

2008

A Special Advertising Section
Appearing in The New York Times Magazine
Sunday May 4

60@60



A World of Music from Israel

60@60 will be a national celebration of Israel's 60th Anniversary through the creation of highly visible concerts across North America. The concert series will launch with a gala event at Radio City Music Hall in New York City on Yom Ha'atzmaut on May 7 and at the Kodak Theater in Los Angeles on May 10, 2008. Following the opening, over 60 performances will take place in 60 days across the country in cities such as Chicago, Boston, Miami, San Francisco, Philadelphia, Washington, D.C., Seattle, and many more.

A Special Section for a Special Celebration

To create awareness of this exciting concert series and join in the celebration of Israel's 60th Anniversary, The New York Times will produce a 60@60 Special Advertising Section in May 4th, 2008. The section will appear in The Magazine and showcase the music, joy and meaning of this momentous year. Be a part of this celebratory section and send your message to 4.5 million Sunday readers.

DEADLINES

Reservations close March 25

Materials due April 4

Publication date May 4

Bonus Distribution

- 200,000 bonus copies of the section will be inserted into weekly Jewish newspapers across the country and distributed at various 60@60 concert venues

Rate

- P4CB: \$48,725 gross
- ½ P4C: \$26,800 gross
- ¼ P4C: \$14,000 gross

FOR MORE INFORMATION

Please contact Brad Kolodny at
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To learn more about other advertising opportunities,

visit: <http://nymediakit.com>

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