The New York Times never rests on its reputation as the nation’s premier newspaper and advertising medium. In 2019, we earned two Pulitzer Prizes, bringing our total to 127 Pulitzer Prizes and citations — far more than any other paper. We now offer integrated print and online advertising opportunities so that advertisers can multiply the power of their message across platforms.

The Times continues to be vital reading for influential Americans in every arena and for discerning consumers across the nation. We look forward to being a vital part of your advertising program in the year ahead.
## GENERAL INFORMATION/CIRCULATION

### WEEKDAY ISSUES AND DISTRIBUTION

**NATIONWIDE**

| Main News |
| The Arts |

### WEEKDAY THEME SECTIONS AND DISTRIBUTION

**NATIONWIDE**

| Sports Monday |
| Science Times (Tues.) |
| Food (Wed.) |
| Styles (Thurs.) |
| Weekend Arts (Fri.) |

### SUNDAY SECTIONS AND DISTRIBUTION

<table>
<thead>
<tr>
<th>New York Region</th>
<th>Nationwide</th>
<th>Metropolitan Zoned Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Estate*</td>
<td>Main</td>
<td>The City</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Leisure</td>
<td>Westchester</td>
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<tr>
<td></td>
<td>Book Review</td>
<td>Connecticut</td>
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<tr>
<td></td>
<td>Sports</td>
<td>Long Island</td>
</tr>
<tr>
<td></td>
<td>Sunday Business</td>
<td>New Jersey</td>
</tr>
<tr>
<td></td>
<td>Sunday Styles</td>
<td></td>
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<tr>
<td></td>
<td>The Magazine*</td>
<td></td>
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<tr>
<td></td>
<td>Travel</td>
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<tr>
<td></td>
<td>Sunday Review</td>
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*Zoning available in these sections. Contact your client lead for additional information.*

### CIRCULATION

<table>
<thead>
<tr>
<th>New York Region*</th>
<th>Worldwide**</th>
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<td>Sundays</td>
<td>345,782</td>
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<td>525,546</td>
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<td></td>
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</table>


### 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 email (creditdepartment@nytimes.com) or online at 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, except where net rates are noted.

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) 556-8777, email (creditdepartment@nytimes.com) or online at 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 written notice of rate changes to the address of the advertisers or agency stated in a contract.

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**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 client lead.

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.
FSI REQUIREMENTS

COPY

Copy must meet the guidelines in “Standards of Advertising Acceptability” and must be approved by The New York Times, Advertising Acceptability Dept., (212) 556-7171. A copy of the “Standards” is available from that department. Additional advertising guidelines apply to multi-advertiser and advertorial inserts.

See Advertorial and Multi-Advertiser Insert policy below.

TYPOGRAPHY

Material that resembles news or editorial matter must be reviewed for approval prior to reservation. If accepted, the insert must be labeled “Advertisement” on the front cover. New York Times-style headlines, subheads, bylines, datelines, captions, bios, news layouts or typography may not be used.

The legend on an advertorial cover (e.g., “Advertising supplement to the New York Times”) must be all caps and no smaller than 8 pt. Helvetica or equivalent.

Each advertorial preprint must be preapproved and contain the legend “Advertising Supplement to The New York Times” or “Advertising Supplement.”

Ask your client lead for a complete guide to design, pack and ship preprinted inserts properly.

PAPER

Minimum Size: 5” x 7”. Folded pieces must have spine on 7” side.

Maximum Size: 10.5” x 11.5” Spine or final fold must be no more than 10.5”.

Minimum Thickness: .007

Maximum Thickness: Varies by dimensions

Single sheet inserts must be at least 70 lb. text, maximum 100 lb. text

Page count:

Four-page newsprint sections must be quarter-folded.

Broadsheet pages count double for pricing, i.e., a four-page broadsheet is billed as an eight-page tabloid. Blow-ins, stitched in postcards, order forms and product samples are counted as pages.

SAMPLES OF INSERTS

In order to maintain quality control, samples of inserts and special supplements must be tested by The New York Times prior to acceptance. Samples may be exact blanks or a very fair representation of the insert. Samples must arrive at least 10 days prior to insertion date, preferably prior to printing so adjustments can be made if necessary. We require submission of insert samples for approval prior to production of the insert.

RESERVATIONS

Phone: (212) 556-4299
Email: cofski@nytimes.com

SHORTAGES & OVERAGES

Distribution quantities are forecasted to the best of The Times’s ability. Please indicate on the insertion order which areas advertisers would like any extras to be distributed in, or if extras should be destroyed. Also indicate which areas advertisers would prefer to be shorted if there are not enough inserts to cover the desired area. If newsstand and subscriber copies are ordered, we will short the newsstand copies in favor of home delivery if no preference is indicated, wherever possible.

ACCEPTANCE AND CONFIRMATION OF ORDERS

The Times will not be liable for printing or other preprint costs due to incomplete distribution.

Unless otherwise instructed, if the number of free-standing inserts received exceeds the distribution in the FSI zones selected by the advertiser, the excess FSIs will be distributed in adjacent FSI zones, zip codes or regions as available.

Each preprint or advertorial is subject to review prior to acceptance. Price quotations require written confirmation from The New York Times.

The New York Times reserves the right to reject advertisements in accordance with New York Times standards of acceptability.

New York metropolitan home delivery subscribers receive Sunday FSIs on Saturday, along with the advance sections including The New York Times Magazine, Arts and Leisure, Travel and Special Sections.
Multi-advertiser and advertorial inserts must be approved prior to acceptance. Acceptance should be established before planning or printing an insert. A multi-advertiser insert contains more than one advertiser with or without supporting stories or articles. An advertorial contains one or more advertisers with supporting stories or articles. Prior to planning your insert, contact your client lead for acceptance policy and pricing concerning multi-advertiser and advertorial inserts.

SHIPPING AND RECEIVING

Machine-inserted FSIs must arrive ten days in advance. Request specific packing and shipping directions from your client lead.

If printing, shipping specifications, and deadlines are not met, additional charges may be incurred by the advertiser.

Shipping address varies according to distribution ordered. Shipping address for all machine-inserted FSIs (New York distribution):

The New York Times
One New York Times Plaza
Flushing, NY 11354
Att: FSI Manager
(718) 281-7153
Hours: Tuesday & Wednesday 6 a.m. – 4 p.m.
    Thursday, Friday & Saturday 6 a.m. – 3 p.m.
Nights: Sunday through Saturday 8 p.m. – 3 a.m.

Additional shipping locations are required for distribution outside the New York Region.

Carrier-inserted FSIs must be shipped directly to depots. Depot addresses will be provided at the time of order. Delivery to depots must be made between 4 a.m. and 10:30 a.m.

Delivery appointment is required.
Updated distribution quantities available on request. Reservation required at least 21 days in advance.

**National FSIs are delivered to one or more of The Times’s national print sites.** Call (212) 556-1865 or email coffsi@nytimes.com for reservation information.

We will be happy to assist you in selecting the best distribution options to meet your needs.

Please consult with your advertising agency, your New York Times client lead, or the FSI advertising team.

### NATIONAL FSI MARKETS

#### NORTHEAST
- Baltimore
- Boston
- Buffalo
- New York
- Providence
- Rochester
- Richmond
- Toronto
- Wilmington
- Washington, D.C.

#### MIDWEST
- Akron
- Ann Arbor
- Champaign
- Chicago
- Cincinnati
- Cleveland
- Columbus
- Dayton
- Detroit
- Grand Rapids/Lansing
- Indianapolis
- Kalamazoo
- Kansas City
- Louisville
- Madison
- Milwaukee
- Minneapolis/St. Paul
- Pittsburgh
- St. Louis
- Tulsa/Springfield

#### SOUTH
- Asheville/Henderson
- Atlanta
- Austin
- Charleston/Columbia
- Charlotte
- Dallas/Ft. Worth
- Ft. Myers/Naples
- Greensboro
- Greenville
- Houston
- Memphis
- Miami/Hollywood
- Myrtle Beach
- Nashville
- New Orleans
- Ocala/Gainsville
- Orlando/Daytona/Jacksonville
- Raleigh/Durham
- San Antonio
- Sarasota
- Savannah/Hilton Head
- Stuart/Vero Beach
- Tallahassee
- Tampa/St. Petersburg
- West Palm Beach/Boca Raton

#### WEST
- Albuquerque/Santa Fe
- Denver
- Eugene
- Honolulu
- Las Vegas
- Los Angeles
- Oklahoma City
- Phoenix
- Salt Lake City
- San Diego
- San Francisco
- San Francisco Bay Area Counties
- Santa Barbara
- Seattle/Portland
- Tucson
Distribution estimates and detailed maps for each zone are available from your client lead.
ADVERTISING RATES — 2021

SINGLE ADVERTISER FSI RATES

For multiple advertiser FSI information, see page 7.

Preprinted Tabloid Sections and Free-Standing Inserts
Minimum Order: 25,000 inserts
Distribution by zone
Rates are applicable to the following FSI distribution options:

Thursday & Friday NY Metropolitan area
Distribution available in New York Times zones selected by the advertiser.
Distribution can be home delivery, newsstand, or both.
(Targeted Monday–Friday NY Metropolitan home delivery zip code distribution also available. See page 17.)

Sunday NY Metropolitan area
Distribution available in New York Times zones selected by the advertiser.
Both newsstand and home delivery required in the selected zones.
All Sunday inserts are delivered to weekend home delivery subscribers on Saturday with other advance Sunday sections.

Sunday, Thursday and Friday Nationwide
These rates apply to full nationwide distribution (NY and National).
(Selected Sunday National edition major markets also available; see page 16 for rates.)
(Targeted National Edition Monday–Friday FSIs available for home delivery in major markets; see page 17 for rates.)

FSI RATES

Sunday, Thursday and Friday Distribution Preprinted Tabloid Sections and Free Standing Inserts Minimum Order: 25,000 inserts
The CPMs shown are for tabloid or smaller size pages. Broadsheet size pages will be charged as 2 pages.
$300 set-up charge for each different key number or copy split.
Contract credit is also applicable. Column inch credit is calculated and applied to ROP contracts on the basis of the contract rate.

GENERAL FSI RATES — SINGLE ADVERTISERS ONLY

APPLIES TO SINGLE ADVERTISER FSIS – EITHER FULL FSI ZONES IN THE NY MARKET OR FULL RUN NATIONWIDE. 15% COMMISSION GRANTED TO RECOGNIZED ADVERTISING AGENCIES COST PER THOUSAND (CPM)

<table>
<thead>
<tr>
<th>Annual Volume</th>
<th>2–4 Pages</th>
<th>6–8 Pages</th>
<th>10–12 Pages</th>
<th>14–16 Pages</th>
<th>18–20 Pages</th>
<th>22–24 Pages</th>
<th>26–28 Pages</th>
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## COST PER THOUSAND (CPM)

<table>
<thead>
<tr>
<th>Annual Volume</th>
<th>30–32 Pages</th>
<th>34–36 Pages</th>
<th>38–40 Pages</th>
<th>42–44 Pages</th>
<th>46–48 Pages</th>
<th>50–52 Pages</th>
<th>For every additional 4 Pages add</th>
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<tbody>
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<td>166.00</td>
<td>172.00</td>
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## RETAIL FSI RATES — SINGLE ADVERTISERS ONLY

APPLIES TO SINGLE ADVERTISER FSIS – EITHER FULL FSI ZONES IN THE NY MARKET OR FULL RUN NATIONWIDE.

**NET** — NO ADVERTISING AGENCY COMMISSION COST PER THOUSAND (CPM)

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<td>114.75</td>
<td>119.85</td>
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<td>40 million</td>
<td>124.10</td>
<td>128.35</td>
<td>132.60</td>
<td>136.85</td>
<td>141.10</td>
<td>146.20</td>
<td>5.10</td>
</tr>
</tbody>
</table>
### NATIONAL SELECT MARKETS FSI RATES — SINGLE ADVERTISER

For multiple advertiser FSI information, see page 7.

**Preprinted Tabloid Sections and Free-Standing Inserts**

Minimum order: 10,000 inserts*

**Sunday distribution in selected National Major Markets, excluding Boston, Philadelphia and Washington, D.C.**

Advertiser can select targeted national markets for distribution. See page 8 for available markets.

### NATIONAL SELECT MARKETS GENERAL RATES — SUNDAY

15% COMMISSION GRANTED TO RECOGNIZED ADVERTISING AGENCIES

**COST PER THOUSAND (CPM)**

<table>
<thead>
<tr>
<th>Annual Volume</th>
<th>2–8 Pages</th>
<th>10–16 Pages</th>
<th>18–24 Pages</th>
<th>26–48 Pages</th>
<th>For every additional 4 Pages add</th>
</tr>
</thead>
<tbody>
<tr>
<td>All listed ADIs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10,000–75,999</td>
<td>$121.00</td>
<td>$133.00</td>
<td>$151.00</td>
<td>$165.00</td>
<td>$6.00</td>
</tr>
<tr>
<td>76,000 or more</td>
<td>113.00</td>
<td>121.00</td>
<td>133.00</td>
<td>147.00</td>
<td>6.00</td>
</tr>
</tbody>
</table>

### NATIONAL SELECT MARKETS RETAIL RATES — SUNDAY

**NET — NO ADVERTISING AGENCY COMMISSION**

**COST PER THOUSAND (CPM)**

<table>
<thead>
<tr>
<th>Annual Volume</th>
<th>2–8 Pages</th>
<th>10–16 Pages</th>
<th>18–24 Pages</th>
<th>26–48 Pages</th>
<th>For every additional 4 Pages add</th>
</tr>
</thead>
<tbody>
<tr>
<td>All listed ADIs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10,000–75,999</td>
<td>$102.85</td>
<td>$113.05</td>
<td>$128.35</td>
<td>$140.25</td>
<td>$5.10</td>
</tr>
<tr>
<td>76,000 or more</td>
<td>96.05</td>
<td>102.85</td>
<td>113.05</td>
<td>124.95</td>
<td>5.10</td>
</tr>
</tbody>
</table>
SINGLE ADVERTISER

Preprinted Tabloid Sections and Free-Standing Inserts

Minimum order: 5,000 inserts
Monday–Friday only
NY Metropolitan area home delivery selection available by zip code. National home delivery selection available by major markets (see page 8 for markets). Certain exceptions may apply.

Cost per Thousand (CPM)

<table>
<thead>
<tr>
<th>Annual Volume</th>
<th>General</th>
<th>Retail*</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000–49,000</td>
<td>347.00</td>
<td>294.95</td>
</tr>
<tr>
<td>50,000–99,000</td>
<td>328.00</td>
<td>278.80</td>
</tr>
<tr>
<td>100,000–149,000</td>
<td>300.00</td>
<td>255.00</td>
</tr>
<tr>
<td>150,000 or more</td>
<td>267.00</td>
<td>226.95</td>
</tr>
</tbody>
</table>

FSI must fit inside the delivery bag. Certain size and weight restrictions apply or a premium of 10% or more may be added. Call for preapproval.
In areas where delivery bags are not used (e.g., Manhattan), the advertising material will be inserted in the newspaper (some exceptions apply). Delivery to various distribution centers required.

HOME DELIVERY INSERTS

For increased visibility, this premium service places your insert on top of home delivered newspapers before they are placed into the home delivery bags. This service provides high visibility for participating advertisers. Only one insert will be accepted for each delivery area each day.

- In the New York Metropolitan area, order by zone or by zip code. Not available in Manhattan.
- Outside of New York, order by major market.
- Onsert orders can be combined with standard insert orders to attain complete coverage.

Add $20 CPM to home delivery by zip code rates.

HOME DELIVERY: PRODUCT SAMPLES, DVDS, CDS, AND CATALOGS

Minimum Order: 5,000 inserts.

Available Monday–Friday only.
NY Metropolitan area home delivery selection available by zip code. National home delivery selection available by major markets (see markets listed on page 8). Call for custom quotes and quantities.
Samples must be submitted in advance for approval and pricing. Sample must fit inside delivery bag. Certain size and weight restrictions apply. Items that weigh more than 1/2 pound require special handling charges. Call COFFSI (212) 556-1865 or your client lead for pricing and details.

PREPRINTED HOME DELIVERY POLYBAGS

Preprinted bags supplied
by advertiser (gross rate) $129.00 per thousand
Preprinted bags supplied
by advertiser (net rate) 109.65 per thousand
For bags custom-printed by The New York Times, please contact Paul Ferrali at (212) 556-4213.

NEW YORK TIMES MAGAZINE AND T-STYLE MAGAZINE INSERTS

Luxury goods advertisers marketing high-end products to an upscale audience should consider placing their inserts in the New York Times Magazine and our monthly T-Style Magazines on Women’s Fashion, Men’s Fashion, Travel, Design and Holiday. Contact Karen Farina (212) 556-3890 or your client lead for details.

PRINTING AND TARGETED MARKETING PRODUCTS

The New York Times can provide targeted marketing solutions including custom printing, FSI wrappers, printed polybags, direct mail services and more. Contact Paul Ferrali at (212) 556-4213 or your client lead for information and pricing.

ONSERTS, POLYBAGS, CARRIER INSERTS

These programs do not include 100% home delivery distribution, as some subscribers are serviced by independent or remote home delivery dealers that do not participate. As such, The Times will only request and/or print the amount we anticipate will be necessary to cover participating routes. Please indicate on the insertion order the preferences for handling shortages and overages.

NY Times cannot be responsible for building managers, superintendents or others that remove inserts from newspapers or newspapers from bags. Bags are normally supplied on pads of 100 bags. As a result, depots may be short or over.