

Electronic 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"
1/3 Page Vertical	2.187" x 10"
1/3 Page Square	4.56" x 4.875"
1/6 Page Vertical	2.187" x 4.875"

Spree Cuisine & Distinctive Homes

Size	Dimensions (w x h)
1/6 Page Horizontal	3.5" x 3.25"

Marketplace

Size	Dimensions (w x h)
1/3 Page	2.25 x 9"
1/6 Page	2.25" x 4.5"
1/12 Page	2.25" x 2.25"
1/24 Page	2.25" x 1.125"

Buffalo Spree Holiday Shopping Guide

Size	Dimensions (w x h)
Front Cover	8.75" x 8.75"
Full Page (Formatted)	7.5" x 6.45"
Full Page ad w/ bleed	8.75" x 8.75"
Full Page ad (live area)	7.5" x 7.5"
1/2 Page Vertical	3.625" x 6.375"
1/2 Page Horizontal	7.5" x 3"
1/4 Page	3.625" x 3"

Playbills of WNY - WNY Performing Arts Guide

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"

Theatre District Brochure

Size	Dimensions (w x h)
1 unit	1" x 1"

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"
1/3 Page Vertical	2.187" x 10"
1/3 Page Square	4.56" x 4.875"

Special Advertising Section Sizes and Rates

2 Page	17" x 11.125"
1 Page	8.625" x 11.125"
1/4 Page	3.5" x 4.7875"

Acceptable File Format: .pdf

Supply ad material or agency ready ads by:

- CD
- email: production@buffalospree.com
- via ftp site: for instructions and user access email production at production@buffalospree.com

All agency ready ads must be accompanied by hard copy (in color where applicable).

Required Resolution: 300 dpi

Photo Guidelines

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

- jpg
- tif
- 300 dpi