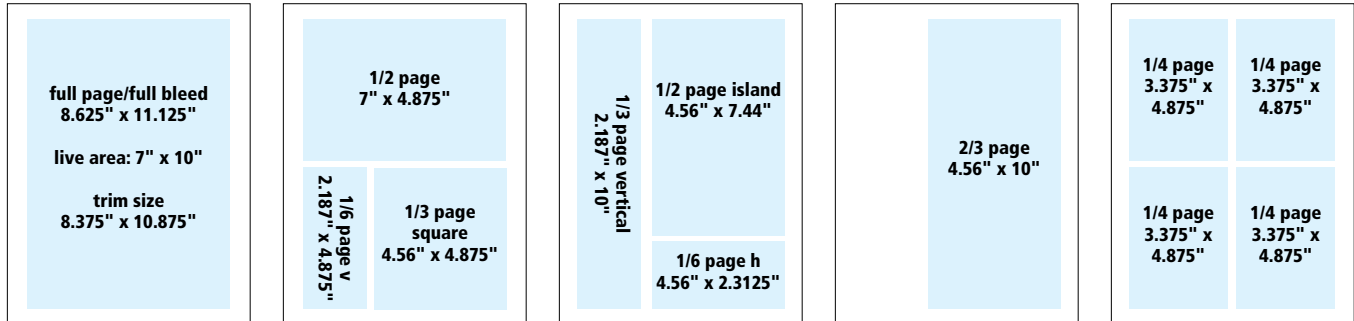


BUFFALO SPREE MAGAZINE RATES & SPECS

Rates effective as of January 1, 2019

All rates include full color



PREMIUM POSITIONS

Size	1x	3x	6x	9x	12x
Back Cover	\$8,550	\$8,000	\$7,300	\$6,850	\$6,300
Inside Front Cover	\$5,450	\$5,100	\$4,725	\$4,390	\$4,025
Inside Back Cover	\$5,450	\$5,100	\$4,725	\$4,390	\$4,025

• Add 15% for any other guaranteed premium positions

HOME / STYLE / LIVING WELL

Size	1x	2x	3x	4x
Inside Front Cover	\$4,950	\$4,150	\$3,650	\$3,250

ADVERTISING SIZES AND RATES

Size	1x	3x	6x	9x	12x
Full Page	\$4,800	\$4,450	\$3,630	\$3,150	\$2,925
2/3 Page	\$3,850	\$3,500	\$2,925	\$2,450	\$2,225
1/2 Page	\$3,275	\$3,025	\$2,360	\$2,125	\$1,895
1/3 Page	\$2,430	\$2,175	\$1,895	\$1,650	\$1,425
1/6 Page	\$1,255	\$1,135	\$975	\$870	\$765

ADVERTISING SIZES AND RATES (4 TO A PAGE)

Size	1x	3x	6x	9x	12x
1/4 Page	\$1,300	\$1,225	\$999	\$865	\$800

DINING GUIDE ADS

ADS WILL APPEAR ON DINING GUIDE PAGES - RESTAURANTS AND FOOD SERVICE ADS ONLY

Size	1x	6x	12x
1/6 Page Vertical	\$745	\$625	\$500
1/6 Page Horizontal	\$745	\$625	\$500
1/12 Page	\$395	\$350	\$275

ENHANCED DINING GUIDE LISTINGS

Includes:

- Photo, client provided, 3" x 3"
- Address, phone, hours + 20 words of copy
- Purchase 12x for **\$999**
- Purchase 6x for **\$750**
- With any 6x or more display ad purchase, receive an Enhanced Listing for only **\$450.00** per year - **over 50% savings!**

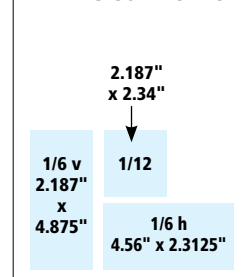
Purchase an Enhanced Listing & receive an ad in the Enhanced online Dining Guide **FREE!**

PRICES FOR:

- belly bands
- split cover
- bind ins
- tip ons
- blow ins
- inserts
- gate folds
- polybags
- photography
- advertorial assistance

all available upon request

DINING GUIDE SIZES



BUFFALO SPREE MAGAZINE RATES & SPECS

Special Sections: *Best of Buffalo, Spree Living, Cheers716!, Neighborhoods Best Of WNY, Faces of WNY*

SPREE LIVING

Size	1x	3x	6x	9x	12x
1/6 Page Horizontal	\$745	\$700	\$625	\$550	\$415

• 50 words • Image: 2.25" x 1.5" • 300 dpi • Headshot: 1" x 0.875"

BEST OF BUFFALO

Size	1x	6x	12x
1 unit	\$745	\$625	\$500

NEIGHBORHOODS

Size		
Premium lead page unit		\$650

• all other neighborhood ads priced at 12x rate

CHEERS716!

Size	1x	6x	12x
1/6 Page Vertical	\$745	\$625	\$500
1/6 Page Horizontal	\$745	\$625	\$500
1/12 Page	\$395	\$350	\$275

BEST OF WNY

Size	Dimensions	Rate
1/12 Unit	2.187" x 2.34"	\$299

FACES OF WNY

Size	Dimensions	Rate
Full Page	80 words copy Photo included	\$2,599

See Rep for details



Reprints

FRONT & BACK, 8.5" x 11" (2 PG)

Unit Count	100	250	500	750	1,000
2 Pages	\$125	\$175	\$275	\$375	\$475

FRONT & BACK, 11"x 17" (8.5" x 11" FOLDED BOOKLET) (4 PG)

Unit Count	100	250	500	750	1,000
4 Pages	\$325	\$575	\$925	\$1,275	\$1,675

• includes 1 hour of layout if required

ADDITIONAL SERVICES

	1 PG	2 PG	4PG
Framed	\$95	\$165	\$225
Plaques	\$40	\$80	



- If 1/2 folding is required add \$100 per 1,000
- If 1/4 folding is required add \$200 per 1,000
- Minimum \$25 for shipping
- Add 8.75% sales tax to all custom orders (subject to change)
- Custom publishing design work \$100 per hour
- All reprint and custom publishing orders must be prepaid at time of ordering

PRINT GUIDELINES

ACCEPTABLE FILE FORMAT: **PDF ONLY**

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

Required resolution: **300 dpi**

PHOTO GUIDELINES: (when supplying ONLY photos and ad copy—not agency ready ads)

- jpg or tif
- 300 dpi

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