


The New York Times Education Program for Colleges and Universities



The New York Times's
mission is to seek the
truth and help people
understand the world.

The image features a central black circle containing the text. Surrounding this circle are several geometric elements: four thin-lined triangles pointing outwards, a grey dotted circle to the right, and a rectangular area at the bottom right containing a faint, abstract pattern.

The New York Times

Engage, Inspire and Inform your Students with The New York Times

With unlimited digital access, The New York Times empowers students with knowledge, a world view, drives literacy and critical thinking—in every area of study, to improve wellness and support interests both inside and outside of the classroom.

Direct Digital access to News, Games, Cooking, Wirecutter and The Athletic delivers 171 years of New York Times journalism directly to each member of your school community and in the way we seek digital information today.

Delivered on college campuses across the world as a curricular resource for instruction and reference, The New York Times goes way beyond that of a regular classroom resource, putting context around world events and engaging students in all areas of college life.

Learning doesn't occur in a vacuum and The New York Times is a connects real world events to curricular content.

The following slides aim to share more about our products, and the purpose and value they will bring to your students both in the classroom and beyond.



When the world turned upside down.

66%

of students report that the pandemic has caused them more financial stress

41%

of students report witnessing discriminatory behavior in person or online, related to race or ethnicity, since the beginning of the pandemic

18%

probability of people between 18-24 years old believing corona-virus-related misinformation about the severity of the disease and how it originated

30.5%

of students reported that their mental health negatively affected their academic performance on at least 6 days of a 4-week period during the pandemic

only 39%

of students say they typically actively seek out news each week. 60% say the “bump into in” on social media.

Opinion

Colleges, Conservatives and the Kakistocracy

Universities with traditionally progressive ideals can welcome conservative views, and still reject authoritarianism and hate.

By Michael S. Roth

Mr. Roth is the president of Wesleyan University.

Sept. 19, 2020



Party Selfies and Hazmat Suits: How N.Y.'s Worst Campus Outbreak Unfolded

More than 670 students, about 10 percent of the population at SUNY Oneonta, became infected, forcing the campus to be shut down.



Students at SUNY Oneonta were not required to have a negative coronavirus test before they arrived on campus. Cindy Schwartz for The New York Times

Next Gen Readers: Why they come to The New York Times

Over **half** of the New York Times U.S. audience is made up Next Gen Readers



**Be an Educated,
Engaged, Global
Citizen**

58% of Next Gen Readers agree that world news makes them feel like a more educated citizen.



**Lead an Inspiring
Personal Life**

42% of Next Gen Readers engage with content because they find it inspiring.



**Create
Conversation**

56% of Next Gen Readers engage with content because it gives them something to talk about with others.



**Drive
Ambition**

Next Gen Readers are ambitious, and engage with content that supports their goals.

Next Gen Readers Care About Issues that Impact the World

Next Gen New York Times Readers care deeply about all societal issues compared to the average New York Times reader. From Gender to Immigration, Gen Z and Millennials are tuned into human rights across the globe.

Issues Next Gen Readers care about *more* than the average NYT reader:



Economic Growth:

+23%

+19%

Personal Finance

+15%

Education

+14%

Workers Rights



Human Rights:

+15%

Reproductive Rights

+12%

Immigration

+11%

Diversity & Inclusion

+10%

LGBTQ+ Rights



Legal System:

+19%

Police & Prison Reform

+11%

Gun Control/Rights

We are proud to provide New York Times access to over 10 million U.S. College students and faculty—and we're growing every day.

Ivy League Institutions

100%

Big 10 Schools

86%

**Institutions with a R1
Carnegie
Classification**

75%

**AASCU
Institutions**

~50%

**College Students across the U.S. with
Times Access through our program**

+60%

Drive Student Success

New York Times access can help your students meet a variety of learning needs

MEDIA LITERACY



CRITICAL THINKING



CURIOSITY & DISCOVERY



VOCABULARY & WRITING SKILLS



GLOBAL PERSPECTIVE

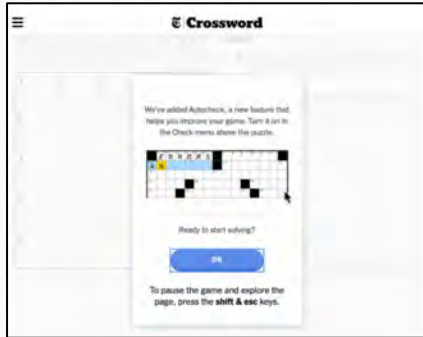


CONVERSATION PROMPTS



We are committed to ensuring access is accessible to all students

VISUAL CUES



AUDIO TRANSCRIPTS



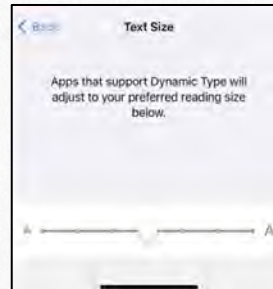
CLOSED CAPTIONING ON VIDEOS



COLOR CONTRAST



ENLARGED FONT



VIDEO TRANSCRIPTS



Readers continue to turn to us for guidance and news across every topic.

Facts. Escapism. Inspiration.



SEARCH



Our readers come not just to be informed, but to seek experiences that challenge their worldview and satiate their curiosity on every topic and area of interest—including business, technology, climate change and science, the arts and culture, health, world news, and so much more.



Arts & Entertainment

8,794,809 total engaged minutes



World News

7,393,266 total engaged minutes



Politics & Breaking News

28,028,274 total engaged minutes



Society & Culture

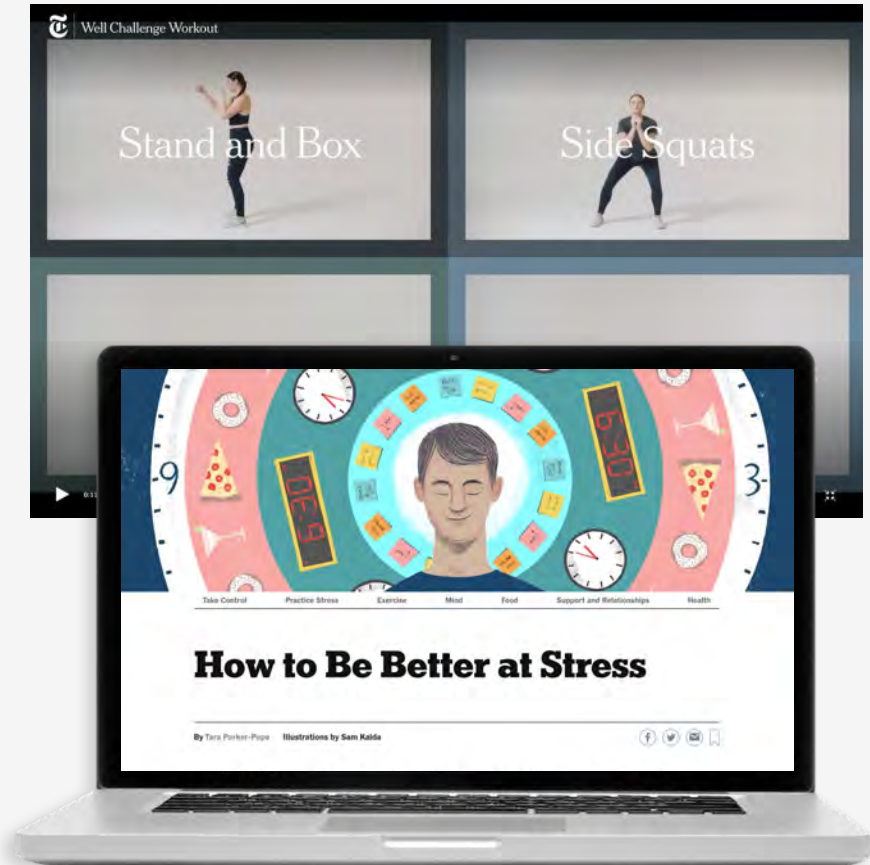
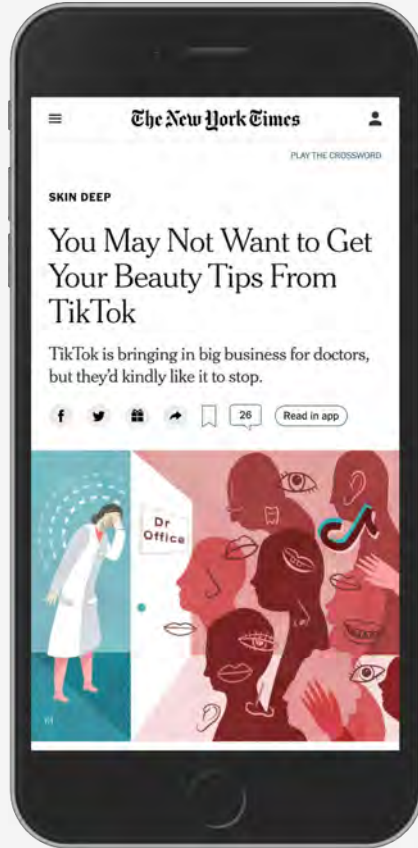
59,514,680 total engaged minutes



Health & Science

88,485,236 total engaged minutes

We are a leading voice on lifestyle and wellness



Historical Knowledge: TimesMachine

Over 150 years of New York Times journalism, as it originally appeared. TimesMachine provides searchable, browsable page scans of every issue of The New York Times published between 1851 and 2002.





We are a constant companion throughout the day

Our content is created and served in a way young readers expect: searchable, always available, and built with content recommendations to help fuel discovery.

5 Articles / Day

Articles, on average, that our subscribers read on a given day.

88M Users / Week

On average, over 88M users visit The Times each week, with millions returning to the site in the same week.

The following products are available through New York Times | All Access*

NEWS

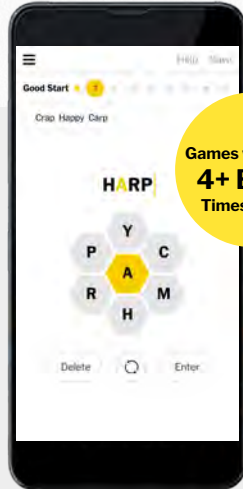
The global reporting, analysis, cultural commentary and more to deepen students' understanding of the world.



150
Pieces of
journalism
published
daily

GAMES

From The Crossword to Wordle and Spelling Bee — word, visual and number games that build problem-solving skills, provide a mental break, and delight solvers.



Games was played
4+ Billion
Times in 2022

COOKING

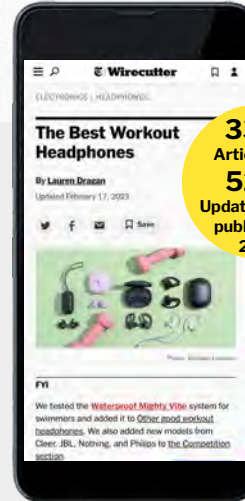
A digital cookbook and cooking guide alike that will support your students' total wellness and kitchen confidence, deliciously.



700+
Essential and
diverse recipes
published in
2022

WIRECUTTER

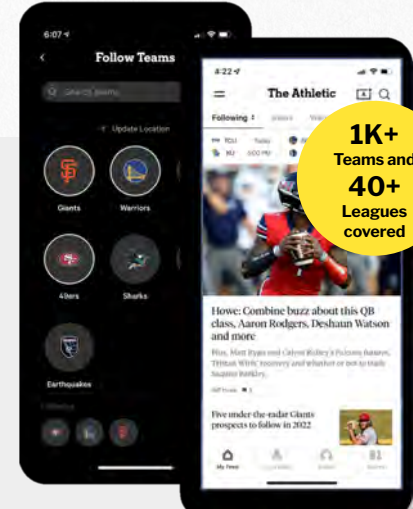
Independent product recommendations and reviews based on real-world testing that can help your students choose products confidently.



330+
Articles and
525+
Updated guides
published in
2022

THE ATHLETIC

In-depth, personalized sports coverage that can foster media literacy on a subject students are passionate about.



1K+
Teams and
40+
Leagues
covered

*You may opt for New York Times News-only

The New York Times Games

Bolster your students' mental wellbeing, critical thinking skills, and sense of community

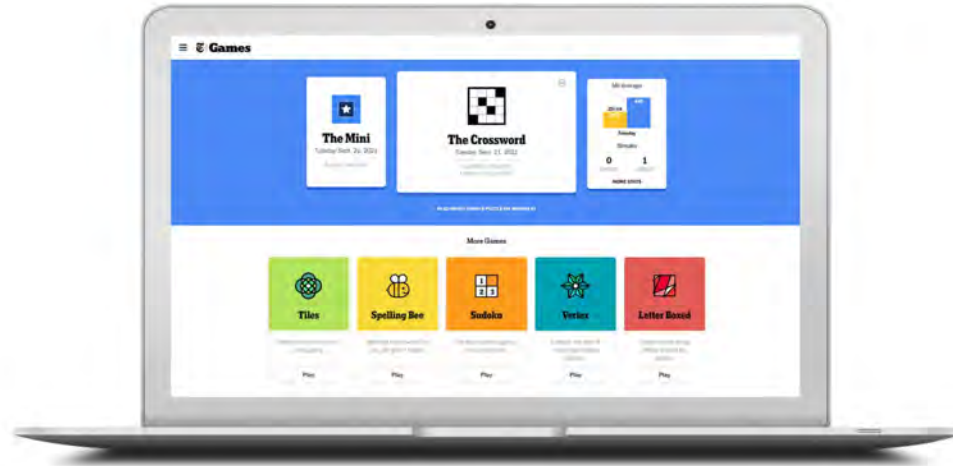
Research has shown the power of games to [give your brain a mental break](#) that can not only sharpen your thinking, but also be good for your mental health and and sense of connectedness

For your students, NYT Games supports mental wellbeing, and brings a sense of community with other solvers.

Support student clubs, library activity centers and social experiments with printable crossword puzzles that date back to 1995. Play and store scores for Sudoku, Vertex, Tiles, Spelling Bee, Wordle and more.

Everybody gets the same game everyday so gameplay bridges the gap with jovial communication with for family, friends and classmates.

Subscriptions enable access via nytimes.com/games and the New York Times Crossword app.



The New York Times Cooking

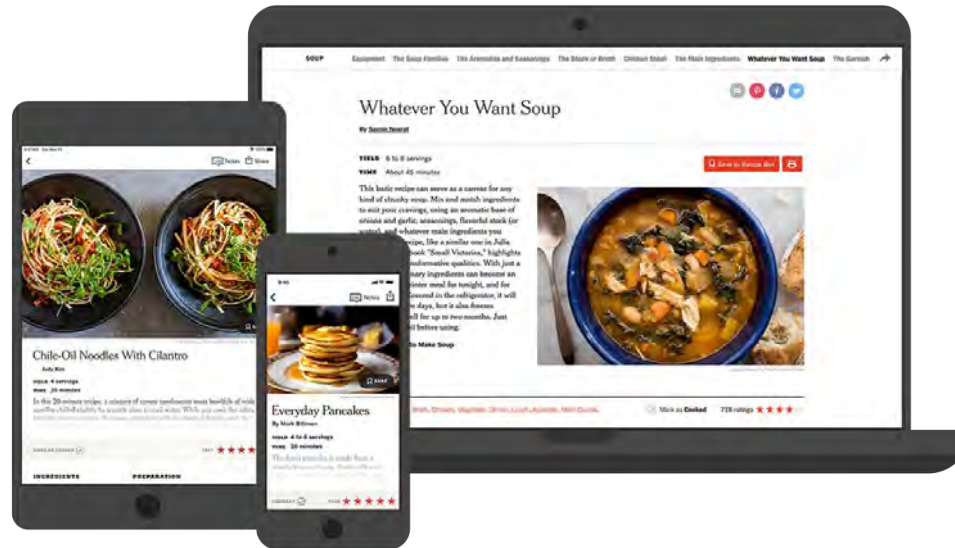
Inspire wellness, celebrate diversity through food, and empower kitchen confidence

New York Times Cooking is not just a collection of recipes. **It is an educational tool, designed to guide and inspire home cooks of all levels with wholesome ingredients and recipes.**

Used for university wellness and nutrition programs, it encourages community health and social participation through food. Recipes span cultures, celebrate diversity, and shares the stories behind food.

Guides on everything from how to poach a perfect egg to how to stock a modern pantry empower experts and prepare those new to cooking.

Subscriptions enable access via nytimes.com/cooking and the New York Times Cooking app.



The Athletic

Drive literacy and community pride with in-depth, personalized sports journalism

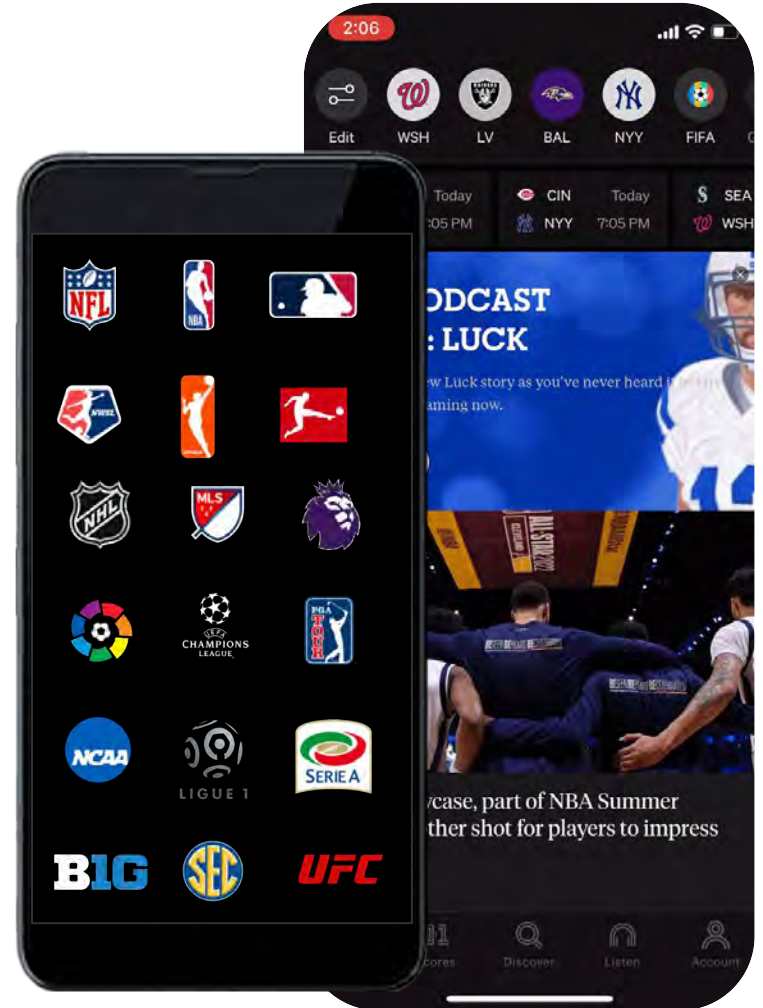
The Athletic, a New York Times company, delivers in-depth, personalized coverage and rigorous reporting on 1,000+ global sports teams and 40+ leagues—including the NCAA and all major collegiate athletic conferences.

Discover local coverage and in-depth reporting about sports teams, **deepens sports media literacy, while building local pride and identity.**

The Athletic **includes deep analysis, rigorous reporting, and best-in-class long-form sports journalism**

The Athletic is a valuable resource for Sports Management, Journalism Media courses to name a few. It is an unparalleled global guide to inspire student athletes.

Subscriptions enable access via theathletic.com and The Athletic App



The New York Times

Wirecutter

Help your campus community choose products confidently with reviews and real-world testing

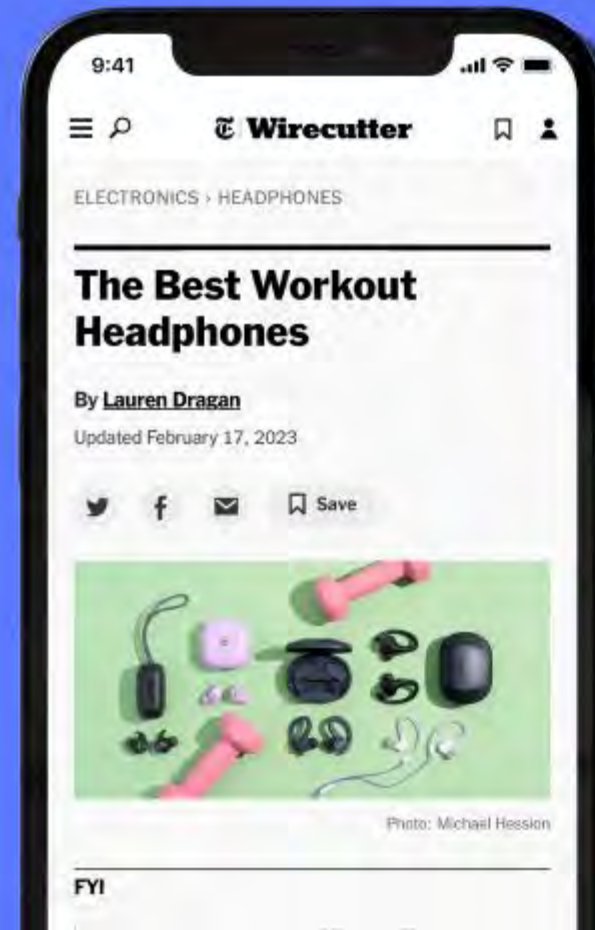
Wirecutter is an independent consumer research tool created by experts to inform purchase decisions with in depth product testing and research.

“Each year, we independently test and review thousands of products to help you find just what you need. Our goal is to save you time and eliminate the stress of shopping, whether you’re looking for everyday gear or gifts for loved ones.”

Wirecutter reviews take weeks or months of research and years of experience.

Acquired by The New York Times in 2016, **Wirecutter is only available through an All Access subscription.**

Subscriptions enable access via nytimes.com/wirecutter



Help students build a daily news habit with New York Times Audio

New York Times Audio, a new iOS app, is an exclusive feature for New York Times News and All Access subscribers.

Today, Gen Z consumes more audio content per day globally than all forms of tv viewing combined.

- **Curate audio content by interest**
- **Go deeper into the top stories** with The New York Times's flagship podcast "The Daily," "Reporter Reads" of narrated articles, read by the journalists who reported them, and inspiration on what to cook, watch, read and more
- **Stay informed and entertained with diverse content**, ranging from app-exclusive podcasts to long-form journalism from top publishers beyond The Times, read by professional narrators



The New York Times inEducation

Our journalism, connected with
key areas of study

Introducing a NEW resource designed for students and faculty to connect Times journalism with key content areas such as **English, Biology, Environmental Science, Leadership** and more.

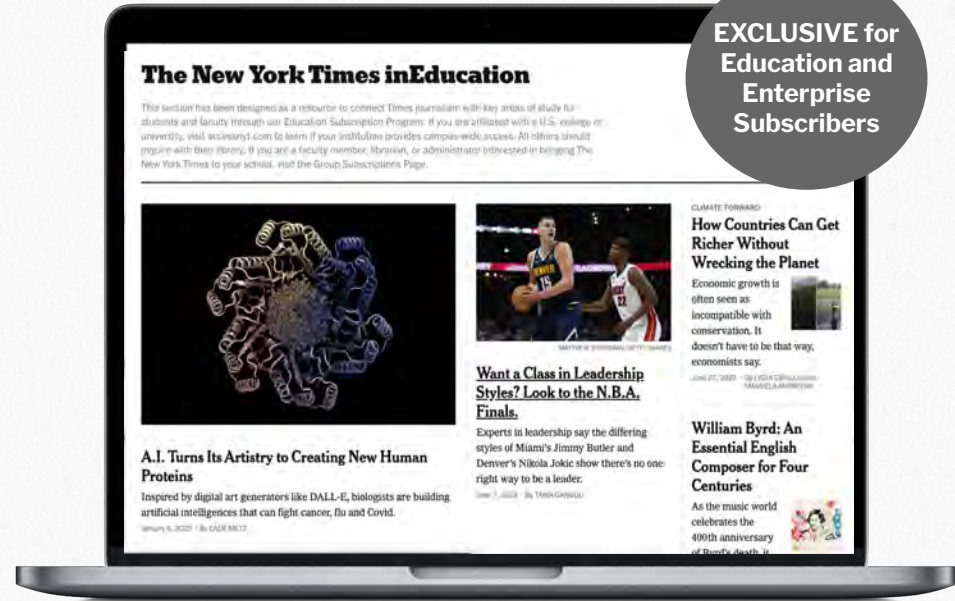
InEducation can be used to provide or support:

- Supplemental reading material for individual courses
- Weekly extra credit exercises
- Research sources for students
- Group discussions
- Extracurricular programming

www.nytimes.com/spotlight/nytimesineducation

New Benefit
for Education Subscribers

EXCLUSIVE for
Education and
Enterprise
Subscribers



With our simple activation experience and ongoing support, we're here every step of the way

Example of Activation



The New York Times

Activate Your Complimentary Access to
NYTimes.com, Provided by your School, College or
University

To find your school begin typing the school name (i.e. Arizona
State University).

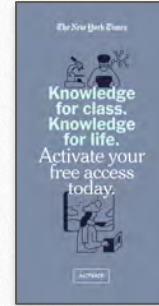
Find School...

Can't find your school?
[Click here to learn more about our plan details.](#)

ACTIVATION EXPERIENCE

We have worked to make our access simple and easy for your students and faculty.

Authentication Models allow for your selection of email domain and IP/Proxy.



Digital & Print Ads

ENGAGEMENT SUPPORT

To help you launch the program internally, we'll provide guidance and a guidebook with key messaging and digital assets to make all students aware of their access to The New York Times.

We will also continue to help support the program with our Customer Success team.

With our **simple activation experience**, access to the NYTimes.com is easy and seamless for your students and faculty.

This is an overview of your students' and faculty experience, from awareness of their access to their use, through our most common access method, domain access.

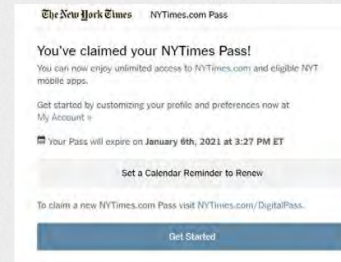
Other access methods are available through IP Address Authentication or Domain Verification



The institution directly informs students and faculty of their new access.



Students and faculty are invited to activate their account at accessnyt.com, using their institution's email address or via IP/Proxy



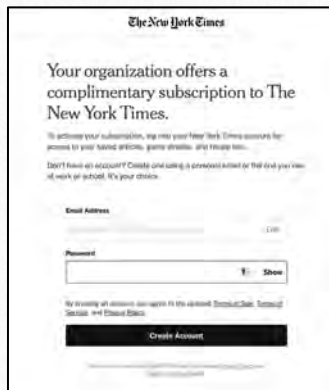
Once activated, a faculty/staff pass is valid for 1460 days. A student pass is valid up to the graduation year they enter when they sign up for a pass.

After the pass expires, faculty and staff can easily renew their access by re-entering their email address at accessnyt.com.

Single Sign On Activation

NEW Authentication Method
for Higher Education Subscribers

With the SSO activation experience, digital access is easier and more seamless than ever for students and faculty.



Students and faculty are directed to a welcome page to either log in to or create a NYT account. This ensures that they are able to maintain content preferences, access saved articles, and continue Games stats and streaks from existing accounts, and save these items, including after students graduate and lose their entitlement.



If they are not connected to the campus network, students and faculty will be driven to the school's verification page and asked to continue with SSO using their school email credentials.



Students and faculty can now continue using The New York Times either by logging in with their username and password directly on The New York Times (NYTimes.com, New York Times News App etc.) or through SSO.

Alternatively, users may login using SSO when they visit NYTimes.com/account and select "Continue with your work or school single sign on."

SSO Benefits

- Students' access will remain through their graduation year and faculty members will receive four (4) years of access before needing to re-authenticate.
- Once activated, users can use their NYT credentials to log in directly on any device
- Users with existing NYT accounts can log in using their existing NYT username and password. This means they can keep accessing their saved articles, game streaks etc.

Summary of Investment for Youngstown State University



Academic Site License	ANNUAL PRICE*	ACCESS DETAILS
New York Times All Access <ul style="list-style-type: none">• NYT News• NYT Games,• NYT Cooking,• NYT Wirecutter• The Athletic, a New York Times Company	Campuswide \$8,112.00* Student Only \$7,488.00*	<ul style="list-style-type: none">• Access to NYT All Access - Users will register/authenticate via SSO and gain access to the full suite of NYT products
New York Times News + <ul style="list-style-type: none">• NYT News Only	Campuswide \$6,734.00* Student only \$6,255.60*	<ul style="list-style-type: none">• Access to NYT News Only - Users will register/authenticate via SSO and gain access to News Only which includes NYT Audio.

Multi-year specials by request - Lock in rate for 3 years and cap rate increases at 3% for years 4 and up to 5.
Please request number of years at time of ordering

***This quote is privileged and confidential and does NOT contain additional consortial fees that may apply. Rate Valid for 60 days after receipt.**

The New York Times

For information and pricing, contact
Sophia Tarlas | Sophia.Tarlas@nytimes.com

To make an appointment for a walk-through please click my

[Calendar](#)