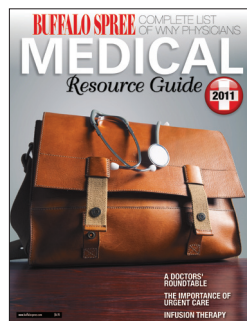


Buffalo Spree Medical Resource Guide & Rochester Medical Resource Guide

The *Buffalo Spree Medical Resource Guide* and *Rochester Medical Resource Guide* are WNY and Greater Rochester's comprehensive community health guides. Written and edited by our experienced team of health and medical writers, the *Medical Resource Guides* offer important information about medical trends, preventative health care measures, and include the only complete directories of WNY and Rochester's physicians and health care providers—all organized by specialty for easy use. This year, the Castle Connolly "Top Docs"® lists will appear in both Medical Resource Guides, providing an even more important service for our readers.



Distribution, Demographics & Deadline

Buffalo Spree Medical Resource Guide

Distribution: 20,000

Polybagged with June 2012 issue of *Spree* to all subscribers, key community partners & a controlled circulation list including:

- Doctors' offices
- Medical facilities
- Real estate offices
- HR directors

Deadline: April 4, 2012

- **93%** of our readers have a college or post graduate education
- **86%** of our readers are between 25 - 64 years of age
- **84%** of our readers will purchase pharmaceuticals & prescription services in the next 12 months
- **68%** of our readers have income in excess of \$75,000
- **47%** of our readers have income in excess of \$100,000

The *Medical Resource Guide* reader is:

- Concerned with health care and able to spend money on it
- Highly educated and takes his/her health care very seriously
- The decision maker of multi-generational needs
- A health insurance member
- Aware of nutritional importance
- Aware of preventative and proactive care
- Family oriented

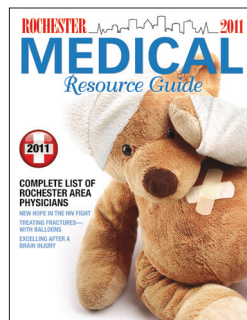
Rochester Medical Resource Guide

Distribution: 20,000

Mailed in April 2012 to a controlled circulation list & key community partners including:

- Doctors' offices
- Medical facilities
- Real estate offices
- HR directors
- Sold at newsstands throughout the Rochester area to include Barnes & Noble, Wegmans, select Tops & Walgreens

Deadline: February 16, 2012



**Statistics provided by our March 2011 CVC Audit and our September 2011 independent reader survey*

PREMIUM POSITIONS

Size	Rate
Back Cover	\$6,750
Inside Front Cover	\$4,850
Inside Back Cover	\$4,850
Inside Back Cover & Adjacent Full Page	\$8,350

Add 15% for any additional guaranteed premium positions.

ADVERTISING SIZES AND RATES

Size	Rate
Full Page	\$3,625
2/3 Page	\$2,875
1/2 Page Horizontal	\$2,450
1/2 Page Island	\$2,450
1/3 Page Vertical	\$1,795
1/3 Page Square	\$1,795
1/4 Page	\$ 895

Custom 2 Page Layout 17" x 11.125" \$6,795
 Includes photography and advertorial (ask your rep for details).

Formatted Special Section Size & Rate Specifications

Size	Rate	Word Count	# Photos
2 Page	\$5,425	500	3
1 Page	\$3,400	400	2
1/2 Page	\$2,100	200	1

Prices for inserts, belly bands, and specialty layouts available upon request.

All rates include full color.

All formatted special sections will provide you with any or all of the following:

- Logo
- Practice name
- Formatted layout
- Address, city, state, zip
- Phone, fax, email, web
- Photo caption (maximum 15 words each caption)
- Advertorial may be written by staff writer or client
- Font size and style are pre-determined by *Buffalo Spree* to accommodate advertorial section layouts
- Word counts are approximate
- Buffalo Spree Publishing will scale photo and copy based on word count provided
- Where more than one phone and address applies please build into ad copy

2 Page & Full Page formatted special section rates include:

- Photography
- Advertorial
- 1 Framed reprint
- 100 reprints

