

2010 Rate Card & Publication Schedule



The New York Review of Books®

2010 Publication Schedule

Volume No.	Cover Date	Sale Date	Special Issue	Reservations Due	Closing Date
LVII 1	Jan 14, 2010 <i>four week interval</i>	Dec 31, 2009	MLA ISSUE <i>On sale 4 weeks</i>	Dec 4, 2009	Dec 8, 2009
2	Feb 11	Jan 28		Jan 4	Jan 6
3	Feb 25	Feb 11		Jan 15	Jan 19
4	Mar 11	Feb 25		Jan 29	Feb 2
5	Mar 25	Mar 11		Feb 12	Feb 16
6	Apr 8 <i>three week interval</i>	Mar 25	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 26	Mar 2
7	Apr 29	Apr 15	LONDON BOOK FAIR ISSUE	Mar 19	Mar 23
8	May 13	Apr 29		Apr 2	Apr 6
9	May 27	May 13		Apr 16	Apr 20
	***	***	2010 BEA SUPPLEMENT*	Apr 23	Apr 27
10	June 10	May 27	BOOKEXPO ISSUE	Apr 30	May 4
11	June 24 <i>three week interval</i>	June 10	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 14	May 18
12	July 15 [†] <i>five week interval</i>	July 1	FICTION ISSUE <i>On sale 5 weeks</i>	June 4	June 8
13	Aug 19 <i>six week interval</i>	Aug 5	SUMMER ISSUE <i>On sale 6 weeks</i>	July 9	July 13
14	Sept 30	Sept 16	FALL BOOKS ISSUE	Aug 20	Aug 24
15	Oct 14	Sept 30	FRANKFURT BOOK FAIR ISSUE	Sept 3	Sept 7
16	Oct 28	Oct 14		Sept 17	Sept 21
17	Nov 11	Oct 28		Oct 1	Oct 5
18	Nov 25	Nov 11		Oct 15	Oct 19
19	Dec 9	Nov 25		Oct 29	Nov 2
20	Dec 23 <i>three week interval</i>	Dec 9	HOLIDAY ISSUE <i>On sale 3 weeks</i>	Nov 12	Nov 16
LVIII 1	Jan 13, 2011 <i>four week interval</i>	Dec 30, 2010	MLA ISSUE <i>On sale 4 weeks</i>	Dec 3, 2010	Dec 7, 2010

*This is an advertising supplement only; please note that a different rate card applies. *The Supplement* will be inserted in the center of the June 10, 2010 BookExpo issue for those copies distributed to the trade. All *Supplement* ads are also guaranteed a free re-run in any issue in 2010, except these special issues: 4/8, 4/29, 6/10, 6/24, 9/30, 10/14, and 12/23.

† Copies of the July 24, 2010 issue will be distributed at the American Library Association's Annual Conference.

2010 Advertising Rates & Sizes

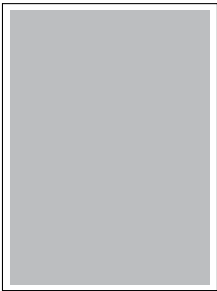
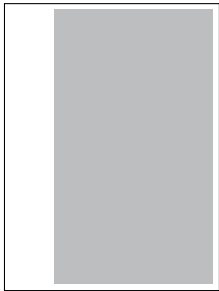
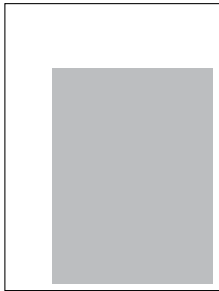
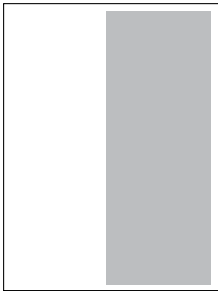
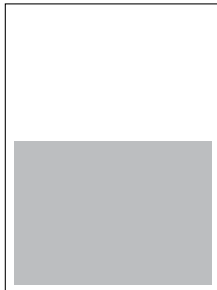
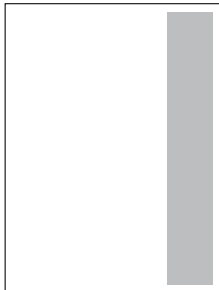
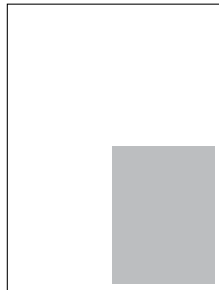
Description	Publishers' Rates <i>Black & White</i>	General Rates <i>Black & White</i>	Width x Depth	Line Depth	Total Linage
STANDARD SIZES					
Full page	\$11,825	\$13,600	9 3/4" x 13 3/8"	188	752
Three columns	\$9,625	\$11,050	7 1/4" x 13 3/8"	188	564
Junior page	\$9,025	\$10,400	7 1/4" x 10"	140	420
Two columns	\$7,050	\$8,100	4 3/4" x 13 3/8"	188	376
Half-page horizontal	\$7,050	\$8,100	9 3/4" x 6 5/8"	93	376
One column	\$3,875	\$4,450	2 1/4" x 13 3/8"	188	188
Quarter-page square	\$3,875	\$4,450	4 3/4" x 6 5/8"	93	188
One column inch	\$364	\$420	2 1/4" x 1"	14	14
Agate line	\$26	\$30			

PREMIUM CHARGES

Center spread	\$700	\$700	20 1/4" x 13 3/8"	188	1504
Cover 2	\$1,800	\$1,800	Full page	188	752
Cover 4	\$950	\$950	Full page	188	752
Cover 3	\$550	\$550	Full page	188	752
First full right-hand page	\$550	\$550	Full page	188	752
Second full right-hand page	\$450	\$450	Full page	188	752
Third full right-hand page	\$350	\$350	Full page	188	752

COLOR CHARGES 15% of open rate for standard sizes

Contract and agency discounts apply to color charges; minimum open color charge is \$400

	<p>W 9 3/4" x D 13 3/8" Line depth: 188 Total lineage: 752</p> <p>FULL PAGE</p> 	<p>W 7 1/4" x D 13 3/8" Line depth: 188 Total lineage: 564</p> <p>THREE COLUMNS</p> 	<p>W 7 1/4" x D 10" Line depth: 140 Total lineage: 420</p> <p>JUNIOR PAGE</p> 	<p>W 4 3/4" x D 13 3/8" Line depth: 188 Total lineage: 376</p> <p>TWO COLUMNS</p> 
<p>W 9 3/4" x D 6 5/8" Line depth: 93 Total lineage: 376</p> <p>HALF-PAGE HORIZONTAL</p> 	<p>W 2 1/4" x D 13 3/8" Line depth: 188 Total lineage: 188</p> <p>ONE COLUMN</p> 	<p>W 4 3/4" x D 6 5/8" Line depth: 93 Total lineage: 188</p> <p>QUARTER-PAGE SQUARE</p> 		

MATERIAL REQUIREMENTS

Format: Four-column page.

Make-up Depth: 188 agate lines.

Minimum Depth: One inch on one column (14 agate lines). Advertisements 170 or more lines deep will be billed as one full column.

Printing Process: Heat-set web offset on 35# and 50# stock.

Binding Method: Saddle-stitched.

Center Spread: Gutter bleed available for center spread only. Safety: Type smaller than 24 points should be kept 1/8" from gutter. All other spreads should be created in non-bleed format; image can not exceed 9 3/4" x 13 3/8" for each page.

Trim: 10 3/4" x 14 5/8".

Digital Ads: *The New York Review* accepts black-and-white and four-color advertisements in a number of digital formats. Digitally-prepared ads may be transmitted via e-mail; file attachments must be self-extracting archives created in a Macintosh compression program such as Archive or StuffIt. E-mail attachments larger than 10MB cannot be accepted. Files may be submitted on CD/DVD and sent to the address listed under "Shipping Information" on this card.

All black-and-white digital ads must be accompanied by a laser proof. All four-color digital ads must be accompanied by a color proof. Color matching is attempted but not guaranteed. The Publisher does not accept responsibility for the reproduction quality of computer-generated halftones.

Submit digital ads to the attention of Michael King at adproduction@nybooks.com.

Acceptable Formats:

- Beginning with the January 14, 2010 issue (closing December 8, 2009), PDFs created with PDF/X-4 settings are preferable. 16-bit images are not allowed. All fonts must be embedded and a proof generated from the PDF must accompany the file.
- Contact the Advertising Department for instructions on submitting ad materials in any other format.

Black-and-white & Four-color Specifications:

- *Black-and-white screen:* 110.
- *Rotation of colors:* Black, cyan, magenta, yellow.
- *Shadow:* 85%.
- *Inking:* Use on 35# and 50# stock.
- *Highlights:* 2%.
- *SWOP web dot gain* is 25%.
- *Four-color screen:* 110.
- *Four-color density:* Maximum 260%.
- *Color proof:* Please furnish a color laser proof.

COPY REGULATIONS / PUBLISHER'S POLICIES

- Payment is due 30 days from invoice date.
- Publisher reserves the right to request prepayment from all international advertisers and from any advertiser who exceeds a 60-day credit limit.
- A new advertiser or agency, or an advertiser or agency who has not placed an ad in *The New York Review* within the last 12 months, must prepay for each of four new insertions by the corresponding reservation deadline.
- Advertisements cancelled after the closing date for material will be billed at full rate.
- Premium positions cancelled less than 60 days before the reservation deadline will be invoiced for the premium position charge.
- All contents subject to the Publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.
- Copy to be set by the Publisher is due by the reservation deadline. Publisher-set display advertisements for which complete materials are not received by closing dates are not entitled to privileges of proofs for OK or revision. Advertisements ordered typeset but not used may be charged for composition.
- The advertiser and/or advertising agency, if any, agree to indemnify the Publisher against any liability or expense resulting from claims or suits based on the contents or subject matter of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement, or unauthorized use of the name, likeness, statement, or work of any person.
- The Publisher assumes no liability for errors in client-supplied media.

RATE INFORMATION

Advertisements not conforming to the standard sizes will be billed for the nearest unit of one column or more plus extra lineage at the applicable line rate.

Publishers' rates include educational, mail order, and non-profit advertising.

A version of this publication schedule and rate card may be downloaded from www.nybooks.com/advertising.

Online Advertising: Please e-mail inquiries about advertising on *The New York Review's* Web site to: onlineadvertising@nybooks.com, or visit www.nybooks.com/advertising to download our online rate card.

Inserts: Rates for preprinted inserts are available on request.

Typesetting & Design Charge: \$150

Commissions: 15% of gross space cost to advertising agencies. An in-house agency must demonstrate that it acts as a verifiable subsidiary of parent company.

Display Contract Discounts: A contract year is twenty consecutive issues. Time and bulk discounts apply only to advertisements inserted during one contract year.

- *Time Discounts:*
4 ads within 11 issues, 5% 12 ads within 20 issues, 13%
6 ads within 20 issues, 7% 20 ads within 20 issues, 18%
8 ads within 20 issues, 9%
- *Bulk Discounts:*
4 pages, 10% 12 pages, 25%
6 pages, 15% 15 pages, 30%
8 pages, 20%

N.B.: Insertions in the *2010 BEA Supplement* are eligible for contract discounts but do not count toward fulfillment of an advertising contract owing to *The Supplement's* discounted rate structure.

Circulation: 134,732*

- *Domestic / International breakdown:*
82% U.S. and possessions 18% International
- *Subscriber / Single Copy sales breakdown:*
94% Subscriptions 6% Single Copy Sales

*Source: *Audit Bureau of Circulations for period ending June 30, 2009.*

Subscription Rate: \$69.00 per year.

Cover Price: \$5.95 per copy.

SHIPPING INFORMATION

All materials & correspondence to:

The New York Review of Books®

Advertising Department
435 Hudson Street, Suite 300, New York, NY 10014-3994

Please identify contents on the outside of the package. Please inquire for information regarding shipment of advertising inserts.

Phone: (212) 757-8070 • Fax: (212) 333-5374 • www.nybooks.com

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