

EFFECTIVE 7.13.09 ISSUE (ON SALE 7.6.09) | RATE BASE 400,000

RUN OF MAGAZINE*

	OPEN	8X	24X	36X	46X
Full Page (Bleed)	27,130	24,160	21,430	19,560	17,640
Full Page (Non-bleed)	23,590	21,010	18,630	17,010	15,340
2/3	17,620	15,690	13,920	12,700	11,460
1/2	13,680	12,180	10,800	9,850	8,890
1/3	9,980	8,890	7,880	7,200	6,480
1/6	6,150	5,480	4,860	4,430	4,000

REAL ESTATE MARKETPLACE*

	OPEN	8X	24X	36X	46X
Full Page (Bleed)	12,180	10,950	9,850	9,250	8,760
Full Page (Non-bleed)	10,590	9,520	8,570	8,040	7,620
1/2	6,130	5,510	4,960	4,660	4,410
1/3	4,480	4,030	3,630	3,400	3,220
1/4	3,600	3,230	2,910	2,740	2,590
1/6	2,760	2,480	2,230	2,100	1,980
1/8	2,380	2,140	1,930	1,800	1,710
1 inch	460	410	370	350	330
Per Line**	53	48	43	40	38

*Gross Rates. 4c units.

**Four line minimum.

Fifth Color 10% additional; if metallic color, 15% additional. Consult Account Manager for quote and availability.

Fifth Color Pantone Ink may be used.

Online packages are also available. Contact your account manager for details.

New York Magazine, 75 Varick Street, New York NY 10013
 Jim Marron, Real Estate Director P: 212 508 0629 F: 212 359 4629 E: jim@nymag.com

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MARKETPLACE NET RATES

FOUR COLOR	1X*	5X	13X	20X
Full page	7,490	6,740	6,370	5,990
1/2 Page	3,970	3,570	3,370	3,180
1/4 Page	2,060	1,850	1,750	1,650
1/8 Page	1,050	950	890	840

PRINT PRODUCTION RATES**DISPLAY ADS**

Ad Design	\$110	Includes 1st Edit
Stock Photo Fee	\$30	Per Photo
Ad Correction	\$20	After 1st Edit
Modify Client-Supplied Material	\$75	Includes corrections made to material
Post Deadline	--	Dependent upon production late fees incurred by late artwork or changes to the ad

*15% discount will apply to the second insertion of a 2x consecutive schedule

ONLINE PRODUCTION RATES

Newsletter & Banner Ad	\$250	Includes 1st Edit
Ad Correction	\$95	After 1st Edit

Online packages are also available. Contact your account manager for details.

New York Magazine, 75 Varick Street, New York NY 10013
 Bonnie Cohen, Account Manager P: 212 508 0683 F: 212 359 4683 E:bonnie.cohen@nymag.com

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MARKETPLACE GROSS RATES

FOUR COLOR	1X*	5X	13X	24X	46X
Full Page	10,120	9,610	9,110	8,600	8,090
1/2	5,720	5,440	5,140	4,860	4,580
1/3	4,250	4,040	3,820	3,610	3,400
1/6	2,340	2,220	2,110	1,990	1,870
1/9	1,690	1,610	1,530	1,440	1,350

PRINT PRODUCTION RATES**DISPLAY ADS**

Ad Design	\$110				Includes 1st Edit
Stock Photo Fee	\$30				Per Photo
Ad Correction	\$20				After 1st Edit
Modify Client-Supplied Material	\$75				Includes corrections made to material
Post Deadline	--				Dependent upon production late fees incurred by late artwork or changes to the ad

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ONLINE PRODUCTION RATES

Newsletter & Banner Ad	\$250				Includes 1st Edit
Ad Correction	\$95				After 1st Edit

Online packages are also available. Contact your account manager for details.

New York Magazine, 75 Varick Street, New York NY 10013
 Melissa Montgomery, Account Manager P: 212 508 0691 F: 212 359 4691 E: melissa.montgomery@nymag.com

TERMS AND REGULATIONS

COPY AND CONTRACT REGULATIONS

1. Rates, conditions, and space units may change without notice.
2. Non-standard sizes are subject to publisher's approval.
3. NEW YORK MAGAZINE will not be bound by conditions of any nature appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provision contained within its rate card or with the magazine's policies.

4. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisements including: (1) the names, portraits, and/or pictures of living persons; (2) any copyrighted material; (3) any testimonials contained in any advertisement submitted to and published by NEW YORK MAGAZINE.

In consideration of NEW YORK MAGAZINE's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless NEW YORK MEDIA LLC, publisher of NEW YORK MAGAZINE, against all loss, liability, damage, and expense of any nature arising out of the copying, printing, or publishing of its advertisement, including without limitation attorney's fees resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.

5. NEW YORK MAGAZINE reserves the right to reject or cancel at any time any advertising that the publisher deems unacceptable for any reason.
6. All orders are accepted subject to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing, or distributing NEW YORK MAGAZINE. Further, the publisher shall not be liable for damages if there is failure to publish an advertisement for any reason.
7. NEW YORK MAGAZINE is not responsible for errors in key numbers or other typesetting done by the publisher.
8. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser, or the word "Advertisement" shall be placed with copy on any advertisement, which, in the publisher's opinion, resembles editorial copy.
9. Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
10. Advertising agency agrees to pay the charges for advertising published at its direction. Upon agency's written request, publisher may bill advertiser direct, provided agency guarantees payment.

11. Position specifications stipulated on insertion orders will be treated as a request only, subject to the right of the publisher to determine actual positions, and will not be binding on the publication. No allowances will be granted if position requests are not met.

12. Digital Material Requirement

ACCEPTABLE FILE FORMATS: PDF (Press-Optimized), PDF X1A (All Fonts Embedded, All 4/C Images CMYK)

MEDIA: 100 MB ZIP or CD-ROM (New York does not accept files via e-mail)

ACCEPTABLE PROOFS:

- Black & White Ads: Velox, Digital, or laser proofs
- Color Ads: Digital Matchprint, Iris, Kodak Approval, or SWOP Approved Proof
- Proofs for Bleed ads must be ruled up to indicate positioning for trim
- Laser Proofs are unacceptable guidance for color ads. We will pull a SWOP proof internally at an additional cost.

13. All contest copy must be submitted in advance of closing dates.
14. Covers are non-cancellable. No cancellation will be accepted after closing date. No cancellations or changes in orders may be considered executed unless acknowledged by publisher in writing.

COMMISSIONS, TERMS, AND DISCOUNTS

1. Agency commission: 15 percent of gross billing allowed to recognized agencies, provided account is paid within terms.
2. Terms: Net thirty days from invoice date.
3. Advertising bills to agencies with credit recognition are rendered five (5) days before the issue date and are due thirty (30) days from the date of invoice. The advertising agency and/or the advertiser are jointly and severally liable for the payment of all advertising invoices. Insertion orders with "sequential liability" language are not acceptable and are against policy. The publisher will not be bound by any conditions appearing on insertion orders, when such conditions conflict with its policies.
4. Direct advertisers must remit cash with order or furnish satisfactory credit references before closing date of issue. Agency commissions will be allowed where applicable.
5. Frequency discounts are earned by using five or more insertions in NEW YORK MAGAZINE. No rateholders accepted. Advertising schedules composed of mixed-space units are entitled to standard discounts except where the use of smaller units lowers the total cost of the campaign from the total cost at which the advertiser reached an earned rate.
6. Frequency discounts are earned for space used within one year from date of insertion.
7. Premium charges for special advertising units are commissionable.