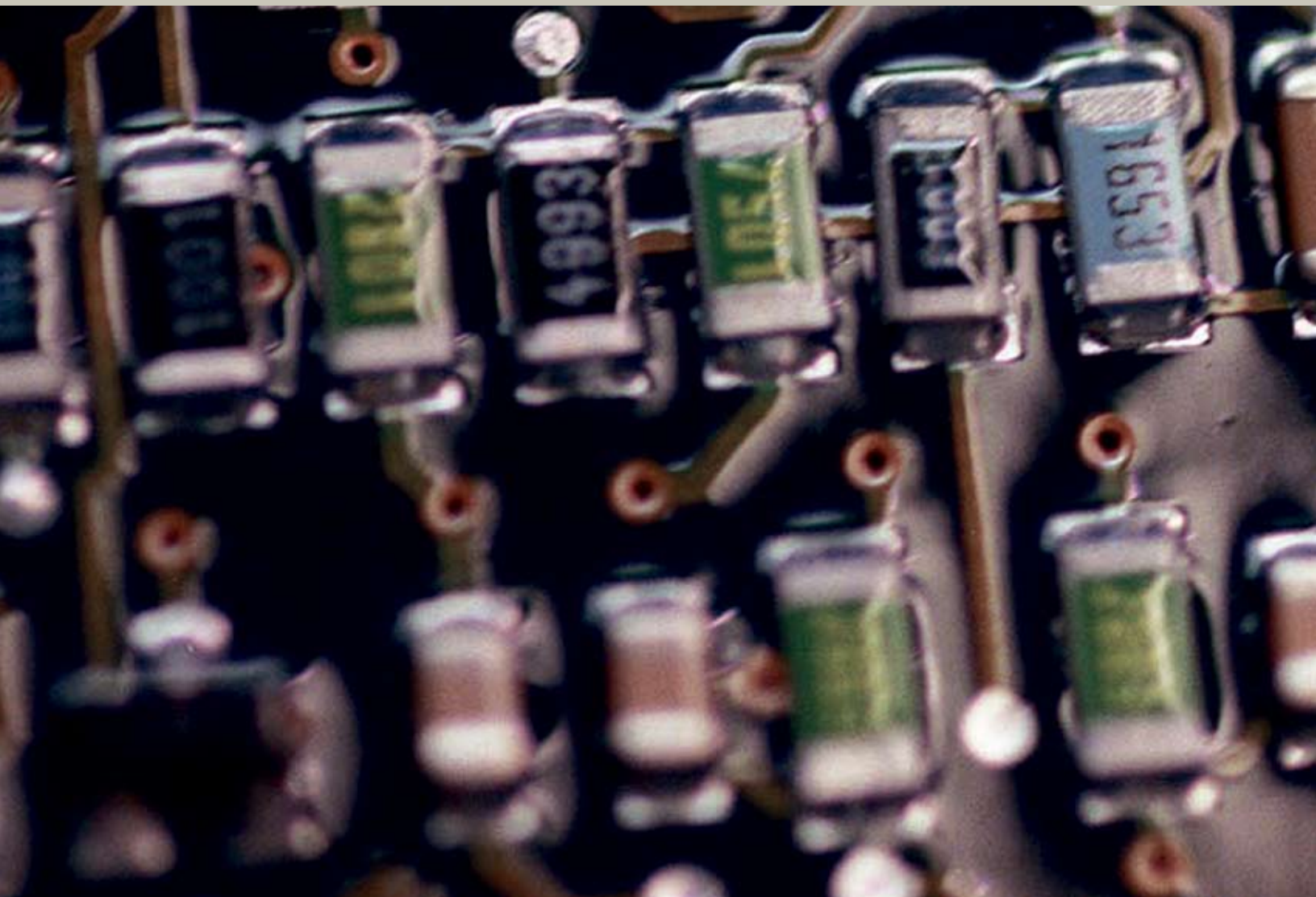


2008

Advertising Rates
Effective January 1, 2008

Technology



The New York Times
NYTIMES.COM

Technology & Telecommunications 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

Technology & Telecommunications ROP Rates

	Column Inch Rate			
	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$1,331.00	\$1,495.00	\$1,927.00	\$2,091.00
1 page / 126 column in.	1,233.00	1,336.00	1,738.00	1,841.00
2 pages / 252 column in.	1,195.00	1,294.00	1,680.00	1,779.00
5 pages / 630 column in.	1,148.00	1,250.00	1,614.00	1,716.00
10 pages / 1,260 column in.	1,123.00	1,235.00	1,571.00	1,683.00
20 pages / 2,520 column in.	1,080.00	1,224.00	1,491.00	1,635.00
40 pages / 5,040 column in.	1,059.00	1,212.00	1,465.00	1,618.00
60 pages / 7,560 column in.	1,023.00	1,188.00	1,421.00	1,586.00
75 pages / 9,450 column in.	1,001.00	1,171.00	1,392.00	1,562.00
100 pages / 12,600 column in.	961.00	1,131.00	1,347.00	1,517.00
150 pages / 18,900 column in.	904.00	1,028.00	1,290.00	1,414.00
200 pages / 25,200 column in.	875.00	981.00	1,261.00	1,367.00
250 pages / 31,500 column in.	843.00	932.00	1,229.00	1,318.00

Combination Rates

For Daily/Sunday and ROP/Magazine combination information, please call your account manager.

* 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.

For Sports and Metro Sections take 10% off Nationwide rates.

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

Cooperative

	Column Inch Rate			
	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$910.00	\$1,388.00	\$1,506.00	\$1,984.00
1 page / 126 column in.	805.00	1,204.00	1,310.00	1,709.00
2 pages / 252 column in.	780.00	1,164.00	1,265.00	1,649.00
5 pages / 630 column in.	744.00	1,114.00	1,210.00	1,580.00
10 pages / 1,260 column in.	723.00	1,083.00	1,171.00	1,531.00
20 pages / 2,520 column in.	702.00	1,047.00	1,113.00	1,458.00
40 pages / 5,040 column in.	665.00	952.00	1,071.00	1,358.00
75 pages / 9,450 column in.	608.00	885.00	1,006.00	1,283.00

* 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

	Column Inch Rate	
	Weekday	Sunday
Open	\$830.00	\$1,263.00
1 page / 126 column in.	732.00	1,096.00
2 pages / 252 column in.	708.00	1,058.00
5 pages / 630 column in.	675.00	1,009.00
10 pages / 1,260 column in.	660.00	984.00
20 pages / 2,520 column in.	637.00	952.00
40 pages / 5,040 column in.	604.00	867.00
75 pages / 9,450 column in.	553.00	801.00

Combination Rates

For Daily/Sunday and ROP/Magazine combination information, please call your account manager.

To qualify for cooperative rates, advertising must contain dealer listings.

Franchise Position Charges

Section back page (reserved).

Add \$8,900 to unit price.

Color Premiums

Four Color	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

*Full pages 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 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.

The New York Times Magazine 2008 Advertising Rates — General

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

- 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.