

2012

Advertising Rates
Effective January 1, 2012

Healthcare



The New York Times
NYTIMES.COM

Healthcare 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

Healthcare

	Column Inch Rate	
	Nationwide Weekday	Nationwide Sunday
Open	\$1,254.00	\$1,406.00
3 pages / 378 column inches	1,192.00	1,335.00
5 pages / 630 column inches	1,129.00	1,232.00
10 pages / 1,260 column inches	1,106.00	1,216.00
15 pages / 1,890 column inches	1,083.00	1,211.00
20 pages / 2,520 column inches	1,061.00	1,206.00

New York Regional Distribution

	Column Inch Rate	
	Weekday	Sunday
Open	\$1,145.00	\$1,269.00
3 pages / 378 column inches	1,089.00	1,207.00
5 pages / 630 column inches	1,029.00	1,109.00
10 pages / 1,260 column inches	1,007.00	1,095.00
15 pages / 1,890 column inches	988.00	1,091.00
20 pages / 2,520 column inches	969.00	1,087.00

Healthcare/“Science Times” Special Programs

	Column Inch Rate Nationwide Weekday*
1 page in one year	\$1,166.00
3 pages / 378 column inches	1,120.00
5 pages in one year	891.00
10 pages in one year	713.00
15 pages / 1,890 column inches	656.00
20 pages in one year	595.00

* Rates relate to ROP ads run in the Science Times section only.

Healthcare ROP/Magazine Combination Rates

Nationwide Distribution	Open	5 ROP Ads	10 ROP Ads	20 ROP Ads
3–11 Magazine pages	\$1,146.00	\$847.00	\$809.00	\$758.00
12–17 Magazine pages	1,146.00	834.00	797.00	744.00
18+ Magazine pages	1,146.00	819.00	781.00	732.00
Special rate for ROP ads run in “Science Times” within three weeks of running a full page Magazine ad (including special advertising sections).	\$713.00			

Combination Rates for Suburban Hospitals & Healthcare Advertisers — Metropolitan Section

	Column Inch Rate Weekday
New York Region weekday ad run in combination with Metropolitan Section ad within 7 days	\$460.00
Nationwide weekday ad run in combination with Metropolitan Section ad within 7 days	\$510.00

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

ROP Position Charges — General

Sections back pages (reserved)	Add \$8,900.00
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Color Premiums — General

	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday
1/2 page to full page*	\$31,500	\$36,100	\$36,100	\$41,200
Less than 1/2 page	21,900	25,300	25,300	28,900

Color Premiums — Retail

	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday
1/2 page to full page*	\$26,600	\$30,800	\$30,800	\$34,500
Less than 1/2 page	19,100	21,700	21,700	24,700

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

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