



ONLINE RATE CARD

www.nybooks.com

The New York Review of Books

WEB SITE AD SIZES & RATES

- Wide Skyscraper
(160 W x 600 H), \$15 CPM
- Large Rectangle
(336 W x 280 H), \$15 CPM

Minimum purchase for all sizes: 50M impressions

AUDIENCE*

- Monthly unique users: 397,993
- Monthly impressions: 1,355,118

*ABCi Web site activity, November 1–30, 2005

DEADLINES

- Reservations: 5 business days before first day of run
- Material: 3 business days before first day of run

The New York Review of Books	
May 16, 2006	VOLUME 53, NUMBER 10 • JUNE 8, 2006
Your account	
Email newsletters	
Contact us	
Archives	
<p>Subscriptions</p> <ul style="list-style-type: none"> United States International Academic Electronic 	<p>Note to reader: By an unfortunate printer's error, the title of the review of <i>The Gospel of Judas</i> in the Review's forthcoming June 8, 2006 issue—"The Betrayer's Gospel"—was omitted in the printed edition. We were the names of the authors, three scholars at Princeton University: Philippe Tessonard, Edward Friedman, and Lance Jermitt.</p>
<p>nyrb</p> <p>THE BETRAYER'S GOSPEL</p> <p>By Philippe Tessonard, Edward Friedman, and Lance Jermitt</p> <p>In the newly published Gospel of Judas, the arch-villain of the traditional story is transformed into Jesus' most loyal disciple. The reader of the New Testament will realize that the Gospel of John portrays Jesus as complicit in his own betrayal, as he exhorts Judas to "do quickly what you are about to do." The Gospel of Judas tells how this happened.</p>	<p>WILLIAM JENNINGS BRYAN</p> <p>hero to liberals and evangelicals alike"—times man</p>  <p>A GODLY HERO</p> <p>Michael Kazin's new biography is a "timely, powerful re-evaluation"—the sea moss.</p>
<p>nyrb</p> <p>THE SECRETS OF THE BOMB</p> <p>By Jeremy Bernstein</p> <p>In 1944, when the atomic bomb was well underway, if I went to the bar in the La Florida Hotel in Santa Fe I might have seen some physicists I would recognize. I am sure how much one would have learned by monitoring their conversation with other physicists, since they used a code when talking about the nuclear bomb project. Uranium-235 was called "25" and plutonium-239 was known as "50." These were the famous nicknames. Nick Bowd was known as "Nicholas Baker" and Enrico Fermi was known as "Henry Farmer." Los Alamos was known as "Project Y" and the plutonium bomb was known as the "gadgets." By the fall of 1945, such deceptions would have been futile. All the details involved in making the plutonium bomb, the gadget, were known to the Russians.</p>	<p>VOLUME 53, NUMBER 9 • MAY 22, 2006</p> <p>Freedom to Write</p> <p>By Orhan Pamuk</p> <p>In March 1985 Arthur Miller and Harold Pinter made a trip together to Istanbul. At the time, they were perhaps the two most important names in world theater, but unfortunately, it was not a play or a literary event that brought them to Istanbul, but the ruthless limits being set on freedom of expression in Turkey at that time, and the many writers languishing in prison.</p>
<p>Web Features</p> <p>RSS feed</p> <p>Mobile edition</p> <p>Audio</p> <p>David Levine</p> <p>Gallery</p> <p>Calendar</p> <p>Advertising info</p> <p>Independent Presses</p> <p>University Presses</p> <p>Classifieds</p>	<p>LONDON BOOK FAIR 2006</p> <p>EXCEL LONDON</p> <p>17-19 FINE LINE BUILDING</p> <p>5-7 MARCH 2006</p> <p>www.londonbookfair.com</p>
<p>About the NYR</p> <p>FAQ</p> <p>Contacts</p> <p>Privacy</p> <p>Help</p> <p>Related sites</p> <p>Grants</p> <p>Letter Bookroom</p> <p>City Secrets</p> <p>Reader's Catalog</p>	<p>"You must see this film! A striking portrait of a truly great American."</p> <p>Howard Zinn</p> <p>This film documents the life and times of the historian, activist and author of the best selling classic <i>A People's History of the United States</i>. Featuring rare archival materials, interviews with Howard Zinn as well as colleagues and friends.</p> <p>Now on DVD</p> <p>Save 20% at www.filmfirstfeatures.com</p> 

NEWSLETTER AD SIZES & RATES

- Wide Skyscraper (160 W x 600 H), \$500
- Large Rectangle (336 W x 280 H), \$500
- Full Banner (468 W x 60 H), \$300

AUDIENCE

- Opted-in newsletter subscribers: 27,225 (Sept. 2008)

NEWSLETTER DATES

- Newsletters typically mail out the Monday preceding the sale date of the corresponding print edition, 17 days before the cover date of the issue. The schedule for the print edition for the Review can be downloaded from www.nybooks.com/advertising.

DEADLINES

- Reservations: 5 business days prior to newsletter mail date, subject to availability
- Material: 3 business days prior to newsletter mail date

From: The New York Review of Books <newsletters@nybooks.com>
To:
Date: Mon Apr 24, 2008 11:49:29 AM EDT
Subject: Evolution: The big picture, both in the Lab and in nature

Dear Nancy Ng,

Here are some highlights from the May 11, 2008 issue of *The New York Review of Books*.

The *NYR World Voices* festival starts tomorrow and runs through April 30. See below for several Review-related events.

The New York Review of Books

Volume 53, Number 8 • May 11, 2008

Evolving Evolution
By Israel Rosenfield and Edward Ziff

Despite much recent controversy about the theory of evolution, major changes in our understanding of evolution over the past twenty years have gone virtually unnoticed. At the heart of Darwin's theory of evolution is an explanation of how plants and animals evolved from earlier forms of life that have long since disappeared; but his theory says nothing about the factors that determine the shape, color, or size of a particular fish, whale, or butterfly. Darwin and his contemporaries realized that understanding the evolution of animal forms and understanding how a fertilized egg develops into a whale, cow, or human being must be deeply connected; but they didn't know how to make the connection.



MARK DANNER Starliner
THE SECRET WAY TO WAR
THE DOWNING STREET MEND AND THE IRA WARS' BURIED HISTORY
PREFACE BY FRANK RICH
NYR NEW YORK REVIEW BOOKS

Who Was Shakespeare?
By Anne Barton

Since 1996, every year has seen the publication of at least one and sometimes several large-scale new attempts not only to chronicle the life of the glow's son from rural Warwickshire who became England's greatest poet and dramatist, but to reach out beyond the few stark and largely enigmatic facts to uncover his personality and private beliefs. The year 2005 alone saw no fewer than four of them.

20% OFF RETURN OF THE SLEEPER SALE
SELECTED NYR NEW YORK REVIEW BOOKS



SPECIFICATIONS

- » We accept GIF, JPEG, and Flash files for ads on the Web site, but only GIF and JPEG files for newsletter ads. Animated files cannot loop more than three times. Please provide a link URL for all ads. Up to three creatives may be submitted per campaign.
- » Expanding, floating, pop-up or in-stream ads are not acceptable.
- » Maximum sizes—Wide Skyscraper or Large Rectangle: 25k; Full Banner: 20k; Vertical Banner: 15k

POSITIONING

- » Wide Skyscraper and Large Rectangle ads on nybooks.com will rotate on the home page, featured article pages, and table of contents (unless otherwise specified). Vertical Banner will appear on the home page only.

PAYMENTS

- » Ads will be billed at the completion of a commitment or at the end of the month (for the portion of the schedule that has been fulfilled for the month), whichever is shorter. Payment is due 30 days from invoice date.
- » Prepayment is required for any first-time nybooks.com advertiser.

PUBLISHER'S POLICIES

- » Nybooks.com reserves the right to reject or cancel any advertising at any time.
- » Cancellation for any ad will only be accepted up to 3 days prior to first day of run.
- » Once an advertising campaign is running on nybooks.com, 72 hours advance notice is required to make changes to the campaign.
- » If requested, reports can be generated by the ad server and sent via e-mail once per week.

CONTACTS

- » Catherine Tice, Associate Publisher
☎ 212-293-1647 📧 ctice@nybooks.com
- » Lara Frohlich Andersen, Advertising Director
☎ 212-293-1646 📧 lfandersen@nybooks.com
- » Mike King, Advertising Manager
☎ 212-293-1631 📧 mking@nybooks.com

Insertion orders may be sent by e-mail or by fax to 212-333-5374.

All materials may be sent electronically to Mike King at mking@nybooks.com.