

# Guidelines & Size Specs For All Products

## BUFFALO SPREE MAGAZINE

Size	Dimensions (w x h)
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 Vertical	2.187" x 10"
1/3 Page Square	4.56" x 4.875"
1/6 Page Vertical	2.187" x 4.875"
1/6 Page Horizontal	4.56" x 2.3125"
1/4 Page (4 to a page)	3.375" x 4.875"
<i>Trim size: 8.375" x 10.875"</i>	

## 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"

## Dining Guide

Size	Dimensions (w x h)
1/6 Page Vertical	2.187" x 4.875"
1/6 Page Horizontal	4.56" x 2.3125"
1/12 Page	2.187" x 2.34"

## BUFFALO SPREE HOLIDAY SHOPPING GUIDE & ON THE TOWN

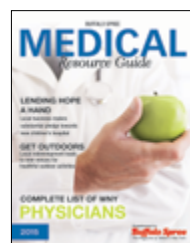
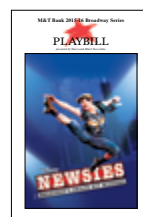
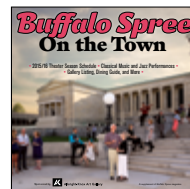
Size	Dimensions (w x h)
2 Page Spread	17.25" x 8.75"
Front Cover	8.75" x 8.75"
Full Page w/bleed	8.75" x 8.75"
Full Page (live area)	7.5" x 7.5"
1/2 Page Vertical	3.625" x 7.5"
1/2 Page Horizontal	7.5" x 3.625"
1/4 Page	3.625" x 3.625"
1/8 Page	1.687" x 3.625"
<i>Trim size: 8.5" x 8.5"</i>	

## THEATER & EVENT PROGRAM BOOKS

Size	Dimensions (w x h)
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"
<i>Trim size: 5.5" x 8.5"</i>	

## BUFFALO SPREE MEDICAL RESOURCE GUIDE

Size	Dimensions (w x h)
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 Vertical	2.187" x 10"
1/3 Page Square	4.56" x 4.875"
1/4 Page (4 to a page)	3.375" x 4.875"
1/6 Page Vertical	2.187" x 4.875"
1/6 Page Horizontal	4.56" x 2.3125"
<i>Trim size: 8.375" x 10.875"</i>	



# Guidelines For All Products

ACCEPTABLE FILE FORMAT:

**PDF ONLY**

Supply ad material or agency ready ads by:

• CD • email: production@buffalospree.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

## Electronic Guidelines

[www.buffalospree.com](http://www.buffalospree.com)

Our redesigned website is regularly updated with new blog posts and other fresh content. It also has a comprehensive dining guide, a full calendar of Western New York events, and our Best Of and Top Doc lists, as well as other resources. Our site receives an average of 62,000 views and an average of 24,000 unique users monthly, with visitation increasing steadily each month. The *Buffalo Spree* website is the perfect way to enhance your business's presence in Western New York.

*For full web exposure on every page ask your rep for details!*

Size	Dimensions	Rate p/month
Banner ad	728 x 90 pixels	\$400
Island	300 x 250 pixels	\$300
Video		\$400
Splash	480 x 320 pixels	\$1,000

*Spree can do promotional eblasts for you—ask your sales rep for details!*

E-Blast	600 x 600 pixels	\$500
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