

## Ad Sizes

Ad sizes vary by section of the paper. Broadsheet sections (most Sunday sections and all daily sections except the Classified pages) use a 6-column format and ads need to be created using these size configurations in order to fit within this format.

The Book Review section is considered a Tabloid section. For all ads in these types of sections, please refer to the Tabloid sizes.

Finally, Display on Classified ads are display ads that appear on Classified pages. The sizes for these ads differ from those on the 6-column Broadsheet pages.

All pages/ads are reduced by 2-6% before printed to accommodate our varied press widths across the country.

The final reproduction size of your printed ad will be smaller than what was submitted.

**The New York Times**

**ADVERTISING**

# Newspaper Ad Sizes: Broadsheet

For more print specifications, [please visit our website.](#)

SIZE	NUMBER OF COLUMNS	WIDTH	DEPTH
6 X 21 (FULL PAGE)	6	11.55"	21"
6 X 14	6	11.55"	14"
6 X 10.5 (HALF PAGE HORIZONTAL)	6	11.55"	10.5"
6 x 7	6	11.55"	7"
6 x 5.25	6	11.55"	5.25"
5 x 15.75	5	9.6"	15.75"
5 x 14	5	9.6"	14"
5 x 10.5	5	9.6"	10.5"
5 x 7	5	9.6"	7"
4 x 21	4	7.65"	21"
4 x 15.75	4	7.65"	15.75"
4 x 10.5	4	7.65"	10.5"
4 x 7	4	7.65"	7"
4 x 5.25	4	7.65"	5.25"
3 x 21 (HALF-PAGE VERTICAL)	3	5.7"	21"
3 X 15.75"	3	5.7"	15.75"
3 x 14	3	5.7"	14"
3 x 10.5 (QUARTER PAGE)	3	5.7"	10.5"
3 x 7	3	5.7"	7"
3 x 5.25	3	5.7"	5.25"
2 x 21	2	3.75"	21"
2 x 15.75	2	3.75"	15.75"
2 x 14	2	3.75"	14"

SIZE	NUMBER OF COLUMNS	WIDTH	DEPTH
2 x 10.5	2	3.75"	10.5"
2 x 7	2	3.75"	7"
5 x 5.25	2	3.75"	5.25"
2 x 3.5	2	3.75"	3.5"
2 x 2	2	3.75"	2"
1 x 21	1	1.8"	21"
1 x 15.75	1	1.8"	15.75"
1 x 14	1	1.8"	14"
4 x 10.5	1	1.8"	10.5"
1 x 7	1	1.8"	7"
1 x 5.25	1	1.8"	5.25"
1 x 3.5	1	1.8"	3.5"
1 x 3	1	1.8"	3"
1 x 2	1	1.8"	2"
1 x 1.5	1	1.8"	1.5"
1 x 1	1	1.8"	1"
13 x 21	13	23.75"	21"
13 x 14	13	23.75"	14"

**THE FOLLOWING UNITS ARE AVAILABLE FOR DISPLAY BANNED CATEGORIES ONLY**

2 x 9	2	3.75"	9"
2 x 8	2	3.75"	8"
2 x 6	2	3.75"	6"
2 x 4	2	3.75"	4"

Contact us at [adinquiries@nytimes.com](mailto:adinquiries@nytimes.com)

# Newspaper Ad Sizes: Tabloid

For more print specifications, [please visit our website.](#)

SIZE	NUMBER OF COLUMNS	WIDTH	DEPTH
FULL CENTERSPREAD	11	20.6"	10.875"
MINI CENTERSPREAD	7	12.8"	10.875"
BOOK REVIEW STRIP	5	9.6"	10.875"
FULL PAGE	5	9.6"	10.875"
3/5 PAGE (VERT.)	3	5.7"	10.875"
1/2 PAGE (HORIZ.)	5	9.6"	5.375"
9/20 PAGE	3	5.7"	8.125"
2/5 PAGE (VERT.)	2	3.75"	10.875"
3/10 PAGE (VERT.)	2	3.75"	8.125"
3/10 PAGE (HORIZ.)	3	5.7"	5.375"
1/5 PAGE (VERT.)	1	1.8"	10.875"
1/5 PAGE (HORIZ.)	2	3.75"	5.375"
3/20 PAGE	1	1.8"	8.125"
1/10 PAGE (VERT.)	1	1.8"	5.375"
1/10 PAGE (HORIZ.)	2	3.75"	2.625"
1/20 PAGE	1	1.8"	2.625"
1 SMALL PRESS	1	1.8"	1.25"