

# Rate Card & Size Specifications

Rates effective as of January 1, 2017

All rates include full color.

## PREMIUM POSITIONS

Size	1x	3x	6x	9x	12x
Back Cover	\$ 8,150	\$7,625	\$6,965	\$6,550	\$6,000
Inside Front Cover	\$5,190	\$4,860	\$4,500	\$4,180	\$3,850
Inside Back Cover	\$5,190	\$4,860	\$4,500	\$4,180	\$3,850
HOME					
Inside Front Cover	\$2,999				

• Add 15% for any other guaranteed premium positions.

## ADVERTISING SIZES AND RATES

Size	1x	3x	6x	9x	12x
Full Page	\$4,400	\$4,080	\$3,325	\$2,890	\$2,675
2/3 Page	\$3,530	\$3,200	\$2,680	\$2,250	\$2,035
1/2 Page	\$3,000	\$2,780	\$2,165	\$1,950	\$1,735
1/3 Page	\$2,140	\$2,005	\$1,735	\$1,515	\$1,199
1/6 Page	\$1,150	\$1,040	\$900	\$800	\$700

## ADVERTISING SIZES AND RATES (4 to a page)

Size	1x	3x	6x	9x	12x
1/4 Page	\$1,335	\$1,225	\$975	\$865	\$755

full page/full bleed  
8.625" x 11.125"

live area: 7" x 10"

trim size  
8.375" x 10.875"

1/2 page  
7" x 4.875"

1/6 page v  
2.187" x 4.875"

1/3 page  
square  
4.56" x 4.875"

1/3 page vertical  
2.187" x 10"

1/2 page  
island  
4.56" x 7.44"

1/6 page h  
4.56" x 2.3125"

1/12

↑  
2.187"  
x 2.34"

2/3 page  
4.56" x 10"

# Dining Guide

DINING GUIDE ADS - ADS WILL APPEAR ON DINING GUIDE PAGES

Size	1x	6x	12x
1/6 Page Vertical	\$755	\$645	\$540
1/6 Page Horizontal	\$755	\$645	\$540
1/12 Page	\$540	\$425	\$325

Looking to stand out in the Dining Guide  
and increase your web presence?

## Buffalo Spree

ENHANCED DINING GUIDE LISTINGS

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

- Includes logo
- Highlighted restaurant listing
- Address, phone, hours +  
20 words of copy
- Maximum width logo size: 0.9375"
- Purchase 12x for \$900
- Purchase 6x for \$700
- With any 6x display ad purchase,  
receive an Enhanced Listing for  
only \$450.00 per year - a 50%  
savings!

Also  
includes:  
Enhanced  
Online Listing  
FREE!

### Dining Guide Sizes

1/6 v  
2.187"  
x  
4.875"

1/12  
2.187" x  
2.34"

1/6 h  
4.56" x 2.3125"

1/4 page  
3.375" x  
4.875"

1/4 page  
3.375" x  
4.875"

1/4 page  
3.375" x  
4.875"

1/4 page  
3.375" x  
4.875"