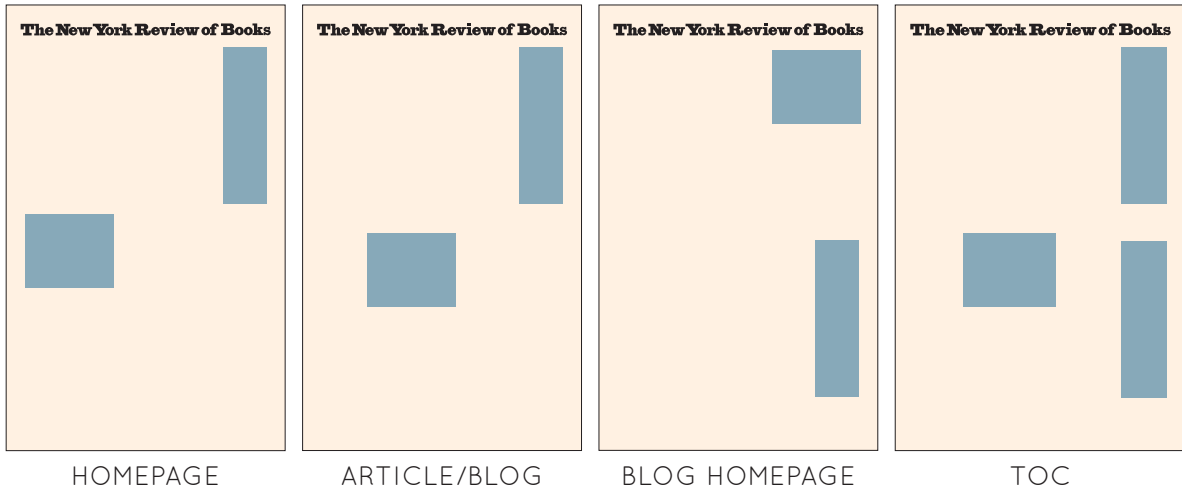




WEBSITE ADVERTISING

Display your ads to one of the most discerning readerships in all the Web



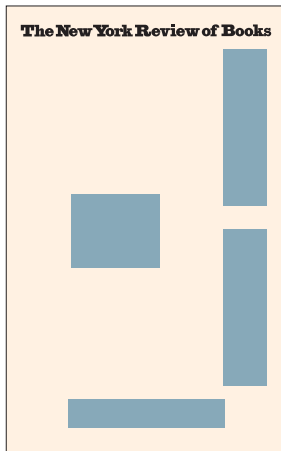
RATES AND SIZES

160x600	Wide Skyscraper	\$15/M
300x250	Medium Rectangle	\$15/M

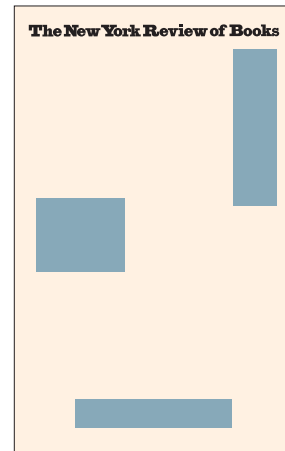
15% premium applies for targeting. See specifications page for more information. All ads rotate on the four page types represented above. Package rates available for related print ad campaigns. Call the advertising department to find out more.

NEWSLETTER ADVERTISING

Individually shared with others, or privately, as a single sponsor



MULTIPLE SPONSOR



SINGLE SPONSOR

RATES AND SIZES: Multiple Sponsor

160x600	Top Skyscraper	\$750
160x600	Bottom Skyscraper	\$650
300x250	Medium Rectangle	\$750
600x74	Non-standard banner	\$350

RATES AND SIZES: Single Sponsor

160x600	Top Skyscraper	\$1650
300x250	Medium Rectangle	included
600x74	Non-standard banner	included

The multi-sponsor and single-sponsor newsletters are sent on alternating Tuesdays to the same *New York Review* newsletter subscriber list with new content each week including the latest articles, blog posts, and Review-related events. Newsletters can be booked well in advance, so please contact the Ad Department for availability.



WEBSITE TRAFFIC & NEWSLETTER INFORMATION*

SITE TRAFFIC INFORMATION

1,972,230 page views (monthly average)
521,376 unique visitors (monthly average)

GEOGRAPHIC LOCATION

67% Americas
20% Europe
7% Asia
4% Oceania

NEWSLETTER CIRCULATION

73,299 as of December 21, 2011
31% average open rate
32% average action rate for opens (all links)

Source: CampaignMonitor

**Source: Twelve-month average from Google Analytics, November 1, 2010 through October 31, 2011*

Visit www.nybooks.com/advertising for more information about newsletter scheduling and availability and additional demographic information, or contact the Ad Department.

ONLINE READERSHIP

DEMOGRAPHICS

69% male
31% female
43 average age (website visitors)
81% do not subscribe to the print edition of *The New York Review of Books* (website visitors)
\$110,032 average HHI

EDUCATION

85% Bachelor's degree
56% Post-graduate degree

ONLINE SPENDING IN THE PAST TWELVE MONTHS:

91% have purchased books online
68% purchased airline or travel tickets
47% purchased tickets to a performing arts event
\$1,908 average amount spent online

BOOK BUYING

38 average number of books purchased in last twelve months

TYPES OF BOOKS PURCHASED†

63% Literary Fiction
58% History
51% Politics/Current Affairs
48% Classics
42% Biography
39% Cultural/Literary Criticism
38% Philosophy/Religion
20% Travel Guides

†percentages total more than 100% due to multiple responses

Source: New York Review administered survey through SurveyMonkey.com (December 2010)



SPECIFICATIONS

SPECIFICATIONS OVERVIEW

File types: We accept GIF, JPEG, and PNG files for ads on the website and e-mail newsletters. Flash files and other rich media are accepted for the website only. Please see below for further information regarding these file types. Expanding, floating, or pop-up/under ads are not accepted.

Maximum File Sizes: 50k for all image ad sizes; 75k for all Flash ad sizes.

Animation: Animated files are acceptable. Animated files may not loop more than three times for a total of 30 seconds maximum.

Link Information: Please provide a link URL for all ads. Up to three creatives may be submitted per campaign. See below for additional information regarding link URLs in Flash and HTML ad materials.

Frequency Caps: Frequency caps may be applied to campaigns at the request of the advertiser. Frequency capping may not be set through third-party ad servers.

Deadlines: Insertion orders are due five business days prior to the campaign start date. Materials are due three business days prior to the flight date, including samples of third-party served ads. Please contact the Ad Department for the newsletter schedule.

Ad Design: We can design static-image ads for an additional fee of \$75 per ad. Please allow a total of six business days prior to the desired start date of the campaign for design approval.

FLASH & RICH MEDIA SPECIFICATIONS

- ✦ Flash files and other rich media are accepted on nybooks.com, although all non-Flash rich media files must be third-party hosted. Flash and other rich media files are not accepted for newsletter ads.
- ✦ Video/animations may not last more than 30 seconds or loop more than three times.
- ✦ Audio must be user-initiated by click, with clearly marked Audio On/Off buttons.
- ✦ Flash files must use the clickTAG parameter for the getURL function (i.e. {getURL (clickTAG, “_blank”);}) to enable proper display and tracking. Similar adjustments are necessary for all other rich media and third-party served ads. Please contact the advertising department for more information.
- ✦ All rich-media ads must include image ad back-ups for visitors to nybooks.com without Flash or JavaScript capabilities.

POSITIONING

- ✦ Wide Skyscraper and Medium Rectangle ads on nybooks.com rotate on the home page, article pages, blog pages, and table of contents, and most other miscellaneous pages on the website.
- ✦ Exclusive positions, such as home-page-only or first-article-page-only, as well as time-targeted and geo-targeted ads, are available for a premium.

THIRD-PARTY SERVED ADS

- ✦ Third-party served ads are acceptable. All non-Flash rich media ads must be hosted by a third-party server. File sizes must conform to the standard file specifications listed above.
- ✦ If an advertiser requires billable impressions to be based on third-party tracking, please provide a reporting URL, user name, and password prior to the flight date.

REPORTING & TRACKING

- ✦ *The New York Review* will provide ad reports by request only. Please provide an e-mail address if you wish to receive reports.
- ✦ Tracking possibilities exist for an additional premium. Please contact the advertising department for more information and file specifications.

PAYMENTS

- ✦ Ads will be billed at the completion of a campaign or at the end of the month (for the portion of the campaign that has been fulfilled for the month), whichever is sooner. Payment is due 30 days from invoice date.
- ✦ Prepayment is required for any new or infrequent nybooks.com advertiser.

PUBLISHER'S POLICIES

- ✦ *The New York Review* reserves the right to reject or cancel any advertising at any time.
- ✦ An advertiser may cancel an ad or campaign up to three business days prior to the start date. Cancellations will not be accepted thereafter.
- ✦ Changes may be made to a campaign with 72 hours advance notice.

CONTACTS

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(212) 293-1631, mking@nybooks.com

Insertion orders may be sent by e-mail or by fax to (212) 333-5374. All materials may be sent electronically to Mike King at mking@nybooks.com.

The New York Review of Books

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