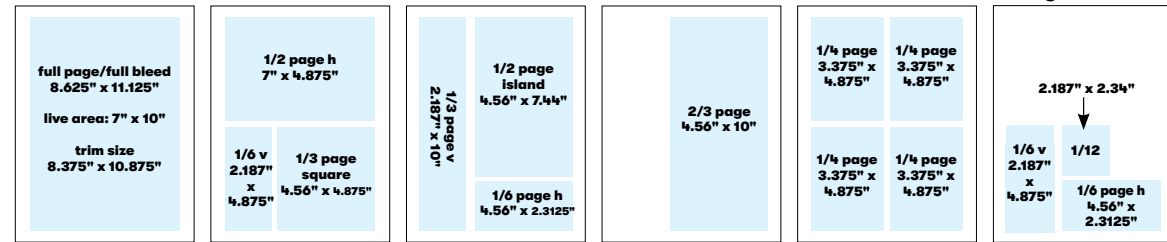


Guidelines & specs



Buffalo Spree magazine & Medicine in WNY

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 (1/4 to a page)	3.375" x 4.875"

Trim size: 8.375" x 10.875"

Buffalo Spree magazine only

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"

Spree Living

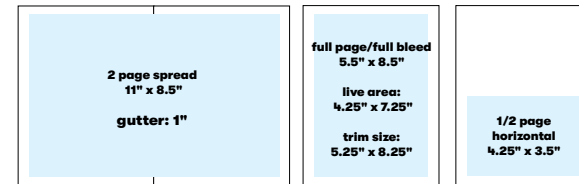
Size	name & main description - 250 characters
9 units/page	

* includes address, price, bdrms, bthrms, sq ftg, phone, website, neighborhood + headshot

Best of WNY

Size	
1/12 Unit	

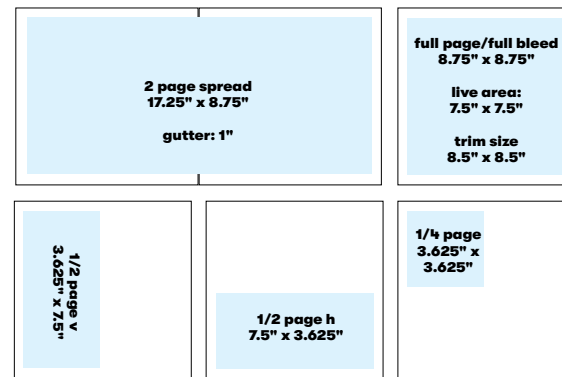
* includes logo, address, phone, website, award



Spree Eats & On The Town

Size	Dimensions (w x h)
2 Page spread	11" x 8.5"
Full Page w/bleed	5.5" x 8.5"
Full Page (live area)	4.25" x 7.25"
Half Page	4.25" x 3.5"

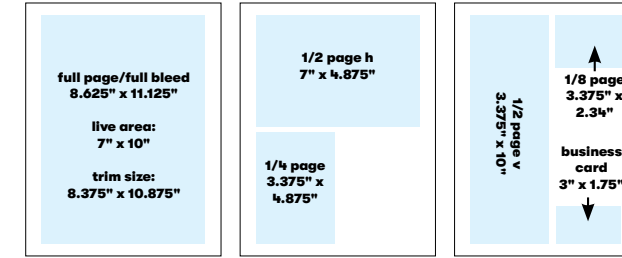
Trim size: 5.25" x 8.25"



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"

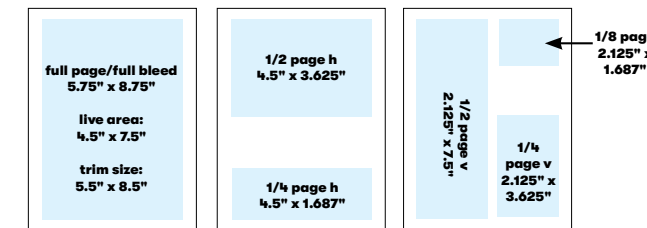
Trim size: 8.5" x 8.5"



Forever Young Directory

Size	Dimensions (w x h)
Full Page w/ bleed	8.625" x 11.125"
Full Page (live area)	7" x 10"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Vertical	3.375" x 10"
1/4 Page	3.375" x 4.875"
1/8 Page	3.375" x 2.34"
Business card	3" x 1.75"

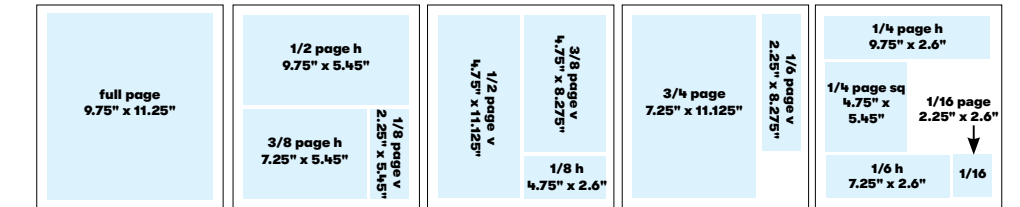
Trim size: 8.375" x 10.875"



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"

Trim size: 5.5" x 8.5"



Forever Young magazine & The Jewish Journal

Size	Dimensions (w x h)
Cover Strip (Forever Young only)	9.75" x 1.5"
Full Page	9.75" x 11.25"
3/4 Page Vertical	7.25" x 11.125"
1/2 Page Vertical	4.75" x 11.125"
1/2 Page Horizontal	9.75" x 5.45"
3/8 Page Vertical	4.75" x 8.275"
3/8 Page Horizontal	7.25" x 5.45"
1/4 Page Square	4.75" x 5.45"
1/4 Page Horizontal	9.75" x 2.6"
1/6 Page Vertical	2.25" x 8.275"
1/6 Page Horizontal	7.25" x 2.6"
1/8 Page Vertical	2.25" x 5.45"
1/8 Page Horizontal	4.75" x 2.6"
1/16 Page	2.25" x 2.6"
Forever Young only	
Find & Save - 1 unit	4.75" x 2.6"
Jewish Journal only	
Dining Guide - 1 unit	4.75" x 3.125"

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