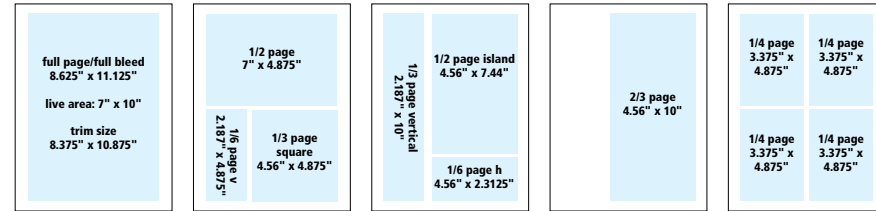
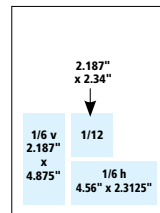


BUFFALO SPREE PUBLISHING GUIDELINES & SPECS FOR ALL PRODUCTS



BUFFALO SPREE MAGAZINE & MEDICINE IN WNY 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 / CHEERS716!

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 Buffalo

Size	Dimensions (w x h)
1 Unit	sizes vary

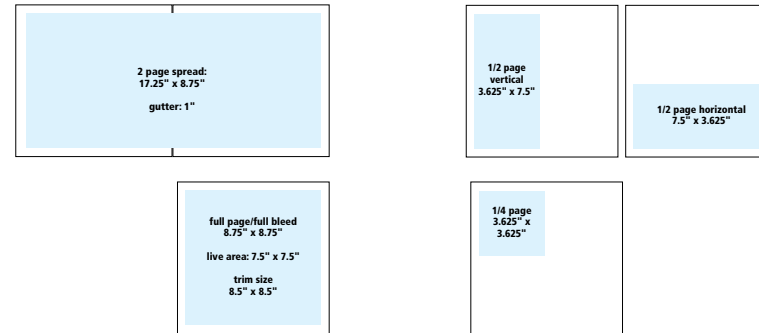
Neighborhoods

Size	Dimensions (w x h)
Premium Page unit	3 x 3 photo, 20 words copy

all Buffalo Spree Magazine ad sizes above also available

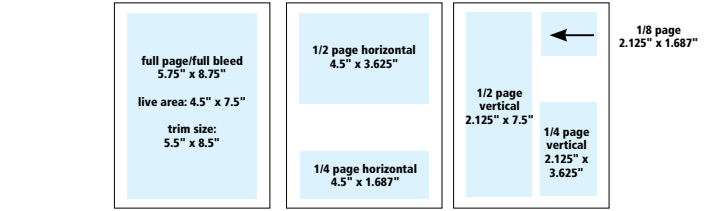
Best of WNY

Size	Dimensions (w x h)
1/12 Unit	2.187" x 2.34"



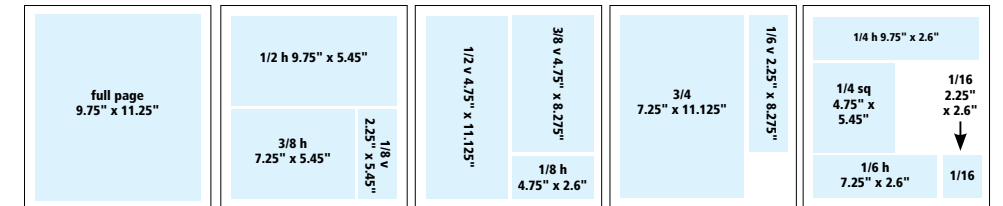
ON THE TOWN & HOLIDAY SHOPPING GUIDE

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"
Trim size: 8.5" x 8.5"	



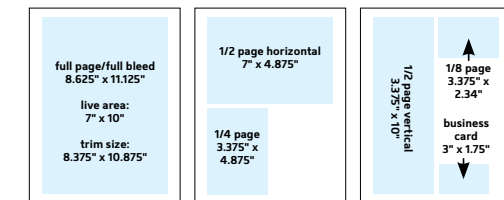
THEATER & EVENT PROGRAM BOOKS

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"
Find & Save - 1 unit	4.75" 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**, Required resolution: 300 dpi

PHOTO GUIDELINES: (when supplying ONLY photos and ad copy—not agency ready ads) **JPG or TIF, 300 dpi**

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

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