

Buffalo Spree Holiday Shopping Guide & Rochester Holiday Shopping Guide

The image-driven *Holiday Shopping Guides* celebrate the Western New York and the Greater Rochester retail community. The guide features the finest in local boutiques and specialty retail items. There simply isn't a better place to advertise during the holiday season!

Distribution & Deadline

Buffalo Spree Holiday Shopping Guide

Distribution: 20,000
To all Spree subscribers & a controlled circulation list
Direct mailed week of Thanksgiving
Deadline: October 4, 2012

Rochester Holiday Shopping Guide

Distribution: 20,000
Direct mailed week of Thanksgiving to a controlled circulation list
Deadline: October 4, 2012

PREMIUM POSITIONS

Sizes	Rate
Front Cover	\$2,195
Back Cover	\$2,150
Inside Front Cover	\$1,500
Inside Back Cover	\$1,500
Pages 1-5	\$1,255

Add 15% for any other guaranteed premium positions.

ADVERTISING SIZES AND RATES

Sizes	Rate
Full Page	\$1,050
1/2 Page Horizontal	\$ 685
1/2 Page Vertical	\$ 685

All rates include full color.

NEW SALES OPPORTUNITY!
 With the purchase of any ad in the 2012 Buffalo Spree Holiday Shopping Guide, you may also purchase an image unit in "Spree Shops for the Holidays" in the November and/or December issue of Buffalo Spree magazine.
1 Unit in 1 issue: \$295
1 Unit in both issues: \$500



full page/full bleed
 8.75" x 8.75"
 live area: 7.5" x 7.5"
 trim size
 8.5" x 8.5"

1/2 page horizontal
 7.5" x 3.625"

1/2 page vertical
 3.625" x 7.5"