	Connecticut
Real Estate*	Sports	Long Island
	Sunday Business	New Jersey
	Sunday Styles	
	The Magazine*	
	Travel	
	Week in Review	

\*Zoning available in these sections.

Contact your account manager for additional information.

### Circulation

	New York Region*	Nationwide**
Weekdays	563,100	1,114,739
Sundays	771,619	1,653,778

\* Source: NY Times, based upon ABC Audit Report data for 12 months ended September 30, 2006.

\*\* Source: ABC Audit Report for The New York Times, 12 month period ended September 30, 2006.

## How to Order a Display Ad

### Reservations

To reserve space for a display ad, call our Customer Order Fulfillment Department or send the reservation and material directly through our website, [nytmmediakit.com](http://nytmmediakit.com). To learn more about this service, or to place an ad through Customer Order Fulfillment (COF), you can contact one of our representatives by telephone from 8 AM to 11 PM eastern time, Monday through Friday, and 9 AM to 5 PM eastern time Saturday.

**Telephone:** (212) 556-7777; outside the New York Metropolitan area, (800) NYT-5515.

When you call COF, an Advertising Service Representative (ASR) will handle your request. The ASR will take your ad information, which must include size, date, edition and position request, if applicable. The ASR will assign a reservation number to your ad and provide the ad cost.

Service will be expedited if you have your contract number ready. If you do not have a contract number, the ASR can assign one.

For reservations submitted by fax, the placing agency or advertiser will receive a return fax with the reservation number and the ad cost.

Please make sure to retain the reservation number; all materials and insertions submitted for publication must include a reservation number.

### Insertion Orders

An insertion order must be prepared by the advertiser/agency for each advertisement, and should include the following:

- Reservation number
- Contract number and name of advertiser (and agency, if applicable)
- Billing address
- Day and date of insertion
- Section or position request
- Size and cost of ad
- Description of ad (i.e., headline)
- Contact name and phone number

---

## Materials

**Electronic submission of industry standard PDF files** is preferred for black and white newspaper material. The New York Times does not accept advertising material via e-mail; however files can be transmitted at no charge through our website, nytmediakit.com. This site also contains additional information on electronic ad submission, including other transmission options and file settings, or you can call COF at (212) 556-7777 and press 3 twice to reach an Advertising Production Representative. Please make sure to submit your insertion order for all electronic files.

**For black and white camera-ready material** (when electronic submission is not possible), submit your insertion order and advertising material together to:

Customer Order Fulfillment  
The New York Times  
620 Eighth Avenue  
New York, NY 10018

**Material for color newspaper advertisements** must be delivered in digital format or electronically transmitted. We cannot accept film for color advertisements. For more information on color ads, please call our Color Services Department at (212) 556-7729.

The address for Color Services is as follows:

Color Services  
The New York Times  
620 Eighth Avenue  
New York, NY 10018

**All color materials for The New York Times Magazine should be sent to:**

R.R. Donnelley Printing Co.  
Attn.: New York Times Dept. LPC  
216 Greenfield Road  
Lancaster, PA 17601

**Black and white Magazine advertising** insertion orders and material should be sent to COF. Please see The New York Times Magazine rate card for magazine color and black and white material and mechanical requirements.

**If your advertisement is a repeat** of an ad published within 90 days, fax COF an insertion order with the repeat date along with a copy of the original ad, specifying the date the original ad ran, page number, description and original reservation number.

Please do not direct any original insertion orders to your account manager (which could result in the ads missing a deadline). However, you can fax a copy of the insertion order to your account manager for his or her records.

Deadlines for reservations, insertion order and material submission are contained in the back of the rate card.

---

## Questions

If you have any questions after placing your reservation, COF (212) 556-7777 or (800) NYT-5515 outside the NY Metropolitan area) is available to help you deal with advertising reservations, material processing and billing information, including:

- Ad changes
- Contract, rate and billing information
- Deadline and material specification inquiries
- Electronic transmission questions

---

## Display Advertising

A full broadsheet display advertising page is based on a 6-column by 21-inch advertising unit, or 126 column inches. Display advertisements are billed based on the larger of the reserved or supplied copy dimensions. The precise dimensions of the published advertisements may vary by a few percentage points from the supplied material due to the electronic transmission and reproduction processes.

---

### How to Calculate the Cost of an Ad

**Determine the Size of the Ad.** Display ad cost is based upon the ad size stated in column inches. Column inches are calculated by multiplying the number of columns of the ad by its depth (inches).

**Include any Special Discounts or Premiums.** For example, if the ad was in color or in a special layout position, you would add the appropriate color or position premium.

---

## General

Nonstandard advertising units will be charged 10% above the column inch rate. Units must conform to column width specifications; position cannot be assured.

Display advertisements more than 18" deep will occupy the full column depth and be charged accordingly. Minimum size is one column inch for all display advertising unless otherwise stated.

When an advertiser meets the guidelines of The New York Times as a charity that qualifies for a discounted advertising rate, the

charity discount rate will be a 20% reduction off the open Cause & Appeal/Political rate stated in the Business rate card; no agency commission. For more information please contact your account manager or COF at (212) 556-4995.

Miscellaneous Advertising Rates apply to all display advertising categories not listed in this or other rate cards and to certain display advertisements ordered outside the banner or section.

If you have questions regarding your display ad, please call an Advertising Account Manager or COF at (212) 556-7777 and press 3.

---

## Classified Advertising

To place a classified ad, or to obtain information, please visit our website at [nymediakit.com](http://nymediakit.com) or contact The New York Times Classified Advertising Department at (212) 556-3900; TriState outside New York City, 1-800-ADTIMES; all others 1-800-458-5522.

**Classified advertisements** are charged on a line count basis, and not any other standard of measurement. Each line of 5 pt. type is charged as 1 line; 10 pt. as 2 lines; 14 pt. as 3 lines; 18 pt. as 4 lines; 30 pt. as 6 lines; 36 pt. as 7 lines; 48 pt. as 10 lines; 60 pt. as 12 lines; and 72 pt. as 14 lines. White space is charged on a line count basis when ordered.

**Classified Guide and Directory advertisements** are charged on a line count basis, and not any other standard of measurement. Each line of 6-pt. type is charged as 1 line; 12 pt. as 2 lines; 12 pt. bold as 2 lines; 18 pt. as 3 lines; 24 pt. as 4 lines; 30 pt. as 5 lines; 30 pt. bold as 5 lines; 36 pt. as 6 lines; 48 pt. as 8 lines;

and 60 pt. as 10 lines. White space is charged on a line count basis when ordered. There is a 4 line minimum for single column classified, guide and directory advertising unless otherwise indicated.

To calculate the cost of a classified advertisement, multiply the number of lines by the applicable rate for the category of advertising. Please make sure to select the rate that corresponds to your contract level and choice of day.

Logos, shading and borders surrounding classified ads are subject to a separate charge. Please contact The New York Times Classified Advertising Department at (212) 556-3900; TriState outside New York City, 1-800-ADTIMES; all others 1-800-458-5522.

In addition, there might be other special premiums, such as color premiums, which must be added to your advertisement cost.

---

## Display on Classified Advertising

Classified advertisements more than 260 lines deep will occupy the full column depth and be charged accordingly.

**Display on Classified advertising** represents display advertising published on classified pages. Such advertising will be billed based upon the larger of the space reserved or supplied copy dimensions, including white space.

To calculate the cost of a display on classified advertisement, multiply the number of lines (the larger of reserved or supplied) by the applicable rate for the category of advertising. Please make

sure to select the rate that corresponds to your contract level and choice of day.

In addition, there might be other special premiums, such as color premiums, which must be added to your advertisement cost.

For display on classified minimum space requirements, please refer to the category rate cards.

If you have any questions regarding your ad, please call your account manager or COF at (212) 556-7777.

---

## 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 (212-556-8777), fax (212-556-1833), e-mail (creditdepartment@nytimes.com) or online at [nytmediakit.com](http://nytmediakit.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 advertising 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 (212-556-7020), fax (212-556-1833), e-mail (creditdepartment@nytimes.com) or online at [nytmediakit.com](http://nytmediakit.com).

---

## General Policies and Rate Information

Advertising accepted by The New York Times is subject to all terms and conditions contained herein. 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 to revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or of written notice of rate changes to the address of the advertisers or agency stated in a contract.

When The Times is requested to insert a box number in a full-run advertisement and forward the box number replies, the service charge is \$275 for full-run and \$100 for suburban zoned advertisements. Replies will be forwarded to the advertiser for a period of one month following the publication date of the ad. Charges for box numbers are not commissionable.

---

## Contracts 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 COF Department will provide the advertiser or 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. Additionally, a contract is applicable to ads placed within a single advertising category.

If the advertiser exceeds the initial estimated contract level and achieves the next level of the rate card, the advertiser will be entitled to a rebate based upon the retroactive application of the lower rate earned. The Times will credit the advertiser or agency account for the amount of the rebate earned.

If the contract level is not achieved, the advertiser will be assessed a shortage based upon the retroactive application of the higher rate earned. The Times will invoice the advertiser or agency for the shortage, and payment will be due to The Times in accordance with the previously established credit terms for the advertiser.

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 from the effective date.

The volume discount levels for display advertising are based on 126 column inches per broadsheet page or 65 column inches per Book Review page. Volume discount levels for classified and display on classified advertising are based on number of lines or frequency of insertion, as noted in the rate card for the applicable category.

For frequency contracts, multiple insertions of the same ad on a single day count as one insertion for contract fulfillment, unless otherwise specified.

Magazine column inches will be credited toward fulfillment of contracts. See The New York Times Magazine rate card for details or contact your account manager.

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.

---

## Copy Regulations

The advertiser and the advertising agency jointly grant to The Times the non-exclusive worldwide perpetual right and license to publish the advertisement in The Times, including in print and in any other format or media now known or later devised, whether or not such advertisement may be individually accessed, perceived or retrieved from such form or media. In addition, the advertiser and the 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 The New York Times's copyrights. 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 advertisement caused by it, except for the cost of the space actually occupied by the error. In order to qualify for an allowance, claims for errors must be made to COF within thirty (30) days from the date of invoice. Credit for errors is allowed only for the 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.

For split run advertising information, please contact your account manager.

Book Review copy should be prepared according to the schedule shown for Books under Category Rates.

Cancellation of orders over the telephone will be accepted subject to written confirmation by the advertiser the same day. Advertising orders with or without reproduction material must be accompanied by identifying copy. Drawing, 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.

---

## Mechanical Requirements

Please see page 3, How to Order a Display Ad, for information on submitting advertising material to The New York Times. For additional information on electronic ad submission, including transmission options and file settings, visit our website at [nytmediakit.com](http://nytmediakit.com).

- 1) Color newspaper ads must be submitted in digital format and sent via electronic transmission or on disk. Please visit our website at [nytmediakit.com](http://nytmediakit.com) for specifications on creating color ads for The New York Times.
- 2) Electronic submission of industry standard PDF files is preferred for black and white newspaper advertising material. Files can be transmitted at no charge through our web site, [nytmediakit.com](http://nytmediakit.com).
- 3) Camera reflective material is acceptable for black and white advertising when electronic submission is not possible. Camera ready material should be created with an 85-line screen at a 45-degree angle using either a round or elliptical dot. Mezzo Tint, Etch Tone and Straight or Random Line can at times reproduce less than acceptable results and should be avoided, especially for fine details.

The following standards are for black and white newspaper ads and should serve as a guide only. Every continuous tone or half tone image, supplied digitally or otherwise, should be evaluated on an individual basis with an expected dot grain of approximately

30% in the 50% dot area using an 85% screen ruling. Dot gain curves are non-linear; ads will gain more in their mid-tone values than the highlight or shadow.

All ads supplied to The New York Times should have a minimum of 5% dot in the highlight and a maximum of 80% dot in the shadow area. Any part of the ad not intended to print solid black should be created with a maximum 85% screen.

A minimum of 20% contrast between foreground and background is recommended.

Type should be kept at a minimum of 6 pt. for standard or 10 pt. for reverse. All type intended to print solid black should be set at a 100% black. Surprinted type should be solid black and contrasted against 30% black screen or less. Reverse or knockout type should be 0% (white) type on a 70% screen or higher. Fine serif typefaces should be avoided; use 7 pt. minimum for standard type or 11 pt. minimum for reverse.

Ads submitted digitally can expect up to 2% shrinkage when printed. Ads supplied as camera ready can expect between 2% and 4% shrinkage.

For additional assistance with material specifications, please call COF at (212) 556-7777; press 3, then 2, to reach a NYT Advertising Production Representative.

---

## 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 fails 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 to privacy, the sale of securities, the sale of real estate and political advertising.

The New York Times maintains 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.

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

---

## General Information

For questions or additional information regarding advertising in The New York Times, please visit our website at [nytmediakit.com](http://nytmediakit.com), or call The New York Times Advertising Department or contact

COF at (212) 556-7777 or (800) NYT-5515 outside the New York Metropolitan area.

# Closing Times

## For Weekday Black & White Display Advertising

Date of Publication	Reservations* — Due by 5:00 PM	Closings — Materials Due by 2:00 PM
Monday and Sports Monday	Preceding Friday	Preceding Saturday
Tuesday and Science Times	Preceding Friday	Preceding Monday
Wednesday and Dining In/Dining Out	Preceding Monday	Preceding Tuesday
Thursday, House & Home and Styles	Preceding Tuesday	Preceding Wednesday
Friday and Escapes	Preceding Wednesday	Preceding Thursday
Saturday	Preceding Thursday	Preceding Friday

## For Weekday Color Display Advertising\*\*

Date of Publication	Reservations* — Due by 5:00 PM	Closings — Materials Due by 10:00 AM
		<b>Shipped Within Manhattan</b>
Monday through Saturday	5 business days prior to issue date	3 business days prior to issue date
		<b>Shipped from Outside Manhattan</b>
Monday through Saturday	5 business days prior to issue date	4 business days prior to issue date

## For Sunday Black & White Display Advertising

Publication	Reservations*	Closings — Materials Due By:
Main, The City	Preceding Thursday 5:00 PM	Friday 12:00 noon
Styles	Preceding Thursday 3:00 PM	Thursday midnight
Long Island	Preceding Tuesday 5:00 PM	Wednesday 3:00 PM
New Jersey, Westchester, Connecticut	Preceding Wednesday 10:00 AM	Wednesday 10:00 PM
Travel	Friday — 9 days prior	Friday 5:00 p.m. — 9 days prior
Arts & Leisure	Preceding Monday 5:00 PM	Tuesday 12:00 noon
Real Estate	Preceding Wednesday 5:00 PM	Wednesday 8:00 PM
Help Wanted Display	Preceding Thursday 10:00 PM	Thursday midnight
Week in Review	Preceding Thursday 10:00 PM	Thursday midnight
Business	Preceding Wednesday 10:00 PM	Thursday midnight
Sports	Preceding Thursday 10:00 PM	Friday 2:00 PM
Book Review	Tuesday — 19 days prior	Thursday 5:00 PM — 17 days prior
Auto	Preceding Wednesday 10:00 PM	Thursday 11:00 AM

\* For advertising space reservations, please call (212) 556-7777. Out of town, call toll free 1-800-NYT-5515.

\*\* International advertisers (including Canada): materials are due 14 days prior to issue date.

## For Sunday Color Display Advertising

<b>Publication</b>	<b>Reservations* — Due by 5:00 PM</b>	<b>Closings — Materials Due by 10:00 AM</b>
Main, Styles, The City**	Preceding Monday	Preceding Tuesday
Business, Week in Review**	Preceding Monday	Preceding Tuesday
Sports, Auto**	Preceding Monday	Preceding Tuesday
Arts & Leisure	Tuesday — 12 days prior	Wednesday — 11 days prior
Book Review	Tuesday — 19 days prior	Wednesday — 18 days prior
Real Estate	Thursday — 10 days prior	Friday — 9 days prior
Travel	Monday — 13 days prior	Tuesday — 12 days prior
Long Island, New Jersey, Westchester, Connecticut	Wednesday — 11 days prior	Thursday — 10 days prior

## Magazine

	<b>Reservations* and Insertion Orders</b>	<b>Closings</b>
4 color and black & white — Saddle Stitch	Friday — 30 days prior	Friday — 23 days prior
4 color and black & white — Perfect Bound	Friday — 44 days prior	Wednesday — 39 days prior
Part 2 — 4 Color and Black & White — Saddle Stitch	Friday — 44 days prior	Tuesday — 33 days prior
Part 2 — 4 Color and Black & White — Perfect Bound	Thursday — 52 days prior	Tuesday — 40 days prior

\* For advertising space reservations, please call (212) 556-7777. Out of town, call toll free 1-800-NYT-5515.

\*\* International advertisers (including Canada): materials are due 14 days prior to issue date.

---

## Insertion Order

Advertiser Name \_\_\_\_\_ Acct # \_\_\_\_\_

Agency Name \_\_\_\_\_ Acct # \_\_\_\_\_

---

Reservation # \_\_\_\_\_

Date / Day of Insertion(s) \_\_\_\_\_

Section / Position \_\_\_\_\_

Ad Size \_\_\_\_\_

BW / Color \_\_\_\_\_

Ad Description \_\_\_\_\_

---

Material \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone # \_\_\_\_\_

Insertion Order \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone # \_\_\_\_\_

---

Rate \_\_\_\_\_ Cost \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

---

### **The New York Times**

Customer Order Fulfillment Department

620 Eighth Avenue

New York, NY 10018

Tel: (212) 556-7777 Fax: (212) 556-5845

Visit our website at <http://www.nytmediakit.com>

**The New York Times**  
NYTIMES.COM

---

## Advertising Management

### Alexis Buryk

Senior Vice President, Advertising  
(212) 556-4104  
alexnb@nytimes.com

### Virginia French

Group Vice President, Advertising  
(310) 914-2064  
frenvcv@nytimes.com

### Lou Fabrizio

Vice President, Advertising  
(212) 556-7528  
fabrizl@nytimes.com

### Brian Garnock

Vice President, Advertising  
(212) 556-7821  
garnob@nytimes.com

### Mark Herlyn

Vice President, Advertising  
(212) 556-5258  
herlymw@nytimes.com

### Seth Rogin

Vice President, Advertising  
(212) 556-1437  
roginsa@nytimes.com

### Andrew Wright

Vice President, Advertising  
(212) 556-1050  
wrighah@nytimes.com

---

## National Advertising Offices

### Atlanta

8302 Dunwoody Place  
Suite 300  
GA 30350  
Tel: (770) 643-0053  
Fax: (770) 643-9345  
steinsg@nytimes.com

### Boston

2 Faneuil Hall Marketplace  
MA 02109  
Tel: (617) 227-7820  
Fax: (617) 742-0379  
roberjm@nytimes.com

### Chicago

111 East Wacker Dr.  
Suite 2910  
IL 60601  
Tel: (312) 565-3300  
Fax: (312) 565-0362  
garricb@nytimes.com

### Dallas

3500 Maple Ave.  
Suite 1020  
TX 75219  
Tel: (214) 526-1983  
Fax: (214) 526-1984

### Detroit (Troy)

3155 W. Big Beaver Road  
Suite 117  
MI 48084  
Tel: (248) 822-2200  
Fax: (248) 822-2201  
ramself@nytimes.com

### Los Angeles

11835 W. Olympic Blvd.  
Suite 480 East  
CA 90064  
Tel: (310) 914-2060  
Fax: (310) 479-7414  
szigman@nytimes.com

### Miami

100 N. Biscayne Blvd.  
Suite 3020  
FL 33132  
Tel: (305) 379-1601  
Fax: (305) 379-4425  
ecke@nytimes.com

### San Francisco

555 Montgomery Street  
Suite 1150  
CA 94111  
Tel: (415) 438-6540  
Fax: (415) 438-6541  
steven.shek@nytimes.com

### Washington, D.C.

1627 I Street, N.W.  
DC 20006  
Tel: (202) 862-0447  
Fax: (202) 776-0881  
polija@nytimes.com

---

## Regional Advertising Offices

### Long Island

3000 Hempstead Turnpike  
Suite 200  
Levittown, NY 11756  
Tel: 516-520-3675  
Fax: 516-520-3693  
occhija@nytimes.com

### New Jersey

3003 Woodbridge Avenue  
Edison, NJ 08837  
Tel: (732) 603-2900  
Fax: (732) 603-2909  
parham@nytimes.com

### Westchester/Connecticut

701 Westchester Avenue  
Suite 206W  
White Plains, NY 10604  
Westchester tel: (914) 428-2699  
Connecticut tel: (203) 357-8080  
Fax: (914) 428-2428  
fogard@nytimes.com

---

## International Advertising Sales

### Claire LaRosa

Director, International Advertising  
The New York Times  
620 Eighth Avenue  
New York, NY 10018  
Phone: (212) 556-1625  
Fax: (212) 556-5813  
clarosa@nytimes.com

### Warren Ho

International Advertising  
The New York Times  
620 Eighth Avenue  
New York, NY 10018  
Phone: (212) 556-4320  
Fax: (212) 556-5813  
how@nytimes.com