

2012

Advertising Rates
Effective January 1, 2012

Books



The New York Times
NYTIMES.COM

Books 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

Sunday Book Review Advertising Rates

	Open	1 Page/ 126 Column Inches	5 Pages/ 630 Column Inches	10 Pages/ 1,260 Column Inches	20 Pages/ 2,520 Column Inches	40 Pages/ 5,040 Column Inches
Full centerspread*	\$88,270	\$81,100	\$79,475	\$78,225	\$76,575	\$74,120
Mini centerspread*	63,175	58,060	56,895	56,005	54,825	53,065
Book Review strip (two sides)	25,415	23,315	22,860	22,515	21,325	19,710
Full page	41,955	38,520	37,740	37,145	36,360	35,180
4/5 page	36,910	33,900	33,215	32,685	31,990	30,955
3/5 page	28,445	26,115	25,590	25,180	24,650	23,845
1/2 page	24,200	22,220	21,765	21,435	20,970	20,295
9/20 page	22,025	20,225	19,815	19,500	19,085	18,465
2/5 page	19,605	18,005	17,635	17,345	16,980	16,435
3/10 page	15,015	13,795	13,520	13,295	13,020	12,595
1/5 page	10,360	9,515	9,335	9,175	8,980	8,695
3/20 page	7,755	7,125	6,975	6,875	6,725	6,505
1/10 page	5,285	4,860	4,760	4,670	4,580	4,435
1/20 page	2,800	2,575	2,535	2,490	2,435	2,355

*Full and mini centerspread costs include applicable volume discounts and bleed charges.

Combination rate for Book Review and ROP*

Combination ads must be submitted on one insertion order.

\$650 (nationwide distribution)

*Applies to a Sunday Book Review ad which is also repeated in the weekday section. Contact your account manager for further details.

Discount for multiple pages in one issue of Book Review: 5% off earned rates for 2-5 pages in the same issue. Discount is on space only.

Book Review Standard Advertising Units | PREPARE REPRODUCTION MATERIAL TO THESE SIZES

Size	No. of Cols.		Depth	Width		Depth
Full centerspread*	11	x	10.875"	20.6"	x	10.875"
Mini centerspread*	7	x	10.875"	12.8"	x	10.875"
Book Review strip** (per side)	5	x	2.625"	9.6"	x	2.625"
Full page	5	x	10.875"	9.6"	x	10.875"
4/5 page	4	x	10.875"	7.875"	x	10.875"
3/5 page (vert.)	3	x	10.875"	5.7"	x	10.875"
3/5 page (horiz.)	4	x	9.312"	7.875"	x	9.312"
1/2 page	5	x	5.375"	9.6"	x	5.375"
9/20 page	3	x	8.125"	5.7"	x	8.125"
2/5 page (vert.)	2	x	10.875"	3.75"	x	10.875"
2/5 page (horiz.)	4	x	5.375"	7.65"	x	5.375"
3/10 page (vert.)	2	x	8.125"	3.75"	x	8.125"
3/10 page (horiz.)	3	x	5.375"	5.7"	x	5.375"
1/5 page (vert.)	1	x	10.875"	1.8"	x	10.875"

Book Review Standard Advertising Units | CONTINUED

Size	No. of Cols.		Depth	Width		Depth
1/5 page (horiz.)	2	x	5.375"	3.75"	x	5.375"
3/20 page	1	x	8.125"	1.8"	x	8.125"
1/10 page (vert.)	1	x	5.375"	1.8"	x	5.375"
1/10 page (horiz.)	2	x	2.625"	3.75"	x	2.625"
1/20 page	1	x	2.625"	1.8"	x	2.625"
1/40 page	1	x	1.5"	1.8"	x	1.5"
2 Small Press	1	x	2.0"	1.8"	x	2.0"
1 Small Press	1	x	1.25"	1.8"	x	1.25"

*Submit one velox for full and mini centerspreads.

** Sold as a double unit only. No bleed. Two separate reservations and two sets of materials required.

Book Review Position Charges

Page 2, 5 or 6	\$1,000
Table of Contents, 2/5 vertical	475
Letters page, 2/5 vertical	475
Contributors page, 3/5 vertical	695
Edit Well, 1/5 vertical (2 positions available)	330
Page facing Best Sellers, Paperback Best Sellers or "Bookend":	
1) Full page	1,000
2) 3/5 vertical	700
3) Half page	575
4) 2/5 vertical	480
5) 1/5 vertical or horizontal	330
Back cover	2,215

Black & white A/B split available: \$750 gross. Minimum size 3/5 page.

Book Review Color Charges

Open	\$9,420
1 page	8,760
5 pages	7,885
10 pages	7,235
20 pages	6,580
40 pages	6,135

To calculate cost of space, add color premium to regular contract rate.

Available sizes: 2/5 page or larger.

Four color A/B split available: \$1,500 gross.

Special pre-press and on-press production work will receive an additional charge. Contact your advertising representative for details.

Supplied digital: call (212) 556-7729 for more information.

A color specification kit is available. Please contact the Color Pre-Press Department before submitting materials.

Small Press Rates*

ROP column inch rates:

Weekday	\$ 605
Sunday	705

Book Review rates:

Full page	35,735
4/5 page	31,440
3/5 page	24,230
1/2 page	20,625
9/20 page	18,765
2/5 page	16,690
3/10 page	12,790
1/5 page	8,830
3/20 page	6,615
1/10 page	4,510
1/20 page	2,385
2 Small Presses	1,215
1/40 page	1,065
1 Small Press	605

*Small Presses are defined as those Independent Publishers whose press runs do not exceed 8,000 copies per title. For more information, call Mark Hiler at (212) 556-8452.

Classified Advertising Book Exchange

Book Exchange Subheadings

Art and Applied Art	Bookbinding	Languages	Printing – Related Services
Auctions	Book Offers	Literature of Other Nations	Prints
Autograph Letters	Books Wanted	Miscellaneous	Rare, First, Deluxe Editions
Back Numbers	Education – Scientific	Out of Print	Specialists' Services

	Line Rate Sunday
Open	\$52.00
13 Sundays in one year	45.75
26 Sundays in one year	43.75
39 Sundays in one year	42.75
52 Sundays in one year	41.75

Minimum space 4 lines. Word count: 6 to a line.

Closing: Friday, 16 days before Sunday publication date.

To advertise, call (212) 554-3900. Out of NYC call toll free 1-800-AD-TIMES. For more details, call your sales representative.

Book Page & Run of Paper

Nationwide Distribution

	— Column Inch Rate —	
	Weekday	Sunday
Open	\$1,015.00	\$1,185.00
1 page / 126 column inches	935.00	1,080.00
5 pages / 630 column inches	915.00	1,060.00
10 pages / 1,260 column inches	900.00	1,035.00
20 pages / 2,520 column inches	875.00	1,010.00
40 pages / 5,040 column inches	850.00	985.00

Weekday Book Page Multiple Insertion Discount Program

- Buy 2 ads at regular contract rate, receive 50% off the 3rd ad.
- Buy 3 ads at regular contract rate, receive the 4th ad free.

All ads must feature the same title (copy changes allowed), be of the same size and appear on or facing the weekday book page during a 14-day period. Minimum size ad to qualify for discount program is 7 column inches. Please call your account manager for more details.

ROP Position Charges

Section back pages (reserved)

Add \$8,900 to unit price.

ROP Color Premiums

	Weekday Nationwide	Sunday Nationwide
1/2 page to full page*	\$36,100	\$41,200
Less than 1/2 page	25,300	28,900

*Full page only in some sections. Contact your account manager for further information.

Special Advertising Programs

For details on special rates and programs, contact your account manager.

2012 Book Review Publication & Closing Dates

Publication Date	Reservations Close Tuesday	Color Materials Close Wednesday	B&W Materials Close Thursday
January 1	December 13, 2011	December 14, 2011	December 15, 2011
January 8	December 20, 2011	December 21, 2011	December 22, 2011
January 15	December 27, 2011	December 28, 2011	December 29, 2011
January 22	January 3	January 4	January 5
January 29	January 10	January 11	January 12
February 5	January 17	January 18	January 19
February 12	January 24	January 25	January 26
February 19	January 31	February 1	February 2
February 26	February 7	February 8	February 9
March 4	February 14	February 15	February 16
March 11	February 21	February 22	February 23
March 18	February 28	February 29	March 1
March 25	March 6	March 7	March 8
April 1	March 13	March 14	March 15
April 8	March 20	March 21	March 22
April 15	March 27	March 28	March 29
April 22	April 3	April 4	April 5
April 29	April 10	April 11	April 12
May 6	April 17	April 18	April 19
May 13	April 24	April 25	April 26
May 20	May 1	May 2	May 3
May 27	May 8	May 9	May 10
June 3	May 15	May 16	May 17
June 10	May 22	May 23	May 24
June 17	May 29	May 30	May 31
June 24	June 5	June 6	June 7
July 1	June 12	June 13	June 14
July 8	June 19	June 20	June 21
July 15	June 26	June 27	June 28
July 22	July 3	July 4	July 5
July 29	July 10	July 11	July 12
August 5	July 17	July 18	July 19
August 12	July 24	July 25	July 26
August 19	July 31	August 1	August 2
August 26	August 7	August 8	August 9
September 2	August 14	August 15	August 16

2012 Book Review Publication & Closing Dates | CONTINUED

Publication Date	Reservations Close Tuesday	Color Materials Close Wednesday	B&W Materials Close Thursday
September 9	August 21	August 22	August 23
September 16	August 28	August 29	August 30
September 23	September 4	September 5	September 6
September 30	September 11	September 12	September 13
October 7	September 18	September 19	September 20
October 14	September 25	September 26	September 27
October 21	October 2	October 3	October 4
October 28	October 9	October 10	October 11
November 4	October 16	October 17	October 18
November 11	October 23	October 24	October 25
November 18	October 30	October 31	November 1
November 25	November 6	November 7	November 8
December 2	November 13	November 14	November 15
December 9	November 19*	November 20*	November 21*
December 16	November 27	November 28	November 29
December 23	December 4	December 5	December 6

*Please note earlier close dates due to holidays.