

Electronic Guidelines & Size Specs For All Products

BUFFALO SPREE MAGAZINE

Size	Dimensions (w x h)
Trim Size	8.375" x 10.875"
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"
1/3 Page Vertical	2.187" x 10"
1/3 Page Square	4.56" x 4.875"
1/6 Page Vertical	2.187" x 4.875"

Spree Cuisine & Distinctive Homes

Size	Dimensions (w x h)
1/6 Page Horizontal	3.5" x 3.25"

1/4 Page (4 to a page)

Size	Dimensions (w x h)
1/4 Page	3.375" x 4.875"

Marketplace

Size	Dimensions (w x h)
1/3 Page	2.25" x 9.75"
1/6 Page	2.25" x 4.75"
1/12 Page	2.25" x 2.25"
1/24 Page	2.25" x 1"

Advertorial Opportunity Section Sizes

2 Page	17" x 11.125"
1 Page	8.625" x 11.125"

BUFFALO SPREE HOLIDAY SHOPPING GUIDE

Size	Dimensions (w x h)
Trim Size	8.5" x 8.5"
Front Cover	8.75" x 8.75"
Full Page (Formatted)	7.5" x 6.45"
Full Page ad w/ bleed	8.75" x 8.75"
Full Page ad (live area)	7.5" x 7.5"
1/2 Page Vertical (Formatted)	3.625" x 6.375"
1/2 Page Horizontal (Formatted)	7.5" x 3"

Acceptable File Format: .pdf only

Supply ad material or agency ready ads by:

- CD
- email: production@buffalospre.com
- via ftp site: for instructions and user access email our production department at production@buffalospre.com

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

Required Resolution: 300 dpi

Photo Guidelines

(when supplying ONLY photos and ad copy-not agency ready ads)

- jpg
- tif
- 300 dpi

PLAYBILLS OF WNY & WNY PERFORMING ARTS GUIDE

Size	Dimensions (w x h)
Trim Size	5.5" x 8.5"
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"

THEATRE DISTRICT BROCHURE

Size	Dimensions (w x h)
1 unit	1" x 1"
2 unit	2" x 1"

BUFFALO SPREE MEDICAL RESOURCE GUIDE

Size	Dimensions (w x h)
Trim Size	8.375" x 10.875"
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"
1/3 Page Vertical	2.187" x 10"
1/3 Page Square	4.56" x 4.875"

Advertorial Opportunity Section Sizes

2 Page	17" x 11.125"
1 Page	8.625" x 11.125"
1/4 Profiles	3.5" x 4.875"

BUFFALO SPREE HOME

Size	Dimensions (w x h)
Trim Size	8.375" x 10.875"
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 Square	4.56" x 4.875"
1/3 Page Vertical	2.187" x 10"
1/6 Page Vertical	2.187" x 4.875"
1/6 Page Horizontal	4.56" x 2.3125"

Marketplace

Size	Dimensions (w x h)
1/3 Page	2.25" x 9.5"
1/6 Page	2.25" x 4.57"
1/12 Page	2.25" x 2.25"
1/24 Page	2.25" x 1"

Size	Dimensions (w x h)
1/4 Page (4 to a page)	3.375" x 4.875"

Size	Dimensions (w x h)
Business Card	3" x 1.75"