

2004

BUSINESS

Advertising Rates

Issued December 1, 2003 • Effective January 1, 2004

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The New York Times
nytimes.com

Herald INTERNATIONAL **Tribune**
THE WORLD'S DAILY NEWSPAPER

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1 PERSONNEL

Group Director:

Banking/Credit Cards/
Financial Services/
Insurance/B2B
Roger Schwoerer
(212) 556-1314
schworo@nytimes.com

Managing Directors:

Banking /Credit Cards
Alan Moy
(212) 556-7827
amoy@nytimes.com

Financial Services

Connie Gore
(212) 556-7607
gorecp@nytimes.com

Insurance/B2B

Marie Mason
(212) 556-7503
masonm@nytimes.com

Group Director:

Advocacy/Philanthropy/
Corporate
Mark Herlyn
(212) 556-5258
herlymw@nytimes.com

Managing Directors:

Advocacy/Philanthropy
John Gordon
(212) 556-7493
gordojl@nytimes.com

Corporate

Gale Morgan
(212) 556-3670
morgagd@nytimes.com

2 GENERAL INFORMATION/CIRCULATION

The New York Times is the largest 7-day newspaper in the country - a national newspaper with a growing national audience. The Times offers advertisers a variety of ways to reach influential and affluent readers with their message. And, with expanded distribution in New York and in hundreds of markets nationwide (including home delivery in more than 225), The Times is reaching new readers every day. All of the rates and information contained in this booklet can be accessed online at nytadvertising.com.

Weekday Issues and Distribution:

New York Regional	Nationwide
The Metro Section	Main News
Sports (Tues. - Fri.)	Business Day
	World Business
	The Arts

Weekday Theme Sections and Distribution:

Nationwide	
SportsMonday	Weekend (Fri.)
Science Times (Tues.)	Escapes (Fri.)
Dining In/Dining Out (Wed.)	
Circuits (Thurs.)	
House & Home (Thurs.)	

Sunday Sections and Distribution:

New York Regional	Nationwide	Suburban Zoned Sections
Automobiles*	Main	The City
Job Market*	Arts & Leisure	Westchester
Metropolitan News	Book Review	Connecticut
Real Estate*	Money & Business	Long Island
Sports	Sunday Styles	New Jersey
TV	Sunday Magazine*	
	Travel	
	Week in Review	

*Zoning available in these sections. Contact your Account Manager for additional information.

Circulation:

	New York Region	Nationwide
Weekdays	694,867	1,152,751
Sundays	964,066	1,701,257

Based on Audit Bureau of Circulation Report for 12 months ended September 30, 2002.

3 How To Order a Display Ad

Reservations

To reserve space for a display ad, call our Customer Order Fulfillment Department or send the reservation and material directly through our website, nytadvertising.com. To learn more about this service, or place an ad through Customer Order Fulfillment (COF), you can contact one of our representatives by telephone from 8 a.m. to 11 p.m. eastern time Monday through Friday, and 9 a.m. to 5 p.m. eastern time Saturday.

Telephone: (212) 556-7777; outside the New York Metropolitan area, 1-800-NYT-5515.

Fax reservations for display ads: Broker, Credit Cards, Banking, Corporate, Cause & Appeal (212) 556-4911; Insurance (212) 556-1494; Long Island, New Jersey, Westchester, Connecticut 556-1379.

When you call COF, an Advertising Service Representative (ASR) will handle your request. The ASR will take your ad information which must include size, date, edition and position request, if applicable. The ASR will assign a **Reservation Number** to your ad and provide the ad cost.

Service will be expedited if you have your contract number ready. If you do not have a contract number, the ASR can assign one.

For reservations submitted by fax, the placing agency or advertiser will receive a return fax with the reservation number and the ad cost.

Please make sure to retain the reservation number; all materials and insertions submitted for publication must include a reservation number.

Insertion Orders

An insertion order must be prepared by the advertiser/agency for each advertisement, and should include the following:

Reservation Number
Contract Number and Name of Advertiser (and agency, if applicable)
Billing Address
Day and Date of Insertion
Section or Position Request
Size and Cost of Ad
Description of Ad (i.e., headline)
Contact Name and Phone Number

Materials

Electronic submission of industry standard PDF files is preferred for black and white newspaper material. The New York Times does not accept advertising material via e-mail; however files can be transmitted at no charge through our website, nytadvertising.com. This site also contains additional information on electronic ad submission, including other transmission options and file settings, or you can call COF at

(212) 556-7777 and press 3 twice to reach an Advertising Production Representative. Please make sure to submit your insertion order for all electronic files.

For black and white camera-ready material (when electronic submission is not possible), submit your insertion order and advertising material together to:

Customer Order Fulfillment, 6th floor
The New York Times
229 West 43rd Street
New York, NY 10036

Material for color newspaper advertisements must be delivered in digital format or electronically transmitted. We cannot accept film for color advertisements. For more information on color ads, please call our Color Services Department at (212) 556-7729. The address for Color Services is as follows:

Color Services, 6th floor
The New York Times
229 West 43rd Street
New York, NY 10036

All color materials for The New York Times Magazine should be sent to:

R.R. Donnelley Printing Co.
Attn.: New York Times
Dept. LPC
216 Greenfield Road
Lancaster, PA 17601

Black and white Magazine advertising insertion orders and material should be sent to COF. Please see The New York Times Magazine rate card for magazine color and black and white material and mechanical requirements.

If your advertisement is a repeat of an ad published within 90 days, fax COF an insertion order with the repeat date along with a copy of the original ad, specifying the date the original ad ran, page number, description and original reservation number.

Please do not direct any original insertion orders to your account manager (which could result in the ads missing a deadline). However, you can fax a copy of the insertion order to your account manager for his or her records.

Deadlines for reservations, insertion order and material submission are contained in the back of the rate card.

Questions

If you have any questions after placing your reservation, COF (212-556-7777 or 1-800-NYT-5515 outside the NY Metropolitan area) is available to help you deal with advertising reservations, material processing and billing information, including:

- Ad changes
- Contract, rate and billing information
- Deadline and material specification inquiries
- Electronic transmission questions

4 DISPLAY ADVERTISING

A full broadsheet display advertising page is based on a 6 column by 21 inch advertising unit, or 126 column inches. Display advertisements are billed based on the larger of the reserved or supplied copy dimensions. The precise dimensions of the published advertisements may vary by a few percentage points from the supplied material due to the electronic transmission and reproduction processes.

How to Calculate the Cost of an Ad

(1) Determine the Size of the Ad. Display ad cost is based upon the ad size stated in column inches. The table on page 8 provides all of The New York Times Advertising Units available (units not included on this table are charged an additional 10%). As the chart indicates, column inches are calculated by multiplying the number of columns of the ad by its depth (inches). For example, a 2 column by 3 inch ad is 6 column inches for billing purposes.

(2) Find the Column Inch Rate. Using the rate tables that start on page 9, you should find the rate corresponding to your contract level and choice of day. For example, if you have a 5-page Business contract level and plan to run a weekday nationwide ad, the column inch rate would be \$1,052.00.

(3) Calculate the Rate by multiplying the ad size in column inches by the column inch rate. In the example above, the calculation would be as follows:

$$\boxed{6} \times \boxed{\$1,052} = \boxed{\$6,312}$$

(4) Include any Special Discounts or Premiums. For example, if the ad was in color or in a special layout position, you would add the appropriate color or position premium.

General

Advertising units not included in the table on Page 8 will be measured in column inches and charged 10% above the column inch rate. Units must conform to column width specifications; position cannot be assured.

Display advertisements more than 18" deep will occupy the full column depth and be charged accordingly. Minimum size is one column inch for all display advertising unless otherwise stated.

When an advertiser meets the guidelines of The New York Times as a charity that qualifies for a discounted advertising rate, the charity discount rate will be a 20% reduction off the open Cause & Appeal/Political rate stated in the Business rate card; no agency commission. For more information please contact your account manager or COF at (212) 556-4995.

Miscellaneous Advertising Rates apply to all display advertising categories not listed in this or other rate cards and to certain display advertisements ordered outside the banner or section.

If you have questions regarding your display ad, please call an advertising account manager or COF at (212) 556-7777 and press 3.

5 CLASSIFIED ADVERTISING

To place a classified ad, or to obtain information, please visit our web site at nytaadvertising.com or contact The New York Times Classified Advertising Department at (212) 556-3900; TriState outside New York City, 1-800-ADTIMES; all others 1-800-458-5522.

Classified advertisements are charged on a line count basis, and not any other standard of measurement. Each line of 5-pt. type is charged as 1 line; 10-pt. as 2 lines; 14-pt. as 3 lines; 18-pt. as 4 lines; 30-pt. as 6 lines; 36-pt. as 7 lines; 48-pt. as 10 lines; 60-pt. as 12 lines; and 72-pt. as 14 lines. White space is charged on a line count basis when ordered.

Classified Guide and Directory advertisements are charged on a line count basis, and not any other standard of measurement. Each line of 6-pt. type is charged as 1 line; 12-pt. as 2 lines; 12-pt. bold as 2 lines; 18-pt. as 3 lines; 24-pt. as 4 lines; 30-pt. as 5 lines; 30-pt. bold as 5 lines; 36-pt. as 6 lines; 48-pt. as 8 lines; and 60-pt. as 10 lines. White space is charged on a line count basis when ordered. There is a 4-line minimum for single column classified, guide and directory advertising unless otherwise indicated.

To calculate the cost of a classified advertisement, multiply the number of lines by the applicable rate for the category of advertising. Please make sure to select the rate that corresponds to your contract level and choice of day.

Logos, shading and borders surrounding classified ads are subject to a separate charge. Please contact The New York Times Classified Advertising Department at (212) 556-3900; TriState outside New York City, 1-800-ADTIMES; all others 1-800-458-5522.

In addition, there might be other special premiums, such as color premiums, which must be added to your advertisement cost.

6 DISPLAY ON CLASSIFIED ADVERTISING

Classified advertisements more than 260 lines deep will occupy the full column depth and be charged accordingly.

Display on Classified advertising represents display advertising published on classified pages. Such advertising will be billed based upon the larger of the space reserved or supplied copy dimensions, including white space.

To calculate the cost of a display on classified advertisement, multiply the number of lines (the larger of reserved or supplied) by the applicable rate for the category of advertising. Please make sure to select the rate that corresponds to your contract level and choice of day.

In addition, there might be other special premiums, such as color premiums, which must be added to your advertisement cost.

For display on classified minimum space requirements, please refer to the category rate cards.

If you have any questions regarding your ad, please call your account manager or COF at (212) 556-7777.

7 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 phone (212-556-8777), fax (212-556-1833), e-mail (creditdepartment@nytimes.com) or online at nytadvertising.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.

8 AGENCY RECOGNITION AND COMMISSION

Commission of 15% will be granted only to recognized advertising agencies.

Application for agency recognition must be made with The New York Times. Applications are available upon request to The Times Credit Department by phone (212-556-7020), fax (212-556-1833), e-mail (creditdepartment@nytimes.com) or online at nytadvertising.com.

9 GENERAL POLICIES AND RATE INFORMATION

Advertising is accepted by The New York Times 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 of written notice of rate changes to the address of the advertisers or agency stated in a contract.

When The Times is requested to insert a box number in a full run advertisement and forward the box number replies, the service charge is \$275 for full-run and \$100 for suburban zoned advertisements. Replies will be forwarded to the advertiser for a period of one month following the publication date of the ad. Charges for box numbers are not commissionable.

10 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 account manager.

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.

Copy Regulations

The advertiser and the advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against The Times. Advertiser acknowledges that The New York Times owns the copyright in and to the selection, coordination and arrangement of the content of the newspaper, including any advertisements it publishes. Advertiser agrees that to the extent The New York Times deems it necessary, advertiser is obligated to cooperate and/or participate in any enforcement by The New York Times of The New York Times's copyrights. The New York Times shall carry the appropriate copyright notice in its name. The advertiser and the advertising agency agree, jointly and severally, to indemnify and hold The Times harmless from all costs, expenses (including reasonable attorneys' fees), liabilities and damages arising in any way from publication of any advertisement placed by the advertiser or the advertising agency.

The Times will not be bound by any special clauses relating to legal liability, circulation guarantees or any other condition in contracts or insertion orders that conflict with its policies, unless The Times has specifically agreed in writing.

The Times accepts no liability for its failure, for any cause, to insert an advertisement. The Times accepts no liability for reductions in distribution caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond its control. The Times accepts no liability for any error in advertisement caused by it, except for the cost of the space actually occupied by the error. In order to qualify for an allowance, claims for errors must be made to COF within thirty (30) days from the date of invoice. Credit for errors is allowed only for the first insertion. The New York Times will make the final determination on the amount, if any, of a credit allowance.

Two or more separate advertisements may not be submitted to fill a single standard unit space.

For split run advertising information, please contact your account manager.

Book Review copy should be prepared according to the schedule shown on the Books rate card.

Cancellation of orders over the telephone will be accepted subject to written confirmation by the advertiser the same day.

Advertising orders with or without reproduction material must be accompanied by identifying copy. Drawing, art and articles for reproduction are accepted at advertiser's risk and should contain an identifying mark to facilitate return. The Times shall not be responsible and does not assume any liability for damage or loss to original printing material supplied.

The Times reserves the right to revise or reject advertisements in accordance with standards of acceptability of The New York Times, to lighten or change type and borders, or to omit advertisements without notice. Placement of advertising is at The Times's discretion.

11 MECHANICAL REQUIREMENTS

Please see Section 3, How to Order a Display Ad, for information on submitting advertising material to The New York Times. For additional information on electronic ad submission, including transmission options and file settings, visit our website at nytadvertising.com.

(1) Color newspaper ads must be submitted in digital format and sent via electronic transmission or on disk. Please visit our website at nytadvertising.com for specifications on creating color ads for The New York Times.

(2) Electronic submission of industry standard PDF files is preferred for black and white newspaper advertising material. Files can be transmitted at no charge through our web site, nytadvertising.com.

(3) Camera reflective material is acceptable for black and white advertising when electronic submission is not possible. Camera ready material should be created with an 85-line screen at a 45-degree angle using either a round or elliptical dot. Mezzo Tint, Etch Tone and Straight or Random Line can at times reproduce less than acceptable results and should be avoided, especially for fine details.

The following standards are for black and white newspaper ads and should serve as a guide only. Every continuous tone or half tone image, supplied digitally or otherwise, should be evaluated on an individual basis with an expected dot grain of approximately 30% in the 50% dot area using an 85% screen ruling. Dot gain curves are non-linear; ads will gain more in their mid-tone values than the highlight or shadow.

All ads supplied to The New York Times should have a minimum of 5% dot in the highlight and a maximum of 80% dot in the shadow area. Any part of the ad not intended to print solid black should be created with a maximum 85% screen.

A minimum of 20% contrast between foreground and background is recommended.

Type should be kept at a minimum of 6 point for standard or 10 point for reverse. All type intended to print solid black should be set at a 100% black. Surprinted type should be solid black and contrasted against 30% black screen or less. Reverse or knockout type should be 0% (white) type on a 70% screen or higher. Fine serif typefaces should be avoided; use 7 point minimum for standard type or 11 point minimum for reverse.

Ads submitted digitally can expect up to 2% shrinkage when printed. Ads supplied as camera ready can expect between 2% and 4% shrinkage.

For additional assistance with material specifications, please call COF at (212) 556-7777; press 3, then 2, to reach a NYT Advertising Production Representative.

12 ADVERTISING ACCEPTABILITY GUIDELINES

The New York Times maintains an Advertising Acceptability Department whose function is to examine advertisements before publication to determine if they meet the standards of acceptability The Times has developed over the years.

The Times may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of decency and dignity.

If an advertisement contains statements or illustrations that are not deemed acceptable, and that The Times thinks should be changed or eliminated, the advertiser will be notified. The Times will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by The Times.

In addition, an advertisement must sometimes be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right to privacy, the sale of securities, the sale of real estate and political advertising.

The New York Times maintains clear separation between news and editorial matter and its advertisements. Accordingly, ads that include elements usually associated with The New York Times editorial matter will not be accepted (for example, but not limited to: Times-style headlines, bylines, news-style column arrangements or typography). Additionally, The Times reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

The Advertising Acceptability Department can be contacted directly at (212) 556-7171 for questions or for a pamphlet containing detailed information on acceptability guidelines.

13 GENERAL INFORMATION

For questions or additional information regarding advertising in The New York Times, please visit our website at nytadvertising.com, or call The New York Times Advertising Department (refer to the telephone numbers on page 2 of the rate card) or contact COF at (212) 556-7777 or 1-800-NYT-5515 outside the New York Metropolitan area.

14 RATES AND UNITS

Rates may also be viewed on nytadvertising.com

NEW YORK TIMES ADVERTISING UNITS		SPECIAL SIZE DISCOUNT	NUMBER OF COLUMNS	UNIT SIZE		CONTRACT COLUMN INCHES	% BROADSHEET PAGE (126 column inches)
				WIDTH	DEPTH		
6x21	Full Page	8%	6	13"	21"	126.0	100.0%
6x18			6	13"	18"	108.0	85.7
6x14			6	13"	14"	84.0	66.7
6x10.5	1/2 Page horizontal		6	13"	10 1/2"	63.0	50.0
6x7			6	13"	7"	42.0	33.3
5x21			5	10 13/16"	21"	105.0	83.3
5x15.75			5	10 13/16"	15 3/4"	78.75	62.5
5x14			5	10 13/16"	14"	70.0	55.6
5x10.5			5	10 13/16"	10 1/2"	52.5	41.7
5x7			5	10 13/16"	7"	35.0	27.8
4x21			4	8 5/8"	21"	84.0	66.7
4x18			4	8 5/8"	18"	72.0	57.1
4x15.75			4	8 5/8"	15 3/4"	63.0	50.0
4x14			4	8 5/8"	14"	56.0	44.4
4x10.5			4	8 5/8"	10 1/2"	42.0	33.3
4x7			4	8 5/8"	7"	28.0	22.2
4x5.25			4	8 5/8"	5 1/4"	21.0	16.7
3x21	1/2 Page vertical		3	6 7/16"	21"	63.0	50.0
3x18			3	6 7/16"	18"	54.0	42.9
3x15.75			3	6 7/16"	15 3/4"	47.25	37.5
3x14			3	6 7/16"	14"	42.0	33.3
3x10.5	1/4 Page		3	6 7/16"	10 1/2"	31.5	25.0
3x7			3	6 7/16"	7"	21.0	16.7
3x5.25			3	6 7/16"	5 1/4"	15.75	12.5
2x21			2	4 1/4"	21"	42.0	33.3
2x18			2	4 1/4"	18"	36.0	28.6
2x15.75			2	4 1/4"	15 3/4"	31.5	25.0
2x14			2	4 1/4"	14"	28.0	22.2
2x10.5			2	4 1/4"	10 1/2"	21.0	16.7
2x7			2	4 1/4"	7"	14.0	11.1
2x5.25			2	4 1/4"	5 1/4"	10.5	8.3
2x3.5			2	4 1/4"	3 1/2"	7.0	5.6
2x3			2	4 1/4"	3"	6.0	4.8
2x2			2	4 1/4"	2"	4.0	3.2
1x21			1	2 1/16"	21"	21.0	16.7
1x18			1	2 1/16"	18"	18.0	14.3
1x15.75			1	2 1/16"	15 3/4"	15.75	12.5
1x14			1	2 1/16"	14"	14.0	11.1
1x10.5			1	2 1/16"	10 1/2"	10.5	8.3
1x7			1	2 1/16"	7"	7.0	5.6
1x5.25			1	2 1/16"	5 1/4"	5.25	4.2
1x3.5			1	2 1/16"	3 1/2"	3.5	2.8
1x3			1	2 1/16"	3"	3.0	2.4
1x2			1	2 1/16"	2"	2.0	2.0
1x1.5			1	2 1/16"	1 1/2"	1.5	1.5
1x1			1	2 1/16"	1"	1.0	1.0
13x21			13	26 3/4"	21"	273.0	—
13x18			13	26 3/4"	18"	234.0	—
13x14			13	26 3/4"	14"	182.0	—
13x10.5			13	26 3/4"	10 1/2"	136.5	—
11x21			11	22 3/8"	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	Columns	Depth	NYT Unit Number
6	7"	6 x 7	3	5 1/4"	3 x 5.25
5	7"	5 x 7	2	2"	2 x 2
4	5 1/4"	4 x 5.25	1	1"	1 x 1

ROP RATES

Banks (Investment, Commercial, Private, Savings & Loan, Thrifts),
Broker, Credit Card, Corporate, Economic Development, Insurance, and Mutual Funds.

COLUMN INCH RATE

	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$1,292.00	\$1,449.00	\$1,588.00	\$1,745.00
2 Page / 252 Column In.	1,096.00	1,229.00	1,392.00	1,525.00
5 Pages / 630 Column In.	1,052.00	1,181.00	1,348.00	1,477.00
10 Pages / 1260 Column In.	1,012.00	1,135.00	1,308.00	1,431.00
15 Pages / 1890 Column In.	974.00	1,094.00	1,270.00	1,390.00
20 Pages / 2520 Column In.	892.00	1,002.00	1,188.00	1,298.00
40 Pages / 5040 Column In.	881.00	988.00	1,177.00	1,284.00
60 Pages / 7560 Column In.	863.00	967.00	1,159.00	1,263.00
75 Pages / 9450 Column In.	850.00	952.00	1,146.00	1,248.00
100 Pages / 12600 Column In.	838.00	938.00	1,134.00	1,234.00
150 Pages / 18900 Column In.	780.00	875.00	1,076.00	1,171.00
200 Pages / 25200 Column In.	742.00	831.00	1,038.00	1,127.00
250 Pages / 31500 Column In.	681.00	754.00	977.00	1,050.00

Combination Rates

Same size ad must run and must be submitted on one insertion order.

Weekday Nationwide ad repeated from Sunday within 7 days	\$681.00	—	—	—
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* 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	Sunday
Open	\$1,163.00	\$1,304.00
2 Page / 252 Column In.	985.00	1,104.00
5 Pages / 630 Column In.	945.00	1,063.00
10 Pages / 1260 Column In.	911.00	1,022.00
15 Pages / 1890 Column In.	877.00	983.00
20 Pages / 2520 Column In.	804.00	901.00
40 Pages / 5040 Column In.	792.00	889.00
60 Pages / 7560 Column In.	777.00	870.00
75 Pages / 9450 Column In.	766.00	857.00
100 Pages / 12600 Column In.	753.00	844.00
150 Pages / 18900 Column In.	703.00	790.00
200 Pages / 25200 Column In.	669.00	748.00
250 Pages / 31500 Column In.	607.00	679.00

Combination Rates

Same size ad must run and must be submitted on one insertion order.

Weekday New York Regional ad repeated from Sunday within 7 days	\$607.00	—
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FINANCIAL NOTICES*/SECURITIES OFFERINGS/REDEMPTION NOTICES

COLUMN INCH RATE

	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$985.00	\$1,100.00	\$1,281.00	\$1,396.00
2 Pages / 252 Column In.	770.00	860.00	1,066.00	1,156.00
5 Pages / 630 Column In.	550.00	620.00	846.00	916.00

* Applies to New Issues, Tender Offers, Dividend Notices, and Statement of Condition ads. General business rates apply to all other financial notice ads.

** 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.

Financial Notice ads appear nationwide with distribution throughout the United States.

MORTGAGE LOANS

Sunday Real Estate Section – New York Regional Distribution

Weekday: Main News, Business Day, World Business, Escapes and Metro

COLUMN INCH RATE

	Weekday	Sunday
Open	—	\$869.00
1 Page / 126 Column In.	—	790.00
5 Pages / 630 Column In.	—	749.00
10 Pages / 1260 Column In.	—	706.00

Combination Rates:

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

Sunday ad repeated Monday or Friday within 5 days	\$569.00	—
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Business rates apply to all ads running outside the Sunday Real Estate section or in any daily section, except for the repeat or combination ad on Monday or Friday. Monday or Friday combo in Main News, Business Day, World Business, Escapes or Metro.

MORTGAGE LOANS — ZONED DISPLAY*

Sunday Real Estate Section (Long Island, New Jersey or Westchester/Connecticut)

Call your sales representative for additional details.

COLUMN INCH RATE

	Weekday	Sunday
Open	—	\$296.00
1 Page / 126 Column In.	—	269.00
5 Pages / 630 Column In.	—	255.00
10 Pages / 1260 Column In.	—	241.00

*Zoned Distribution:

New Jersey – The state of New Jersey, Staten Island, Orange and Rockland counties in New York and Philadelphia and surrounding suburbs.

Westchester/Connecticut – The northern Bronx, the counties of Westchester, Putnam, Dutchess, Sullivan, Columbia, Ulster and

Greene in New York and the state of Connecticut.

Long Island – Brooklyn, Queens, Nassau and Suffolk.

CAUSE & APPEAL/POLITICAL

COLUMN INCH RATE

	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$1,197.00	\$1,342.00	\$1,517.00	\$1,662.00
2 Page / 252 Column In.	1,053.00	1,141.00	1,373.00	1,461.00
5 Pages / 630 Column In.	1,033.00	1,122.00	1,353.00	1,442.00
10 Pages / 1260 Column In.	1,008.00	1,110.00	1,328.00	1,430.00
20 Pages / 2520 Column In.	970.00	1,101.00	1,290.00	1,421.00

* 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

Weekday: Metro and Sports (Tuesday to Saturday)

Sunday: Metro and Sports

COLUMN INCH RATE

	Weekday	Sunday
Open	\$1,091.00	\$1,209.00
2 Page / 252 Column In.	959.00	1,026.00
5 Pages / 630 Column In.	938.00	1,010.00
10 Pages / 1260 Column In.	918.00	1,000.00
20 Pages / 2520 Column In.	883.00	990.00

Cause & Appeal/Political advertising material due two days prior to publication.

FRANCHISE POSITION CHARGES

Business Day, First Stock Page & Marketplace Page	Add \$100.00 per column inch*
Money & Business, Page 2	Add \$117.00 per column inch*
Section, Back Page (reserved, add to total price)	Add \$6,700

All New York Times advertising units available.

*These rates are to be added to the applicable column inch rate. Contact your Account Manager for further information.

COLOR PREMIUMS

	N.Y. Regional Weekday	N.Y. Regional Sunday	Nationwide Weekday	Nationwide Sunday	Global Weekday**	Global Sunday***
1/2 Page to Full Page*	\$17,400	\$20,000	\$20,000	\$22,800	\$40,000	\$42,800
Less than 1/2 Page	13,800	15,900	15,900	18,200	30,900	33,200

*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).

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

OP-ED PAGE AND FIRST NATIONAL NEWS PAGE

	Nationwide Weekday	Nationwide Sunday	Global Weekday*	Global Sunday**
Open	\$44,845	\$50,230	\$54,345	\$59,730
6 times in one year	37,785	42,315	47,285	51,815
13 times in one year	36,360	40,720	45,860	50,220
26 times in one year	34,990	39,190	44,490	48,690
52 times in one year	33,620	37,655	43,120	47,155

Available in 3 x 10.5 size 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.

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.

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.

THE NEW YORK TIMES MAGAZINE 2004 ADVERTISING RATES — GENERAL

FOUR COLOR	OPEN RATE	3 PAGES	6 PAGES	12 PAGES	18 PAGES	30 PAGES	60 PAGES	COLUMN INCH EQUIVALENTS
Page	\$89,820	\$85,335	\$82,640	\$79,950	\$77,250	\$74,560	\$71,860	60
4/5 Page	79,970	75,970	73,570	71,175	68,770	66,375	63,970	48
Junior Page*	77,170	73,310	70,990	68,680	66,365	64,045	61,730	35
3/5 Page	65,555	62,280	60,305	58,335	56,375	54,405	52,440	36
1/2 Page	60,000	57,005	55,190	53,395	51,600	49,790	47,995	30
Facing 1/2 Page**	115,240	109,470	106,015	102,550	99,105	95,645	92,185	60
2/5 Page	44,925	42,675	41,345	39,980	38,630	37,290	35,935	24
Square Third	39,760	37,770	36,575	35,385	34,195	32,995	31,805	18

BLACK AND WHITE

Page	\$61,595	\$58,520	\$56,675	\$54,815	\$52,975	\$51,125	\$49,285	60
4/5 Page	53,965	51,275	49,650	48,025	46,415	44,800	43,170	48
Junior Page*	52,905	50,265	48,670	47,090	45,495	43,905	42,325	35
3/5 Page	38,820	36,870	35,710	34,540	33,380	32,225	31,045	36
1/2 Page	36,610	34,775	33,680	32,580	31,485	30,390	29,285	30
Facing 1/2 Page**	70,090	66,590	64,495	62,380	60,290	58,175	56,085	60
2/5 Page	24,300	23,085	22,360	21,635	20,900	20,170	19,445	24
Square Third	21,510	20,435	19,790	19,140	18,500	17,855	17,220	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 space run within a 12-month contract period may be applied to the same general full-run contract.
- Advertisers with a full-run ROP contract are eligible for an equivalent contract level (up to 60 page level only) for their Magazine advertising.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.

General Information:

NYTimes.com puts all the wisdom, perspective and hard facts of The New York Times at the fingertips of our audience 24 hours a day, seven days a week. NYTimes.com allows advertisers to reach a highly desirable audience both nationally

and internationally. Through a variety of effective channels and customized programs, NYTimes.com generates results for its advertisers.

NYTimes.com Reader Profile:

- 1 million daily visitors
 - 8.5 million monthly unique users
 - 282 million monthly page views
- Male: 54%
 Female: 46%
 Median Age: 44
 College Grad / Post Grad: 73%
 Professional / Managerial: 37%
 Average HHI: \$85,696

Source: Nielson-NetRatings, August 2003, @Plan, Fall 2003

Advertising Rates:

General banner rates for ROS inventory

<i>Impression level</i>	<i>Standard Banner Rates</i>
1 – 860,000	\$30.00
861,000 – 2,000,000	\$25.50
2,000,001 – 4,000,000	\$21.68
4,000,001 – 8,000,000	\$18.42
8,000,001 – 14,000,000	\$15.66

*All rates are gross

Effective Programs

Surround Sessions

This groundbreaking concept provides marketers with the opportunity to immerse their target audience in a sequential advertising experience that can last for up to ten pages in a user's session. Surround Sessions are a perfect online fit for advertisers looking to extend their offline branding campaigns.

Site Sessions

A revolutionary way to combine the messaging effectiveness of Surround Sessions with the flexibility to target NYTimes.com readers by Daypart. Site Sessions is a smart choice for advertisers looking for guaranteed reach and exclusive access to our total audience for hour-long blocks.

Daypart

A unique opportunity for advertisers to target readers on a time-of-day basis, this program is ideal for the "at-work" audience.

Homepage Share of Voice

Adjacent to The New York Times logo, this highly visible marquee position is a powerful branding and partnership opportunity for national advertisers willing to make an annual commitment.

Targeting, Targeting, Targeting

A crowning achievement of NYTimes.com is our unparalleled ability to allow advertisers to target the right readers with the right marketing message. Using our database of user-supplied information, we offer a variety of demographic and environmental targeting opportunities.

Specifications and Deadlines

For updated information about NYTimes.com's advertisement specifications, acceptance of technologies and creative deadlines, please visit our media kit at www.nytimes.com/adinfo.

For More Information

For additional information about NYTimes.com and our advertising programs, please visit our online media kit at www.nytimes.com/adinfo or contact:

Alyson Racer, Director of Sales, alyson@nytimes.com or (646) 698-8059

Ken Green, Director of Sales, kengreen@nytimes.com or (646) 698-8265

Group Advantage Buy

The New York Times Company **Group Advantage Buy** allows advertisers to utilize a variety of media platforms to target their best prospects. With The New York Times, The Boston Globe, Worcester Telegram & Gazette, The International Herald Tribune, NYTimes.com, Boston.com, WQXR-FM in New York City, 15 regional newspapers across the country and eight network-affiliated television stations, plus a national cable station in Discovery Times, marketers can customize their **Group Advantage Buy** to meet their specific objectives.

For more information regarding **Group Advantage Buy** opportunities, please contact Mark Herlyn at (212) 556-5258.

16 THE INTERNATIONAL HERALD TRIBUNE

The International Herald Tribune is the premier international newspaper for opinion-leaders and business decision-makers around the globe. With a worldwide circulation of 245,223, it is the leading international general-interest English-language newspaper, edited in Paris and available in 185 countries. Solely owned by The New York Times since January 2003, the IHT draws on the most powerful and discerning international news-gathering network of any newspaper in the world.

The New York Times- International Herald Tribune Global Advertising Buy

With a combined worldwide circulation of 1,384,485 Monday-Saturday and 1,701,257 on Sundays, **The New York Times-IHT Global Advertising Buy** enables advertisers to take advantage of the extraordinary power and reach of these two great publications with one efficient, easy buy. Your message will be seen by the world's most influential, affluent and educated consumers, business-leaders and decision-makers. And, you can extend your reach with a world of marketing programs available as part of your advertising package.

INTERNATIONAL HERALD TRIBUNE Reader Profile

Senior Executive*	90%
Work for Multinational Company**	88%
Average household income	\$200,993
Average net worth***	\$1,796,440

International Business Trips/Past Year †

1+	70%
7+	33%
Average	9 trips

International Business Hotel Nights/Past Year †

1+	96%
15+	64%
Average	31 nights

Source: IHT, 2002 Reader Study, 2002 Base: worldwide readership with HHI \$50,000+ USD

* All employed in business

** All employed

*** Net worth = sum of investments, home and HHI

† filter = business air travelers/past year

Advertising opportunities

The IHT offers advertisers a full range of daily editorial environments, as well as a vast array of customized programs including advertorials, special distribution, on-line opportunities with IHT.com and more.

Daily editorial features

Monday	Technology; Sports
Tuesday	Style with Suzy Menkes
Wednesday	Stage and Entertainment
Thursday	Health and Science
Friday	International Traveler
Saturday	Art with Souren Melikian; Personal Finance in the Money Report

For more information on the **NYT-IHT Global Advertising Buy** please contact Claire LaRosa, (212) 556-1625, clarosa@nytimes.com or Stephen Dunbar-Johnson, (44) 20 7510-5700, sdunbar_johnson@iht.com.

17 CLOSING TIMES

For Weekday Black & White Display Advertising

DATE OF PUBLICATION	RESERVATIONS* –DUE BY 5:00 P.M.	CLOSINGS–MATERIALS DUE BY 2:00 P.M.
Monday and Sports Monday	Preceding Friday	Preceding Saturday
Tuesday and Science Times	Preceding Friday	Preceding Monday
Wednesday and Dining In/Dining Out	Preceding Monday	Preceding Tuesday
Thursday, House & Home and Circuits	Preceding Tuesday	Preceding Wednesday
Friday and Escapes	Preceding Wednesday	Preceding Thursday
Saturday	Preceding Thursday	Preceding Friday

For Weekday Color Display Advertising**

DATE OF PUBLICATION	RESERVATIONS* –DUE BY 5:00 P.M.	CLOSINGS* –MATERIALS DUE BY 10:00 A.M.
		Shipped Within Manhattan
Monday through Saturday	5 Business Days Prior to Issue Date	3 Business Days Prior to Issue Date
		Shipped From Outside Manhattan
Monday through Saturday	5 Business Days Prior to Issue Date	4 Business Days Prior to Issue Date

For Sunday Black & White Display Advertising

PUBLICATION	RESERVATIONS*	CLOSINGS–MATERIALS DUE BY:
Main, Styles, The City	Preceding Thursday 5:00 P.M.	Friday 12:00 Noon
Long Island	Preceding Tuesday 5:00 P.M.	Wednesday 3:00 P.M.
New Jersey, Westchester, Connecticut	Preceding Wednesday 10:00 A.M.	Wednesday 10:00 P.M.
Travel	Friday-9 days prior	Friday 5:00 P.M.-9 days prior
Arts & Leisure	Preceding Monday 5:00 P.M.	Tuesday 12:00 Noon
Real Estate	Preceding Wednesday 5:00 P.M.	Wednesday 8:00 P.M.
Help Wanted Display	Preceding Thursday 10:00 P.M.	Thursday Midnight
Week in Review	Preceding Thursday 10:00 P.M.	Thursday Midnight
Business	Preceding Wednesday 10:00 P.M.	Thursday Midnight
Sports	Preceding Thursday 10:00 P.M.	Friday 2:00 P.M.
Book Review	Tuesday-19 days prior	Thursday 5:00 P.M.-17 days prior
Auto	Preceding Thursday 10:00 P.M.	Friday 11:00 A.M.

For Sunday Color Display Advertising

PUBLICATION	RESERVATIONS* –DUE BY 10:00 A.M.	CLOSINGS–MATERIALS DUE BY 10:00 A.M.
Main, Styles, The City**	Preceding Monday	Preceding Tuesday
Business, Week in Review**	Preceding Monday	Preceding Tuesday
Sports, Auto**	Preceding Monday	Preceding Tuesday
Arts & Leisure	Tuesday-12 days prior	Wednesday-11 days prior
Book Review	Tuesday-19 days prior	Wednesday-18 days prior
Real Estate	Thursday-10 days prior	Friday-9 days prior
Travel	Monday-13 days prior	Tuesday-12 days prior
Long Island, New Jersey, Westchester, Connecticut	Wednesday-11 days prior	Thursday-10 days prior

Television

	RESERVATIONS* & INSERTION ORDERS	CLOSINGS–MATERIALS DUE BY:
4 Color	(same as closings)	Friday-16 days prior
Black & White	Friday-16 days prior	Monday-13 days prior

Magazine

	RESERVATIONS* & INSERTION ORDERS	CLOSINGS
4 Color and Black & White - Saddle Stitch	Friday-30 days prior	Friday-23 days prior
4 Color and Black & White - Perfect Bound	Friday-44 days prior	Wednesday-39 days prior
Part 2 – 4 Color and Black & White - Saddle Stitch	Friday-44 days prior	Tuesday-33 days prior
Part 2 – 4 Color and Black & White - Perfect Bound	Thursday-52 days prior	Tuesday-40 days prior

*For Advertising space reservations, please call (212) 556-7777. Out of town, call toll free 1-800-NYT-5515.

**International advertisers (including Canada): materials are due 14 days prior to issue date.

NOTES

NOTES

NOTES

ADVERTISER NAME:

ACCT #:

AGENCY NAME:

ACCT #:

RESERVATION #:

DATE / DAY:
OF INSERTION(S):

SECTION / POSITION:

AD SIZE:

BW / COLOR:

AD DESCRIPTION:

MATERIAL:
CONTACT NAME:

PHONE #:

INSERTION ORDER:
CONTACT NAME:

PHONE #:

RATE:

COST:

BILLING ADDRESS:

SIGNATURE:

DATE:

The New York Times
 Customer Order Fulfillment Department
 229 West 43rd Street, 6th Floor-New York, NY 10036 - Tel: (212) 556-7777 Fax: (212) 556-7787
 Visit our website at <http://www.nytadvertising.com>

expect the world®
The New York Times

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Senior Vice President,
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E-mail:
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Alexis Buryk

Group Vice President,
Advertising Sales
(212) 556-4104
E-mail:
alexeb@nytimes.com

Virginia French

Vice President,
Advertising Sales
(310) 914-2064
E-mail:
frenvcvp@nytimes.com

Tom Helling

Vice President,
Advertising Sales
(212) 556-4164
E-mail:
hellite@nytimes.com

John Hammond

Executive Director,
Advertising Operations
(212) 556-4235
E-mail:
hammojm@nytimes.com

NATIONAL ADVERTISING OFFICES

Atlanta

8302 Dunwoody Place
Suite 300
GA 30350
Tel: (770) 643-0053
Fax: (770) 643-9345
E-mail: steinsg@nytimes.com

Dallas

3500 Maple Ave.
Suite 1020
TX 75219
Tel: (214) 526-1983
Fax: (214) 526-1984
E-mail: jonesr@nytimes.com

Miami

100 N. Biscayne Blvd.
Suite 3020
FL 33132
Tel: (305) 379-1601
Fax: (305) 379-4425
E-mail: ecke@nytimes.com

Boston

2 Faneuil Hall Marketplace
MA 02109
Tel: (617) 227-7820
Fax: (617) 742-0379
E-mail:
roberjm@nytimes.com

Detroit (Troy)

3155 W. Big Beaver Road
Suite 117
MI 48084
Tel: (248) 822-2200
Fax: (248) 822-2201
E-mail: ramselp@nytimes.com

San Francisco

555 Montgomery Street
Suite 1150
CA 94111
Tel: (415) 438-6540
Fax: (415) 438-6541
E-mail: demars@nytimes.com

Chicago

111 East Wacker Dr.
Suite 2910
IL 60601
Tel: (312) 565-0969
Fax: (312) 565-0362
E-mail: garricb@nytimes.com

Los Angeles

11835 W. Olympic Blvd.
Suite 480 East
CA 90064
Tel: (310) 914-2060
Fax: (310) 479-7414
E-mail: karass@nytimes.com

Washington, D.C.

1627 I Street, N.W.
DC 20006
Tel: (202) 862-0447
Fax: (202) 776-0881
E-mail:
polija@nytimes.com

REGIONAL ADVERTISING OFFICES

Long Island

1325 Franklin Avenue
Suite 335
Garden City, NY 11530
Tel: (516) 747-0511
Fax: (516) 747-1159
nenadpa@nytimes.com

Manhattan

229 West 43rd Street
New York, NY 10036
Tel: (212) 556-4337
Fax: (212) 556-5830
costasp@nytimes.com

New Jersey

3003 Woodbridge Avenue
Edison, NJ 08837
Tel: (732) 603-2900
Fax: (732) 603-2909
parham@nytimes.com

Westchester/Connecticut

701 Westchester Avenue
Suite 206W
White Plains, NY 10604
Westchester Tel: (914) 428-2699
Connecticut Tel: (203) 357-8080
Fax: (914) 428-2428
hogercm@nytimes.com

INTERNATIONAL ADVERTISING OFFICES

Claire LaRosa, Group Director

The New York Times
International Advertising
229 West 43rd Street
New York, NY 10036
Phone: (212) 556-1625
Fax: (212) 556-1893
E-mail: clarosa@nytimes.com

Peter Irby, Manager

International Advertising
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London, England SW1E 6AU
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Fax: (44-20) 7799-2982
E-mail: irbyp@nytimes.com

The New York Times

229 West 43rd Street
New York, NY 10036
Tel: (212) 556-1234
Fax: (212) 556-7088

Advertising Website: nyadvertising.com