

BUFFALO SPREE MAGAZINE DIGITAL OFFERINGS



Instagram Giveaway

Includes photo post, plus 5-7 photos in *Buffalo Spree's* Instagram story, and will be boosted to increase exposure of the client's post. The client's business name will be tagged in the photo, comment, and in the location, and in order to be eligible to win, participants must follow the client's Instagram page. The client must provide a giveaway with a \$100 minimum value.

\$550

Instagram Takeover

Opportunity to "takeover" *Buffalo Spree's* Instagram account for one day. This opportunity is great for a grand opening celebration, retail establishment, or restaurant. Takeover includes one post, and 8-10 photos/videos on our Instagram story throughout the day. *Buffalo Spree's* editorial team will work with the client to help develop content for the profile post. Only one per week can be sold, based on availability.

\$750



Sponsored Facebook Post

Includes copy written by *Buffalo Spree's* editorial team and 5-7 photos supplied by the advertiser. Facebook post will be boosted to increase exposure, and the business name will be tagged within the post.

\$550

E-Newsletters

Delivered directly to the inbox of our subscribers.



EBLAST/SPREE INSIDER

Special events, exclusive offers, chances to win, and more

600 x 600 pixel image
Delivered to over 13,000 subscribers; 1 per day only
\$500



LONG STORY SHORT

Weekly digest of topic news, rants, and more

Presented by *Business Name*
Delivered to 800 subscribers
\$250 / month



SPREE SCOOP

Latest in WNY events, food, and theater

Presented by *Business Name*
Delivered to over 13,000 subscribers
\$500 / month



FIRST LOOK

A sneak peak at *Spree's* new issue

Presented by *Business Name*
Delivered to over 13,000 subscribers
\$500 / month



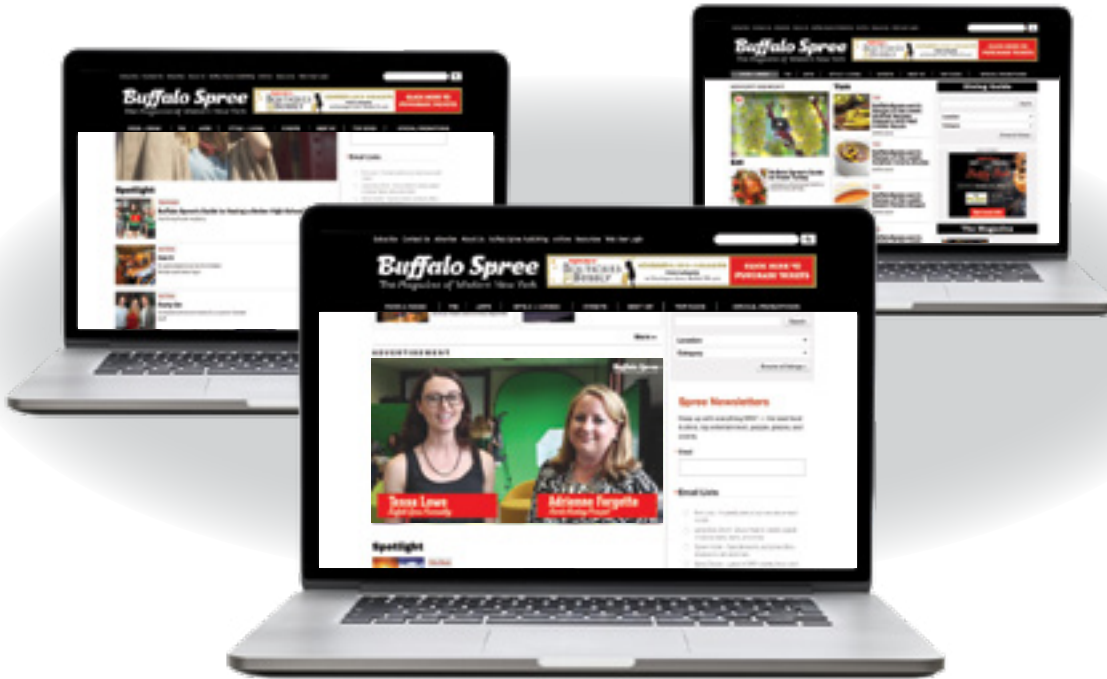
buffalospre.com

Buffalo Spree's popular website highlights engaging content from the print magazine, as well as timely posts focusing on current events, culture, and community. It features a comprehensive dining guide, *Spree's* Best Of WNY and Top Doctors lists, a full calendar of events, and many other useful local resources. *(Our site receives an average of 55,000 views and 23,000 users monthly.)*

Banner ad – \$400 / month

Island ad – \$300 / month

BUFFALO SPREE MAGAZINE NATIVE OFFERINGS



Partner Content Package

Written content is supplied to us by the client and re-packaged to fit the *Buffalo Spree* style and tone. Sponsored content lives organically on the buffalospree.com homepage, in related section landing pages, has a dedicated web banner ad on the site, and is listed in our content module. Content is shared on relevant and applicable *Buffalo Spree* social media channels for a specified period of time. Photography and imagery is recommended and is supplied by the client.

\$750 / month

Sponsor Content Package

Written content is supplied to us by the client and is listed as "Paid for by client XYZ." Branded content lives organically on the buffalospree.com homepage, related-section landing pages, and is listed in our content module.

\$625 / month

Video Content Package

Videos are supplied to us by the client and are listed as an advertisement. Branded videos live organically on the buffalospree.com homepage, related-section landing pages, and are listed in our content module. We recommend videos that are 0:55 in length to ensure optimal viewability.

\$625 / month

Minute Video Series

One single location with on-air *Buffalo Spree* host interviewing and engaging with the client. Video includes b-roll shot that day and is co-branded with *Buffalo Spree* and client logo. Sponsored videos live organically on the buffalospree.com homepage, in related-section landing pages, listed under content module, and are distributed through *Buffalo Spree* magazine's online, social, and newsletter platforms. Video is given to the client for future promotional use, to be used at will.

\$2,250 / video and campaign