

Display Advertising  
**RATE CARD**



# Rate Cards

## THE TIMES

### Main News & Business News

	<b>Firm Day Colour</b>	<b>Mono</b>
Full page compact	£27,195	£16,645
SCC fractional	£123	£75
DPS	£42,000	£27,825
Strips	+10%	
Fixed positions	+15%	

### Sport

SCC	£107	£63
-----	------	-----

### All other sections

SCC	£102	£67
-----	------	-----

### Special Positions

Main news page 3 (20 x 2/7x7)	£9,450	
Main news page 5 (25 x 4/17x7)	£17,000	
Centre spread - Business News (10 x 7/20 x 2/20x3)	£10,000	
Share Square (Unit Trusts/Prices) = 9x2	£3,255	
Sport OBC strip (Mon-Fri) 5x7	£8,400	
Sport Page 3 (Mon-Fri) 10x7	£10,000	
Sport FPS strip (Saturday) 7x7	£12,075	
Sport Page 3 (Saturday) 10x7	£10,000	
Sport OBC Page (Saturday)	£27,195	
The Game (front page solus) 7x7	£12,075	
The Game - OBC Page	£27,193	
OBC Times2 (20x2)	£5,775	

### London/South East

SCC	£74	£42
-----	-----	-----

### EUREKA

12 pages per year	£100k	
6 pages per year	£9,000 per insertion	
3 pages per year	£10,000 per insertion	
1 page	£12,000	
1xDPS	£22,200	

### Special Positions:

OBC (+20%)

ALL OTHERS (+10%)

# Rate Cards

## SATURDAY TIMES

### Money

SCC	£123	£75
Page 3 solus 17x7	£14,700	
Leader Page	£25,990	

### Travel

SCC	£123	£75
Page 3 solus 10x7	£9,450	
Back page solus	£25,990	

### The Knowledge

SCC	£110
Page colour	£12,600
Critics Choice	£1,050
Outside back cover	£16,800
Inside front cover	£14,700
Inside back cover	£14,700

## THE TIMES MAGAZINE

DPS	£30,450
Full page (run of magazine)	£16,540
Half page	£9,975

### Special Positions

Inside front cover DPS	£40,425
Outside back cover/Inside front cover	£23,625
First page facing all matter	£22,050
First DPS	£37,015
DPS in/out matter	£34,125
Page facing all matter	£19,425
Page facing matter	£18,795
Half pages - next to/under matter	£13,125
First right hand page facing all matter	£22,575
Inside back cover	£21,000

Front half	+10%
All other positions	+10%

Bleed +10%

SCC = Single Column Centimetre

Newspaper copy splits = +10%

All rates shown are exclusive of colour reproduction charges and VAT and apply to UK editions only.

**Additional Costs:** AB copy or N/S splits (subject to availability) £5,000 or £10,000 (depending on pagination and position within issue).

# Rate Cards

## THE SUNDAY TIMES

### Main News

	Colour	Mono
SCC	£220	£144
Page (run of section)	£90,90	£60,690
First full page	£97,650	£64,025
Front page solus 7x8 colour or mono	£23,365	
Back page	£98,700	
Page 3 25x4 colour or mono	£25,465	
Leader solus 20x2/Opinion solus	£7,665	

### Business News

SCC	£220	£144
Page	£90,090	£60,690
First page	£97,650	£64,050
Front page solus 7x8 colour or mono	£23,365	
Back page	£98,700	
Page 3 25x4	£25,465	

### Money

SCC	£192	£135
Page	£78,355	£56,230
First page solus 25x4	£24,700	
Back page solus 33x5	£34,620	

### Sport

SCC	£203	£137
Page	£83,060	£57,330
First page	£87,710	£60,584
Front page solus 10x8	£22,500	
Page 3 solus 25x4	£23,150	
Back page	£88,725	

### News Review

SCC	£187	£131
Page	£78,300	£52,500
Front page solus 10x8	£19,850	
Back page solus 25x4	£25,465	

### Travel

SCC	£192	£131
Page	£42,655	£29,140
OBC	£47,250	£47,250

### InGear/HOME

SCC	£158	£105
-----	------	------

### CULTURE

SCC	£204	£146
Page	£31,660	
First page (colour or mono)	£38,590	
Critics Choice 9x1	£2,100	
Inside front cover	£42,400	
Outside back cover	£45,150	

# Rate Cards

## BOOKS (within Culture)

SCC	£114 £80
Page	£15,855

## THE SUNDAY TIMES MAGAZINE

DPS	£38,590
Full page	£19,950
Half page	£14,175

### Special Positions

DPS - inside front cover	£61,690
First DPS	£57,750
DPS leading in or out of matter	£48,825
Inside front/outside back cover	£39,900
Inside back cover	£32,290
First facing all matter	£36,750
Page facing all matter	£30,190
Page facing matter	£27,565
Half page - next to/under matter	£16,275
First right hand facing all matter	£38,325
Front half DPS	£45,675
Front half page facing all matter	£35,440
Half page DPS - front half	£36,225
Half page DPS	£30,975

### Additional Costs

Other front half	+15%
All other specified positions	+15%
Bleed	+10%

All rates shown are exclusive of colour reproduction charges and VAT and apply to UK editions only.

**Additional Costs:** AB copy or N/S splits (subject to availability) £5,000 or £10,000 (depending on pagination and position within issue).

## STYLE

Front half DPS	£64,050
Inside front/outside back cover	£42,000
First facing all matter	£40,425
Page facing all matter	£33,600
First right hand facing all matter	£40,950
Half page	£19,950

### Additional Costs

Other front half	+15%
Bleed	+10%

SCC = Single Column Centimetre. Newspaper copy splits = +10%. All rates shown are exclusive of colour reproduction charges and VAT and apply to UK editions only.

**Additional Costs:** AB copy or N/S splits (subject to availability) £5,000 or £10,000 (depending on pagination and position within issue).

A separate rate card for Scotland and the Republic of Ireland is available on request.

# Advertorial Rate Card

## THE TIMES

### The Knowledge

Commercial Feature Page £17,640

Additional Costs:

£1600 net Page or £1,900 net DPS based on supplied imagery

### The Times Magazine

Commercial Feature Page £23,030

Commercial Feature DPS £42,605

Additional Costs:

£1600 net Page or £1,900 net DPS based on supplied imagery

### Travel

SCC £172

Additional Costs:

£1600 net Page or £1,900 net DPS based on supplied imagery.

The Game, Times2, Bricks & Mortar, Screen,

Sounds and Body & Soul

Advertorial cost = agreed Display Page/DPS rate + 40%.

Additional Costs:

£1600 net Page or £1,900 net DPS based on supplied imagery

## SUNDAY TIMES

### Style

Commercial Feature Page £47,040

Additional Costs:

£1600 net Page or £1,900 net DPS based on supplied imagery

### Sunday Times Magazine

Commercial Feature Page £38,591

Additional Costs:

£1600 net Page or £1,900 net DPS based on supplied imagery

### In Gear / Home:

Commercial Feature

SCC (Colour Only) £221

Additional Costs:

£1200 net Half Page, £1,600 net per Page or £1,900 net DPS based on supplied imagery

# Mechanical Data

## THE TIMES

### Main News, Business News, Sport

Page size	340mm depth x 264mm width
Half page horizontal	169mm x 264mm
Half page vertical	340mm x 149mm
Share Square (Unit Trusts/Prices)	90 x 85mm

### All Other Sections

Page size	325mm depth x 264mm width			
Half page horizontal	69mm x 264mm			
Half page vertical	325mm x 130mm			
Column widths	1 column	34mm	2 columns	72mm
(all sections)	3 columns	111mm	4 columns	149mm
	5 columns	188mm	6 columns	226mm
	7 columns	264mm		

### Knowledge

Page size	260mm x 225mm			
Column widths	1 column	41mm	2 columns	87mm
	3 columns	133mm	4 columns	179mm
	5 columns	225mm		

### Type Area

### Times Magazine

DPS	230mm x 420mm			
Page	230mm x 191mm			
Half page horizontal	117mm x 191mm			
Half page vertical	230mm x 90mm			

### Type Area

**Note:** All advertising must be supplied by the Quickcut Advertising Delivery System

# Mechanical Data

## THE SUNDAY TIMES

### Main News, Business, Sport, News Review and Money

Page size	540mm x 343mm DPS double truck: 540mm x 714mm (2 bromides required for mono)			
Screen size	65 DPI, Shadow dot 85%, Highlight dot 10%			
Column widths	1 column	39mm	2 columns	83mm
	3 columns	126mm	4 columns	169mm
	5 columns	213mm	6 columns	256mm
	7 columns	300mm	8 columns	343mm

### Style

Full page type area	271mm x 188mm Bleed: 303mm x 220mm Trimmed: 297mm x 210mm			
DPS type area	271mm x 396mm Bleed: 303mm x 430mm Trimmed: 297mm x 420mm			

### Culture

Page size type area	281.5mm x 250mm Half page (horizontal) type area: 140mm x 250mm			
Column widths	1 column	46mm	2 columns	97mm
	3 columns	148mm	4 columns	199mm
	5 columns	250mm		

## Travel, Home and InGear

Page size type area	338mm depth x 264mm width			
Half page (horizontal)	169mm x 264mm			
Half page (upright)	338mm x 130mm			
Quarter page	169mm x 130mm			
Column widths	1 column	40.9mm	2 columns	85.6mm
	3 columns	130.3mm	4 columns	175mm
	5 columns	219.8mm	6 columns	264.5mm

## THE SUNDAY TIMES MAGAZINE

	Type Area	Bleed Size (Untrimmed)	Trim Size
DPS	274mm x 445mm	303mm x 470mm	297mm x 464mm
Full page	274mm x 212mm	303mm x 238mm	297mm x 232mm
Half page (horizontal)	137mm x 212mm	151mm x 238mm	148mm x 232mm
Half page (vertical)	274mm x 104mm	303mm x 122mm	297mm x 116mm

## Copy Deadlines - The Times

### THE TIMES

**Full Colour** - 3 working days prior to day of publication. **Mono/Spot** - 2 working days prior to publication.

**Cancellations (Colour or Mono)** - Colour and special positions: 3 months prior to publication. Mono: 28 days prior to publication.

### THE TIMES MAGAZINE

**Display Copy Deadline** 17 working days before cover date.

**Classified Copy Deadline** 11 working days before cover date.

### TheKnowledge

**Display Colour** Monday 12 working days before publication.

**Display Mono** Thursday 9 working days before publication.

### Magazine Cancellations

At least 18 weeks prior to publication.

## Copy Deadlines - The Sunday Times

### THE SUNDAY TIMES Main News

**Full Colour** - 3 working days prior to day of publication. **Mono/Spot** - 2 working days prior to date of publication. **Cancellations** - Colour and special positions: 3 months prior to the day of publication. Mono: 28 days prior to the day of publication.

### THE SUNDAY TIMES MAGAZINE

**All copy** - 24 working days prior to the Sunday of publication.

### STYLE

**All copy** - 17 working days prior to the Sunday of publication.

## **CULTURE**

**Display colour** - 2 Tuesdays before publication date. **Display mono** - 2 Thursdays before publication date.

### **Magazine Cancellations**

At least 18 weeks prior to the Sunday of publication.

### **Other Newspaper Sections**

For display copy deadlines please phone 020 7782 4920.

All advertisements must be supplied by the Quickcut advertising delivery system.

## **Terms & Conditions**

Space orders are accepted subject to our standard terms and conditions which incorporate the Newspaper Publishers' Association standard conditions of insertion. By submitting your advertisement copy, you agree to all such terms and conditions. In particular, your attention is drawn to the following:

- Any stipulation or condition applying to an order must be incorporated clearly in the written instructions supplied to, and approved in writing by us.
  - Orders for insertion of any advertisement are accepted on condition that you grant the right to publish the advertisement in the newspapers published by, and in any other publications of, Times Newspapers Limited (including reprographic and digital cuttings and page images) in any medium, whatever the means or system of production delivery, including on-line versions.
  - We reserve the right at our discretion to decline to publish, or to omit, suspend or change the position of, the whole or part of any advertisement otherwise accepted for insertion.
  - Liability for any loss or damage resulting from errors or inaccuracies in the printing of, or omission of the whole or part of, any advertisement is limited and you should refer to the full standard terms and conditions for further details.
  - The buyer warrants that the advertisement will not breach any contract, infringe any copyright, trademark or any other third party right or render us liable to any claim or proceedings whatsoever.
  - All prices quoted are exclusive of VAT and apply to the UK editions of the papers only.
- To see a full version of our standard terms and conditions as referred to above, you should go to [www.newsint.co.uk/tnlads](http://www.newsint.co.uk/tnlads) or ask your sales contact.



**THE SUNDAY TIMES**  
**THE  TIMES**

For mechanical data, copy deadlines and  
terms and conditions please go to

[www.niadhelp.co.uk](http://www.niadhelp.co.uk)