

# Special Publications

**BUFFALO SPREE**

# Medicine in WNY

*Buffalo Spree's Medicine in WNY* is WNY's comprehensive community health guide, written and edited by an experienced team of health and medical writers, with contributions by leaders in the medical community. *Medicine in WNY* offers important information about medical trends and preventative healthcare measures.



**DISTRIBUTION: 18,000**

August 2022 mailed to all subscribers, key community partners, and a targeted circulation list.

**DEADLINE: Friday July 1, 2022**

## PREMIUM POSITIONS

Size	Rate
Front Cover	\$6,999
Back Cover	\$6,300
Inside Front Cover	\$4,025
Inside Back Cover	\$4,025

ADVERTORIAL	Rate
Ask The Expert (formatted)	\$2,599
Face of WNY Medicine (formatted)	\$2,599

## ADVERTISING SIZES AND RATES

Size	Rate
Full Page	\$2,925
2/3 Page	\$2,225
1/2 Page H or Island	\$1,895
1/3 Page V or Sq	\$1,425
1/4 Page (4 to a page)	\$ 800
1/6 Page H or V	\$ 585

Add 15% for any additional guaranteed premium positions  
All rates include full color

**BUFFALO SPREE**

# Holiday Shopping Guide

The image-driven Holiday Shopping Guide celebrates the WNY retail community, featuring the finest in local boutiques and specialty items. It's a perfect way to take advantage of the festive holiday retail season.



**DISTRIBUTION: 18,000**

Direct mailed to arrive Thanksgiving Wednesday to all Spree subscribers, key community partners, and a targeted circulation list.

**DEADLINE: Monday October 24, 2022**

## PREMIUM POSITIONS

Size	Rate
Front Cover	\$ 2,895
Back Cover	\$ 2,650
Inside Front / Back Cover	\$ 1,850
Pages 1-5	\$ 1,425

## ADVERTISING SIZES AND RATES

Size	Rate
2 Page Spread	\$ 2,199
Full Page	\$ 1,225
1/2 Page H or V	\$ 725
1/4 Page	\$ 395

Add 15% for any other guaranteed premium positions  
All rates include full color

# Guidelines & specs

## Buffalo Spree magazine & Medicine in WNY

Size	Dimensions (w x h)
2-Page Spread w/ bleed	17" x 11.125" (1" gutter)
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 (1/2 to a page)	3.375" x 4.875"
Trim size: 8.375" x 10.875"	

## Buffalo Spree magazine only

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"

## Best of WNY

Size	Dimensions (w x h)
1/12 Page	2.187" x 2.34"

• includes logo, address, phone, website, award(s)

## Holiday Shopping Guide

Size	Dimensions (w x h)
2 Page Spread	17.25" x 8.75" (gutter 1")
Front, Back, Inside 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"
Trim size: 8.5" x 8.5"	

## Print Guidelines

**ACCEPTABLE FILE FORMAT:**  
**PDF ONLY, Required resolution: 300 dpi**  
**PHOTO GUIDELINES:**

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

**JPG or TIF, 300 dpi**

Supply ad materials or agency ready ads by emailing:

**production@buffalospree.com**

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