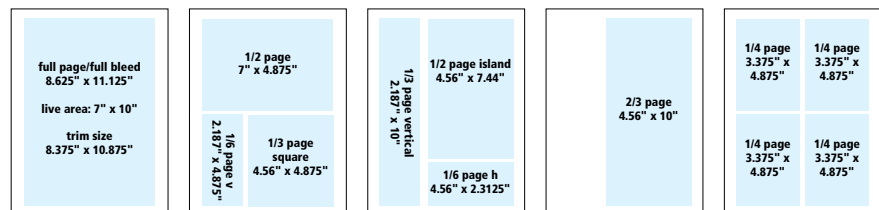


BUFFALO SPREE PUBLISHING GUIDELINES & SPECS FOR ALL PRODUCTS

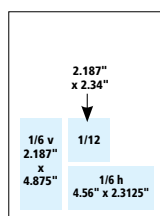


BUFFALO SPREE MAGAZINE

Advertising Sizes

| Size | Dimensions (w x h) |
|------------------------|--------------------|
| Full Page w/ bleed | 8.625" x 11.125" |
| Full Page (live area) | 7" x 10" |
| 2/3 Page | 4.56" x 10" |
| 1/2 Page Horizontal | 7" x 4.875" |
| 1/2 Page Island | 4.56" x 7.44" |
| 1/3 Page Vertical | 2.187" x 10" |
| 1/3 Page Square | 4.56" x 4.875" |
| 1/6 Page Vertical | 2.187" x 4.875" |
| 1/6 Page Horizontal | 4.56" x 2.3125" |
| 1/4 Page (4 to a page) | 3.375" x 4.875" |

Trim size: 8.375" x 10.875"



Dining Guide

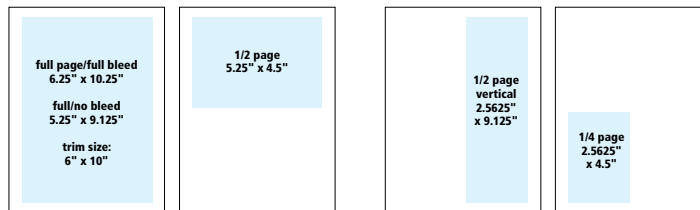
| Size | Dimensions (w x h) |
|---------------------|--------------------|
| 1/6 Page Vertical | 2.187" x 4.875" |
| 1/6 Page Horizontal | 4.56" x 2.3125" |
| 1/12 Page | 2.187" x 2.34" |

Best of WNY

| Size | Dimensions (w x h) |
|--------------|--------------------|
| 1/6 Unit - V | 2.187" x 4.875" |
| 1/12 Unit | 2.187" x 2.34" |

Faces of WNY

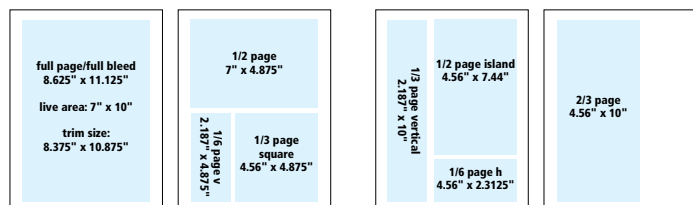
| Size | Dimensions (w x h) |
|-----------|--------------------|
| Full Page | 8.625" x 11.125" |



THE STYLE BOOK

| Size | Dimensions (w x h) |
|-----------------------|--------------------|
| Full Page w/ bleed | 6.25" x 10.25" |
| Full Page (live area) | 5.25" x 9.125" |
| 1/2 Page Horizontal | 5.25" x 4.5" |
| 1/2 Page Vertical | 2.5625" x 9.125" |
| 1/4 Page | 2.5625" x 4.5" |

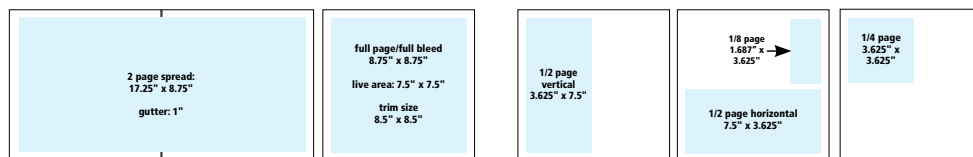
Trim size: 6" x 10"



MEDICAL RESOURCE GUIDE

| Size | Dimensions (w x h) |
|------------------------|--------------------|
| Full Page w/ bleed | 8.625" x 11.125" |
| Full Page (live area) | 7" x 10" |
| 2/3 Page | 4.56" x 10" |
| 1/2 Page Horizontal | 7" x 4.875" |
| 1/2 Page Island | 4.56" x 7.44" |
| 1/3 Page Vertical | 2.187" x 10" |
| 1/3 Page Square | 4.56" x 4.875" |
| 1/4 Page (4 to a page) | 3.375" x 4.875" |
| 1/6 Page Vertical | 2.187" x 4.875" |
| 1/6 Page Horizontal | 4.56" x 2.3125" |

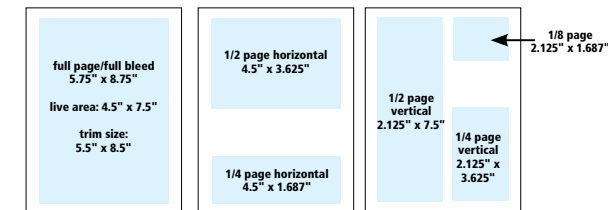
Trim size: 8.375" x 10.875"



ON THE TOWN & HOLIDAY SHOPPING GUIDE

| Size | Dimensions (w x h) |
|-----------------------|--------------------|
| 2 Page Spread | 17.25" x 8.75" |
| Front Cover | 8.75" x 8.75" |
| Full Page w/bleed | 8.75" x 8.75" |
| Full Page (live area) | 7.5" x 7.5" |
| 1/2 Page Vertical | 3.625" x 7.5" |
| 1/2 Page Horizontal | 7.5" x 3.625" |
| 1/4 Page | 3.625" x 3.625" |
| 1/8 Page | 1.687" x 3.625" |

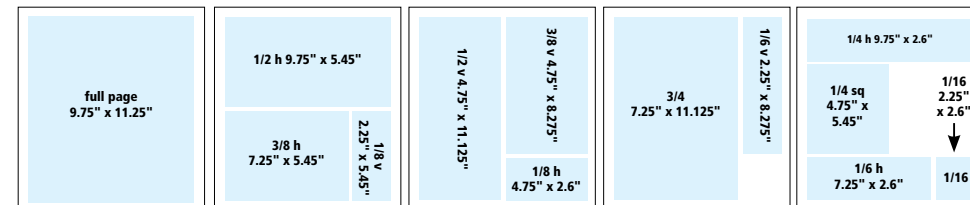
Trim size: 8.5" x 8.5"



THEATER & EVENT PROGRAM BOOKS

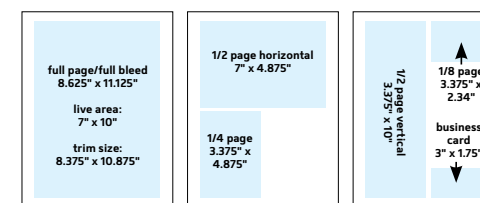
| Size | Dimensions (w x h) |
|-----------------------|--------------------|
| Full Page w/ bleed | 5.75" x 8.75" |
| Full Page (live area) | 4.5" x 7.5" |
| 1/2 Page Horizontal | 4.5" x 3.625" |
| 1/2 Page Vertical | 2.125" x 7.5" |
| 1/4 Page Horizontal | 4.5" x 1.687" |
| 1/4 Page Vertical | 2.125" x 3.625" |
| 1/8 Page | 2.125" x 1.687" |

Trim size: 5.5" x 8.5"



FOREVER YOUNG

| Size | Dimensions (w x h) |
|---------------------|--------------------|
| Cover Strip | 9.75" x 1.5" |
| Full Page | 9.75" x 11.25" |
| 3/4 Page Vertical | 7.25" x 11.125" |
| 1/2 Page Vertical | 4.75" x 11.125" |
| 1/2 Page Horizontal | 9.75" x 5.45" |
| 3/8 Page Vertical | 4.75" x 8.275" |
| 3/8 Page Horizontal | 7.25" x 5.45" |
| 1/4 Page Square | 4.75" x 5.45" |
| 1/4 Page Horizontal | 9.75" x 2.6" |
| 1/6 Page Vertical | 2.25" x 8.275" |
| 1/6 Page Horizontal | 7.25" x 2.6" |
| 1/8 Page Vertical | 2.25" x 5.45" |
| 1/8 Page Horizontal | 4.75" x 2.6" |
| 1/16 Page | 2.25" x 2.6" |



FOREVER YOUNG DIRECTORY

| Size | Dimensions (w x h) |
|-----------------------|--------------------|
| Full Page w/ bleed | 8.625" x 11.125" |
| Full Page (live area) | 7" x 10" |
| 1/2 Page Horizontal | 7" x 4.875" |
| 1/2 Page Vertical | 3.375" x 10" |
| 1/4 Page | 3.375" x 4.875" |
| 1/8 Page | 3.375" x 2.34" |
| Business card | 3" x 1.75" |

Trim size: 8.375" x 10.875"

PRINT GUIDELINES

ACCEPTABLE FILE FORMAT: **PDF ONLY**

Supply ad materials or agency ready ads by emailing: production@buffalospree.com

Required resolution: 300 dpi

PHOTO GUIDELINES: (when supplying ONLY photos and ad copy—not agency ready ads)

• jpg or tif • 300 dpi

* All agency ready ads must be accompanied by a full color hard copy