

2008

Advertising Rates
Effective January 1, 2008

Automotive



The New York Times
NYTIMES.COM

Automotive Advertising Rates & Units

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
6 X 21 (full page)	8%	6	11.55"	21"	126.0	100.0%
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
6 X 10.5 (half-page horizontal)		6	11.55"	10.5"	63.0	50.0
6 X 7		6	11.55"	7"	42.0	33.3
6 X 5.25		6	11.55"	5.25"	31.5	25.0
5 X 21		5	9.6"	21"	105.0	83.3
5 X 15.75		5	9.6"	15.75"	78.75	62.5
5 X 14		5	9.6"	14"	70.0	55.6
5 X 10.5		5	9.6"	10.5"	52.5	41.7
5 X 7		5	9.6"	7"	35.0	27.8
4 X 21		4	7.65"	21"	84.0	66.7
4 X 18		4	7.65"	18"	72.0	57.1
4 X 15.75		4	7.65"	15.75"	63.0	50.0
4 X 14		4	7.65"	14"	56.0	44.4
4 X 10.5		4	7.65"	10.5"	42.0	33.3
4 X 7		4	7.65"	7"	28.0	22.2
4 X 5.25		4	7.65"	5.25"	21.0	16.7
3 X 21 (half-page vertical)		3	5.7"	21"	63.0	50.0
3 X 18		3	5.7"	18"	54.0	42.9
3 X 15.75		3	5.7"	15.75"	47.25	37.5
3 X 14		3	5.7"	14"	42.0	33.3
3 X 10.5 (quarter page)		3	5.7"	10.5"	31.5	25.0
3 X 7		3	5.7"	7"	21.0	16.7
3 X 5.25		3	5.7"	5.25"	15.75	12.5
2 X 21		2	3.75"	21"	42.0	33.3
2 X 18		2	3.75"	18"	36.0	28.6
2 X 15.75		2	3.75"	15.75"	31.5	25.0
2 X 14		2	3.75"	14"	28.0	22.2
2 X 10.5		2	3.75"	10.5"	21.0	16.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 5.25		2	3.75"	5.25"	10.5	8.3
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8

New York Times Advertising Units | CONTINUED

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
2 X 2		2	3.75"	2"	4.0	3.2
1 X 21		1	1.8"	21"	21.0	16.7
1 X 18		1	1.8"	18"	18.0	14.3
1 X 15.75		1	1.8"	15.75"	15.75	12.5
1 X 14		1	1.8"	14"	14.0	11.1
1 X 10.5		1	1.8"	10.5"	10.5	8.3
1 X 7		1	1.8"	7"	7.0	5.6
1 X 5.25		1	1.8"	5.25"	5.25	4.2
1 X 3.5		1	1.8"	3.5"	3.5	2.8
1 X 3		1	1.8"	3"	3.0	2.4
1 X 2		1	1.8"	2"	2.0	2.0
1 X 1.5		1	1.8"	1.5"	1.5	1.5
1 X 1		1	1.8"	1"	1.0	1.0
13 X 21		13	23.75"	21"	273.0	—
13 X 18		13	23.75"	18"	234.0	—
13 X 14		13	23.75"	14"	182.0	—
13 X 10.5		13	23.75"	10.5"	136.5	—
11 X 21		11	19.85"	21"	231.0	—

Column inch rates apply to New York Times advertising units contained on this page. All other size units will be charged 10% above the column inch rate.

Minimum ROP Depth Requirement

Columns	Depth	NYT Unit Number
6	7"	6 x 7
5	7"	5 x 7
4	5.25"	4 x 5.25
3	5.25"	3 x 5.25
2	2"	2 x 2
1	1"	1 x 1

Automotive General — ROP

	Column Inch Rate			
	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$859.00	\$1,031.00	\$1,157.00	\$1,321.00
5 pages / 630 column in.	746.00	906.00	998.00	1,150.00
10 pages / 1,260 column in.	660.00	814.00	904.00	1,051.00
25 pages / 3,150 column in.	612.00	784.00	848.00	1,012.00
40 pages / 5,040 column in.	579.00	759.00	807.00	978.00

* 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

	Column Inch Rate		
	Weekday Sports/Metro Friday Escapes*	Sunday Automobiles*	Sunday Sports/Metro
Open	\$715.00	\$ 851.00	\$ 936.00
5 pages / 630 column in.	619.00	749.00	827.00
10 pages / 1,260 column in	547.00	677.00	745.00
25 pages / 3,150 column in.	519.00	660.00	726.00
40 pages / 5,040 column in.	499.00	639.00	702.00

* New York DMA distribution.

Automotive — Premium Charges

Front and back pages Add 15%

Color Premiums — General	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday	Global Weekday**	Global Sunday***
1/2 page to full page*	\$31,500	\$36,100	\$36,100	\$41,200	\$54,100	\$59,200
Less than 1/2 page	21,900	25,300	25,300	28,900	36,300	39,900

Color Premiums — Retail	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday	Global Weekday**	Global Sunday***
1/2 page to full page*	\$26,600	\$30,800	\$30,800	\$34,500	\$46,100	\$49,800
Less than 1/2 page	19,100	21,700	21,700	24,700	31,050	34,050

* Full page only in some 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).

Color premiums are set to reflect a 3% missed color variance. Missed color in excess of 3% of the press run will be credited accordingly.

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

First National News Page

	Unit 3 x 10.5 (Quarter Page)			
	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$53,455	\$59,875	\$69,545	\$75,644
6 times in one year	45,040	50,440	58,708	63,838
13 times in one year	43,340	48,540	56,435	61,375
26 times in one year	41,710	46,710	54,318	59,068
52 times in one year	40,075	44,885	51,029	55,598

Available in 3 x 10.5 units only.

* 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.

First National News page — Facing page (full page only) available Monday to Saturday, add 15% premium charge to applicable contract level.

Note: Rates apply to Corporate, Financial, Insurance, Advocacy and Banking categories.

Op-Ed Page

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$ 53,455	—
6 times in one year	45,040	—
13 times in one year	43,340	—
26 times in one year	41,710	—
52 times in one year	40,075	—

Ad size is modular — 6.85" wide by 9.3" in depth, and may only be submitted in B&W format.

Op-Ed reservations and cancellations must be done 5 business days prior to publication.

To obtain a copy of the Op-Ed guidelines, please call your account manager or COF at (212) 556-4995.

Sunday editorial position is full page only. Please contact your account manager for details.

Automotive — Single Dealer (Zoned Display)

Friday & Sunday availability. Separate rates available for six different geographic zones.

For more information, please call the following numbers:

Central & Northern New Jersey	(732) 603-2967
Westchester/Connecticut	(914) 428-2699 x 25
4 Boros	(732) 603-4429
Long Island	(914) 428-2699 xt. 12

* Note: For City and Suburban distribution, multiply your applicable contract rate x 3.

Automotive — Dealer Associations (Zoned Display)

	Column Inch Rate	
	Friday	Sunday
Westchester/Connecticut	\$229.00	\$272.00
New Jersey	229.00	272.00
4 Boros/Long Island	383.00	457.00

Auto Dealer Directory

Directory appears in Sunday Automobiles Section

Per week rate based on four lines.

	Sunday Line Rate		
	1 Listing	2 Listings	3 Listings
Open	\$ 67.00	\$ 67.00	\$ 67.00
26x	59.50	54.50	53.25
52x	54.50	51.00	49.25

Combination Rates

Directory appears in Sunday Automobiles, Sports Monday & Friday Escapes

Per week rate based on four lines.

	Combo Line Rate		
	1 Listing	2 Listings	3 Listings
Open	\$101.00	\$101.00	\$101.00
26x	90.25	81.75	79.75
52x	81.75	76.50	74.00

Copy restricted to dealer name, address, phone number and business hours under each make of car.
Caption must contain 13 point bold type.

Note: This category requires credit card payment or check for non-contract advertisers.

Automotive Exchange — Classified

	Weekday Line Rate	
	Weekday N.Y. Region	Weekday Nationwide
Open	\$ 25.50	\$ 29.50
1,350–2,699 lines in 1 year	16.50	20.50
2,700–5,399 lines in 1 year	15.25	19.25
5,400 lines in 1 year	14.50	18.50

	Sunday Line Rate			
	Sunday N.Y. Region	Sunday with 52x in Dealer Directory N.Y. Region	Sunday Nationwide	Sunday with 52x in Dealer Directory Nationwide
Open	\$ 39.25	—	\$ 49.00	—
1,350–2,699 lines in 1 year	32.75	\$ 29.50	42.50	\$39.25
2,700–5,399 lines in 1 year	29.00	28.25	38.75	38.00
5,400 lines in 1 year	26.75	26.00	36.50	35.75

Combination Rates

(Preceding or following within 7 days
from either C&S or zoned Sunday ad)

City & Suburban Distribution	Weekday Line Rate			
	Weekday N.Y. Region	Weekday Nationwide	Sunday N.Y. Region*	Sunday Nationwide*
Sunday ad repeated on Friday	\$14.50	\$18.50	\$39.25	\$49.00
Friday, Saturday and Sunday within 7 days	8.75 each day	12.75	32.75	42.50
Sunday and Friday ad repeated on 2+ weekdays	8.25 each day	12.25	32.75	42.50
7 or more consecutive days	7.75 each day	11.75	32.75	42.50

* The lower of the Sunday combination rate above or contract rate will apply.
Web upload is available for \$29 per ad.

Note: This category requires credit card payment or check for non-contract advertisers.

Zoned Distribution

	Sunday Line Rate			
	4 Boros and Long Island Zone	Long Island Only	West./Conn. Zone	New Jersey Zone
Open	\$28.75	\$14.25	\$15.75	\$15.75
1,350–2,699 lines in 1 year	17.75	8.75	9.50	9.50

Classification Chart

Automotive Exchange — 3700

3712 Antique & Classic Cars

3713 Antique & Classic Cars Wanted

3714 Limousines/Commercial Vehicles

3716 Recreational Vehicles

3718 Motorcycles, Off-Road Vehicles

3720 Autos/Vans/Sport Utility Vehicles

3740 Autos/Vans/Sport Utility Vehicles Wanted

3744 Other Vehicles — Wanted

3750 Vehicles for Rent

3780 Miscellaneous

3790 Automotive Web Sites
