

## 2010 GENERAL ADVERTISING PRINT RATE CARD

FOUR COLOR	OPEN	5X	13X	23X
Full Page	\$67,700	\$64,320	\$60,930	\$57,550
2/3	47,890	45,500	43,100	40,710
1/2	40,590	38,560	36,530	34,500
1/3	29,630	28,150	26,670	25,190
1/6	12,770	12,130	11,490	10,850
Back Cover	84,630	80,400	76,170	71,940

## BLACK &amp; WHITE

Full Page	\$41,980	\$39,880	\$37,780	\$35,680
2/3	29,690	28,210	26,720	25,240
1/2	25,170	23,910	22,650	21,390
1/3	18,370	17,450	16,530	15,620
1/6	7,920	7,520	7,120	6,730

## NOTE: ALL RATES ARE GROSS

Fifth Color Pantone ink may be used. Consult account manager for net premium quote and availability. Bleed 15 percent additional (no charge for gutter bleed).

## TERMS AND REGULATIONS

## COPY AND CONTRACT REGULATIONS

- Rates, conditions and space units may change without notice.
  - Non-standard sizes are subject to publisher's approval.
  - 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.
  - 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.
- NEW YORK MAGAZINE reserves the right to reject or cancel at anytime any advertising that the publisher deems unacceptable for any reason.
  - 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.

- 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.
- 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.
- 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.
- 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.
- Please see PRODUCTION SPECIFICATIONS AND GUIDELINES available on [nymag.com/newyork/mediakit/specs](http://nymag.com/newyork/mediakit/specs) for exact file preparation and ad submittal instructions.
- All contest copy must be submitted in advance of closing dates.
- 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

- Agency commission: 15 percent of gross billing allowed to recognized agencies, provided account is paid within terms.
- Terms: Net thirty days from invoice date.
- 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.
- Direct advertisers must remit cash with order or furnish satisfactory credit references before closing date of issue. Agency commissions will be allowed where applicable.
- 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.
- Frequency discounts are earned for space used within this calendar year.
- Premium charges for special advertising units are commissionable.

## 2010 RETAIL PRINT RATE CARD

FOUR COLOR	OPEN	5X	13X	23X
Full Page	\$53,140	\$50,480	\$47,830	\$45,170
2/3	37,580	35,700	33,820	31,940
1/2	31,870	30,270	28,680	27,090
1/3	23,250	22,080	20,920	19,760
1/6	10,010	9,510	9,010	8,510
Back Cover	66,430	63,100	59,790	56,460
<b>BLACK &amp; WHITE</b>				
Full Page	\$36,140	\$34,330	\$32,520	\$30,720
2/3	25,550	24,280	23,000	21,720
1/2	21,670	20,590	19,500	18,420
1/3	15,810	15,020	14,230	13,440
1/6	6,800	6,460	6,120	5,780

**NOTE: ALL RATES ARE GROSS.****RETAIL STORES OF NATIONAL MANUFACTURERS, RETAIL STORES WITH THREE OR MORE LOCATIONS, BANKS, HOTELS, TRAVEL.**

Fifth Color Pantone ink may be used. Consult account manager for net premium quote and availability. Bleed 15 percent additional (no charge for gutter bleed).

**TERMS AND REGULATIONS****COPY AND CONTRACT REGULATIONS**

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  - 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.
- NEW YORK MAGAZINE reserves the right to reject or cancel at anytime any advertising that the publisher deems unacceptable for any reason.
  - 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.

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## 2010 LOCAL PRINT RATE CARD

FOUR COLOR	OPEN	5X	13X	23X
Full Page	\$35,210	\$33,450	\$31,690	\$29,930
2/3	24,910	23,660	22,420	21,170
1/2	21,110	20,050	18,990	17,940
1/3	15,410	14,640	13,870	13,100
1/6	6,640	6,300	5,970	5,840
<b>BLACK &amp; WHITE</b>				
Full Page	\$21,910	\$20,820	\$19,720	\$18,630
2/3	15,450	14,670	13,900	13,130
1/2	13,080	12,430	11,770	11,120
1/3	9,540	9,070	8,590	8,110
1/6	4,180	3,970	3,760	3,550

**NOTE: ALL RATES ARE GROSS. RETAILERS WITH A MAXIMUM OF TWO LOCATIONS.**

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