

SPECIAL PUBLICATION RATES & SPECS

The Style Book



Looking for the latest trends in fashion, accessories, and beauty? *Buffalo Spree's* inaugural *Style Book* has you covered. From runway-ready attire to show stopping eyewear, the magazine will feature looks for every age. *The Style Book* is mailed with the May edition of *Buffalo Spree* and distributed at our Spring Style event to 300+ attendees.

DISTRIBUTION: 21,000

Polybagged with May 2018 issue of *Spree* and mailed to all subscribers, key community partners & a controlled circulation list.

DEADLINE: March 1, 2018

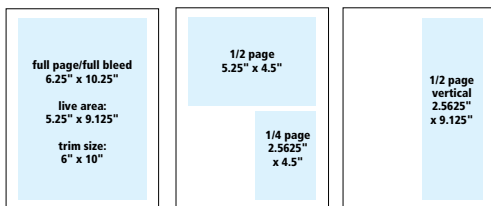
PREMIUM POSITIONS

| Size | Rate |
|--------------------|---------|
| Front Cover | \$2,995 |
| Back Cover | \$2,895 |
| Inside Front Cover | \$2,495 |
| Inside Back Cover | \$2,495 |
| 2 Page Spread | \$3,150 |

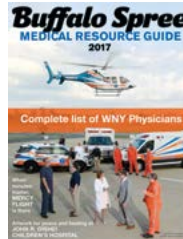
ADVERTISING SIZES AND RATES

| Size | Rate |
|-----------------|---------|
| Full Page | \$1,695 |
| 1/2 Page H or V | \$ 950 |
| 1/4 Page | \$ 475 |

Add 15% for any additional guaranteed premium positions.



Medical Resource Guide



The *Buffalo Spree* Medical Resource Guide is WNY's comprehensive community health guide, written and edited by an experienced team of health and medical writers with contributions by several leaders in the medical community. The Medical Resource Guide offers important information about medical trends and preventative health care measures and a full list by specialty of all WNY MDs.

DISTRIBUTION: 21,000

Polybagged with October 2018 issue of *Spree* and mailed to all subscribers, key community partners & a controlled circulation list.

DEADLINE: August 2, 2018

PREMIUM POSITIONS

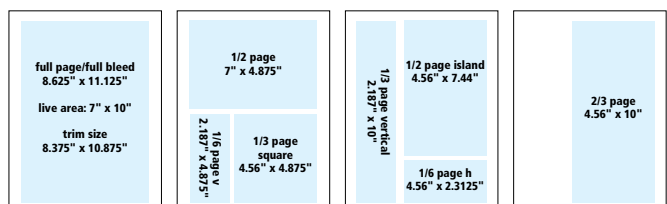
| Size | Rate |
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| Front Cover | \$6,795 |
| Back Cover | \$6,695 |
| Inside Front Cover | \$4,395 |
| Inside Back Cover | \$4,395 |

ADVERTISING SIZES AND RATES

| Size | Rate |
|------------------------|---------|
| Full Page | \$3,005 |
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| 1/2 Page H or Island | \$2,030 |
| 1/3 Page V or Sq | \$1,575 |
| 1/4 Page (4 to a page) | \$ 900 |
| 1/6 Page H or V | \$ 830 |
| 1/6 Page Profile | \$ 699 |

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| ADVERTORIAL | Rate |
|----------------|---------|
| Ask the Expert | \$2,799 |



SPECIAL PUBLICATION RATES & SPECS

On The Town



Get the big picture of Western New York's rich and diverse arts and entertainment scene. On the Town includes a complete roster of Western New York theaters, concert halls, performing art centers, and galleries, with comprehensive information on the 2018-2019 season. There's also a handy restaurant guide for pre- and post-theater dining. This full color glossy guide is a must-have WNY planning resource.

DISTRIBUTION: 21,000

Polybagged with September 2018 issue of *Spree* and mailed to all subscribers, key community partners & a controlled circulation list.

DEADLINE: July 5, 2018

PREMIUM POSITIONS

| Size | Rate |
|--------------------|----------|
| Front Cover | \$ 2,795 |
| Back Cover | \$ 2,595 |
| Inside Front Cover | \$ 1,775 |
| Inside Back Cover | \$ 1,775 |
| 2 Page Spread | \$ 2,235 |

ADVERTISING SIZES AND RATES

| Size | Rate |
|-----------------|----------|
| Full Page | \$ 1,175 |
| 1/2 Page H or V | \$ 695 |
| 1/4 Page | \$ 550 |
| 1/8 Page | \$ 395 |

Add 15% for any other guaranteed premium positions

Holiday Shopping Guide



The image-driven Holiday Shopping Guide celebrates the Western New York retail community, featuring the finest in local boutiques and specialty items. This is a perfect way to take advantage of the festive holiday retail season.

DISTRIBUTION: 21,000

Direct mailed to arrive Thanksgiving Wednesday to all *Spree* subscribers, key community partners & a controlled circulation list.

DEADLINE: October 4, 2018

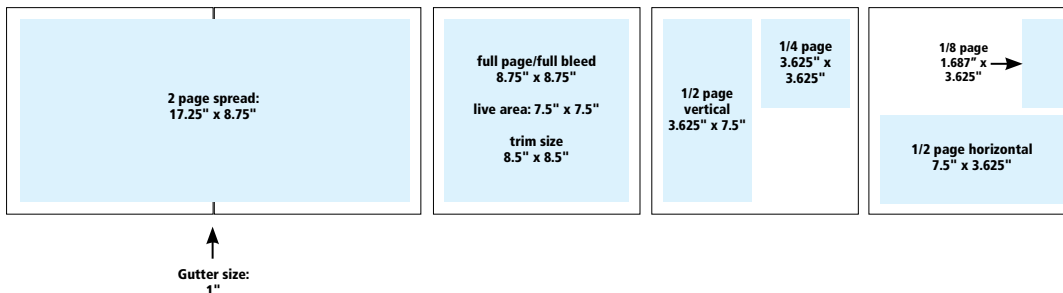
PREMIUM POSITIONS

| Size | Rate |
|--------------------|----------|
| Front Cover | \$ 2,795 |
| Back Cover | \$ 2,595 |
| Inside Front Cover | \$ 1,775 |
| Inside Back Cover | \$ 1,775 |
| 2 Page Spread | \$ 2,235 |

ADVERTISING SIZES AND RATES

| Size | Rate |
|-----------------|----------|
| Full Page | \$ 1,175 |
| 1/2 Page H or V | \$ 695 |
| 1/4 Page | \$ 550 |
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Add 15% for any other guaranteed premium positions



All rates include full color