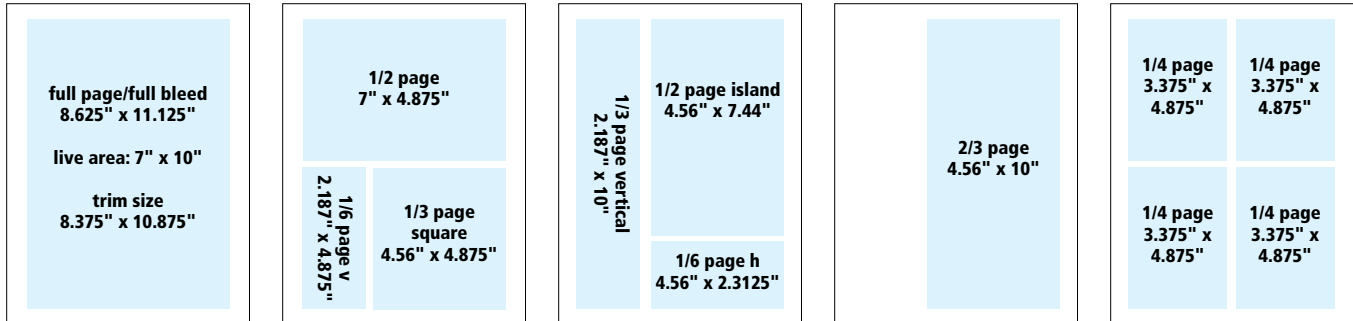


BUFFALO SPREE MAGAZINE RATES & SPECS

Rates effective as of January 1, 2018

All rates include full color



PREMIUM POSITIONS

Size	1x	3x	6x	9x	12x
Back Cover	\$8,315	\$7,780	\$7,105	\$6,680	\$6,120
Inside Front Cover	\$5,295	\$4,960	\$4,590	\$4,265	\$3,930
Inside Back Cover	\$5,295	\$4,960	\$4,590	\$4,265	\$3,930
HOME					
Inside Front Cover	\$3,125				

• Add 15% for any other guaranteed premium positions

ADVERTISING SIZES AND RATES

Size	1x	3x	6x	9x	12x
Full Page	\$4,575	\$4,240	\$3,460	\$3,005	\$2,785
2/3 Page	\$3,670	\$3,330	\$2,790	\$2,340	\$2,115
1/2 Page	\$3,120	\$2,890	\$2,250	\$2,030	\$1,805
1/3 Page	\$2,315	\$2,085	\$1,805	\$1,575	\$1,350
1/6 Page	\$1,195	\$1,080	\$935	\$830	\$730

ADVERTISING SIZES AND RATES (4 TO A PAGE)

Size	1x	3x	6x	9x	12x
1/4 Page	\$1,390	\$1,275	\$1,015	\$900	\$785

DINING GUIDE ADS - ADS WILL APPEAR ON DINING GUIDE PAGES

Size	1x	6x	12x
1/6 Page Vertical	\$785	\$670	\$560
1/6 Page Horizontal	\$785	\$670	\$560
1/12 Page	\$565	\$440	\$340

ENHANCED DINING GUIDE LISTINGS

Includes:

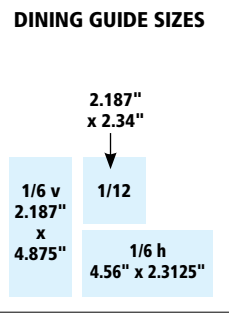
- Logo
- Highlighted restaurant listing
- Address, phone, hours + 20 words of copy
- Maximum width logo size: 0.9375"
- Purchase 12x for **\$935**
- Purchase 6x for **\$735**
- With any 6x or more display ad purchase, receive an Enhanced Listing for only **\$467.50** per year - **a 50% savings!**

Purchase an Enhanced Listing & receive the Enhanced online Dining Guide **FREE!**

PRICES FOR:

- belly bands
- split cover
- bind ins
- tip ons
- blow ins
- inserts
- gate folds
- polybags
- photography
- advertorial assistance

all available upon request



BUFFALO SPREE MAGAZINE RATES & SPECS

Spree Living • Spree Shops
Best of WNY • Faces of WNY • Shop Local

SPREE LIVING

Size	1x	3x	6x	9x	12x
1/6 Page Horizontal	\$620	\$560	\$505	\$450	\$395

• 50 words • Image: 2.25" x 1.5" • 300 dpi • Headshot: 1" x 0.875"

SPREE SHOPS

Size	1x	6x	12x
1 unit	\$570	\$495	\$440

BEST OF WNY

Size	Dimensions	Rate
1/6 Unit - V only	2.187" x 4.875"	\$580
1/12 Unit	2.187" x 2.34"	\$290

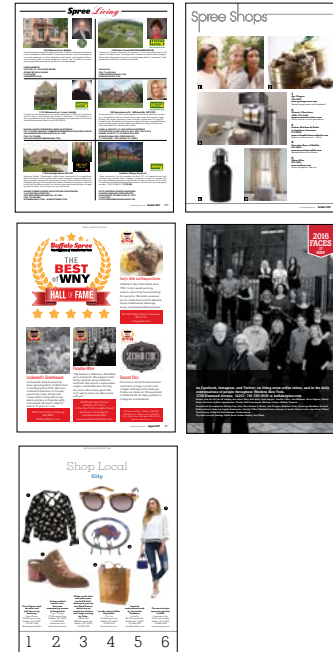
FACES OF WNY

Size	Dimensions	Rate
Full Page	80 words copy Photo included	\$2,495

See Rep for details

SHOP LOCAL

Size		
One Item	\$650	see rep for details



Reprints

FRONT & BACK, 8.5" x 11" (2 PG)

Unit Count	100	250	500	750	1,000
2 Pages	\$195	\$230	\$420	\$634	\$850

FRONT & BACK, 11"x 17" (8.5" x 11" FOLDED BOOKLET) (4 PG)

Unit Count	100	250	500	750	1,000
4 Pages	\$375	\$535	\$920	\$1,320	\$1,600



Framed reprints or plaques are available upon request.

- If 1/2 folding is required add \$100 per 1,000
- If 1/4 folding is required add \$200 per 1,000
- Minimum \$25 for shipping
- Add 8.75% sales tax to all custom orders (subject to change)
- Custom publishing design work \$150 per hour
- All reprint and custom publishing orders must be prepaid at time of ordering

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