

THE PUBLIC

an introduction

Introducing **THE PUBLIC**.
A new voice for a new Buffalo.

Every Wednesday, we deliver 35,000 copies of the most beautiful, engaging print this region has ever seen—the smartest thinking on the whole spectrum of Western New York culture, from politics to theater, books to visual arts, music to food and drink. And every day, at **dailypublic.com**, we host a broad-ranging conversation that reflects a city and region entering a new and vibrant era.

Our readers seek out and find **THE PUBLIC** at more than 1,000 locations throughout the city and the region, from Niagara Falls to Fredonia. They'll find us every day on their laptops, phones, and tablets.

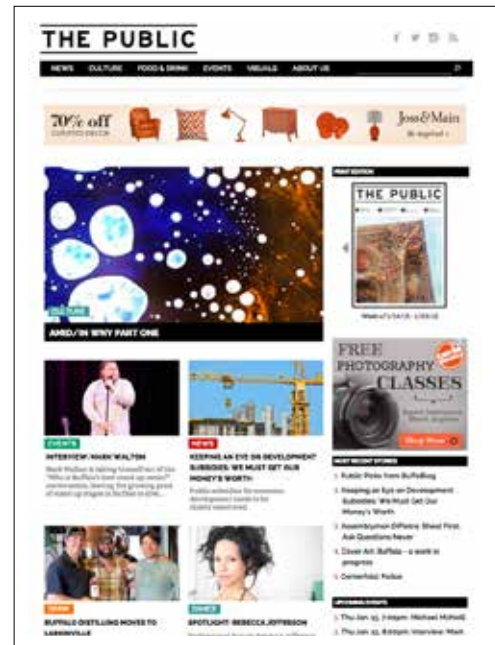
And our readers are your customers: They're engaged, they're active, and they're looking for things to do—and for ways to enrich their lives and the place we all call home.

We're new. We're just starting out. But we're in this for the long haul. And we're looking for partners who will join us.

That's you—our **PUBLIC** partners. Let us help you to introduce yourself to your next generation of customers, in print and online, through events and social media.

This is a mutually beneficial partnership: We've got stories to tell. So do you. Let's tell them together.

It's time to go **PUBLIC**.



WHAT WE DO **THE PUBLIC**

Every Wednesday, we deliver 35,000 copies of engaging, entertaining, visually stunning content throughout Buffalo and Western New York, created by some of the region's most established writers and artists, as well as a host of emerging talents.

DAILYPUBLIC.COM

A clean, easily navigated site that hosts a vibrant and informative conversation about everything that contributes to our regional culture, from arts to politics, from sports to fine dining.

PUBLIC EVENTS

Like our readers, we like to get out in the world—and when we do, we take our Public partners with us. Big and small, we intend our events—whether self-created or created in concert with you, our Public partners—to build a community.

WHO WE ARE

At **THE PUBLIC**, we're trying to do something brand new—but if you look at our team, you may recognize some familiar names. We've been at this for a while. Our editor-in-chief has been in the business for 15 years. Many of our top contributors have been at it much longer than that. But our team also comprises new talents and new voices. We think we've struck a good balance, and we think our readers—your customers—will think so too.

And one more thing: Three members of our editorial staff are partners in this enterprise. We own this thing. We want you to own a piece of it too—to be investors in a new voice for a new, aspirational, entrepreneurial Buffalo.

NUMBERS

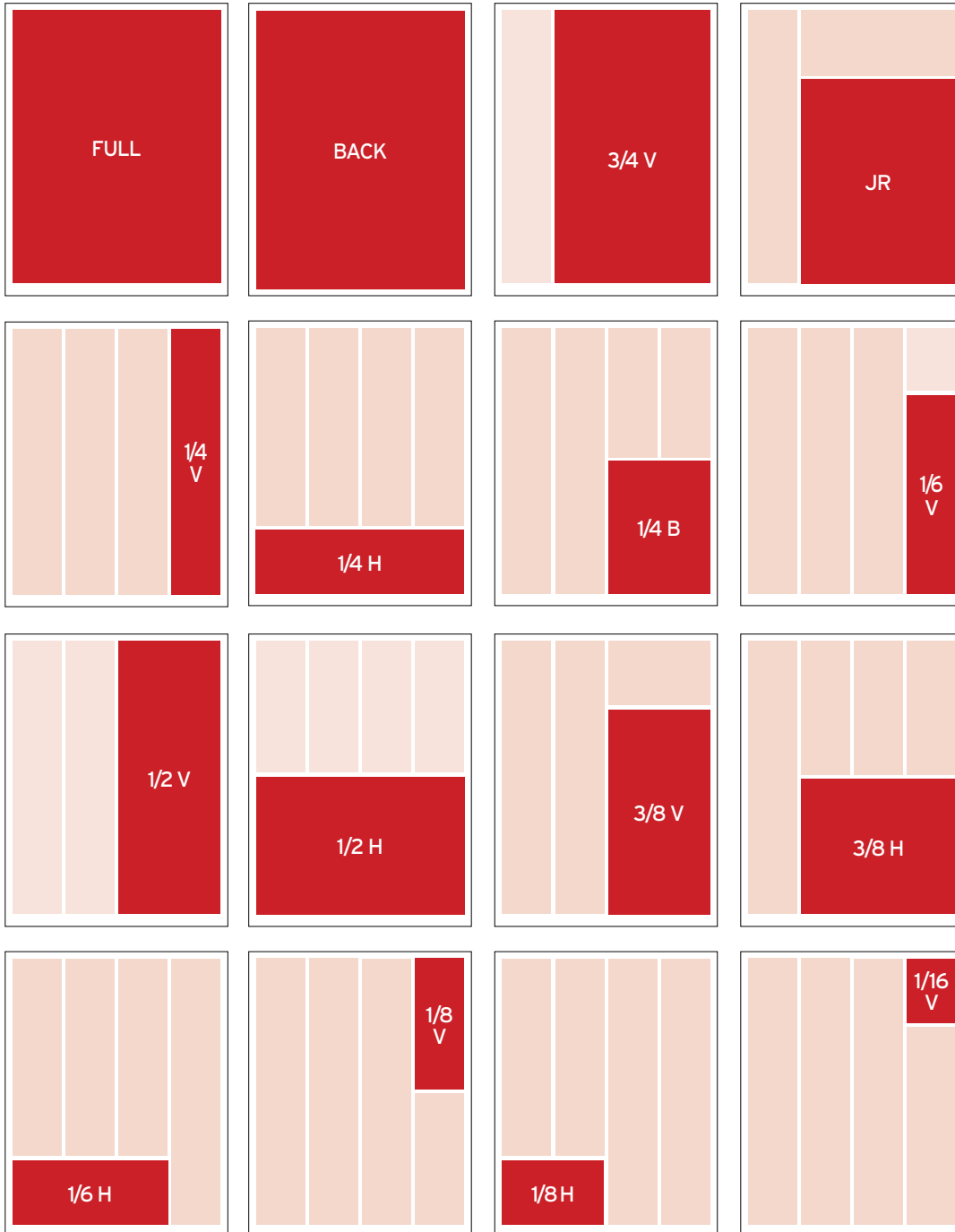
CIRCULATION: 35,000 beautiful copies.

DISTRIBUTION: More than 1,000 distribution points throughout the region, from Niagara Falls to Fredonia—and smartly considered, so our papers actually get in people's hands.

READERSHIP: Honestly, it's too early for us to give you numbers from an auditing company to tell us what we already know from watching social media and our web traffic and from talking to people on the street: Our readers are an active mix—the young and educated, present and future decision-makers, artists and professionals. Exactly the people you need to reach to make your enterprise successful.

THE PUBLIC

print ad specs & guidelines



	SIZE W x H
FULL	10" x 14"
3/4 V	7.45" x 14"
JR	7.45" x 10.45"
1/2 V	4.9" x 14"
1/2 H	10" x 6.9"
3/8 V	4.9" x 10.45"
3/8 H	7.45" x 6.9"
1/4 V	2.35" x 14"
1/4 H	10" x 3.35"
1/4 B	4.9" x 6.9"
1/6 V	2.35" x 10.45"
1/6 H	7.45" x 3.35"
1/8 V	2.35" X 6.9"
1/8 H	4.9" X 3.35"
1/16	2.35" x 3.35"
BACK	10" x 14.25"

DISPLAY DEADLINES:

The Public hits the streets Wednesday mornings. Ad space must be reserved no later than 5PM the Friday prior to the publication date.

Ad copy must be turned in no later than 5PM the Friday prior to the publication date.

Camera ready artwork must be turned in no later than 5PM the Friday prior to the publication date.

No margins, crop marks, or bleeds are necessary.

Please crop your ads to the final size before submitting. Any ads that do not conform to our sizes will suffer some distortion.

FILE SPECIFICATIONS

The Public accepts the EPS, TIFF, JPG and PDF files. All images should be 200-300 dpi. Embed all fonts, or convert text to outlines.

Full color ads must be 4-color CMYK

Blacks should be created as 100% K

Text that is rich black (four CMYK channels) does not reproduce well on newsprint.

White, or reversed, text should never be placed on rich color backgrounds, especially if the text is small. Color plates can shift on the press, which can make your design appear blurry. If you must use reversed type in your design, avoid thin fonts and instead use bolder, thicker fonts. Bold, sans serif type of at least 7 points in size is recommended for reversed text.

DELIVERY METHODS

Send your ad to your ad representative with your company name and the date the ad is to run in the subject line.

PLACEMENT:

Certain premium placements of full-page ads, including the back page, is available on a first-come, first-served basis for a flat 10% increase in your agreed rate. Exact placement cannot otherwise be guaranteed.

COLOR:

The Public cannot guarantee exact color matching or perfect registration.

web ad specs & guidelines

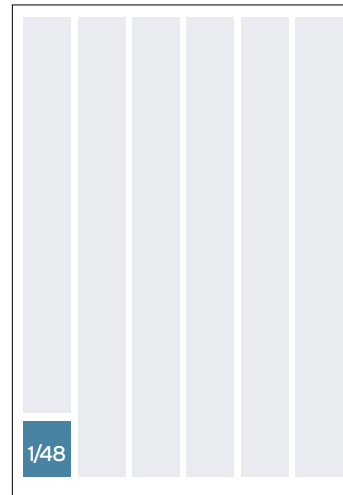
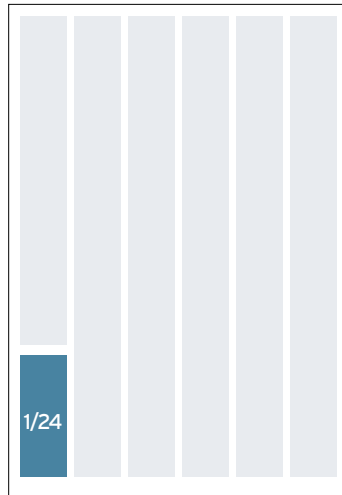
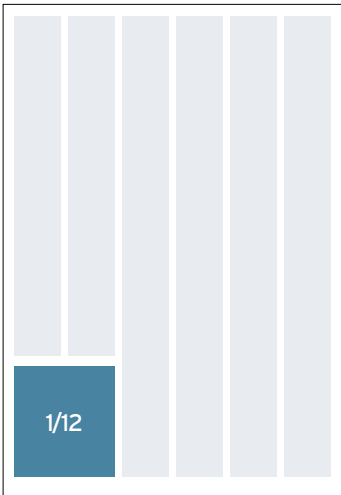
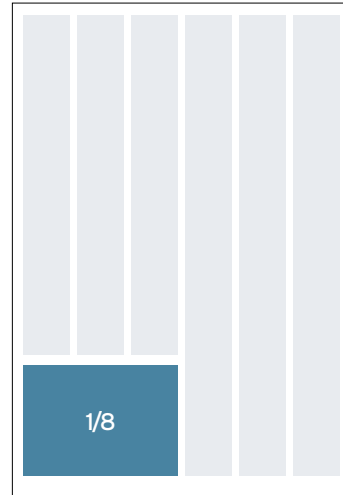
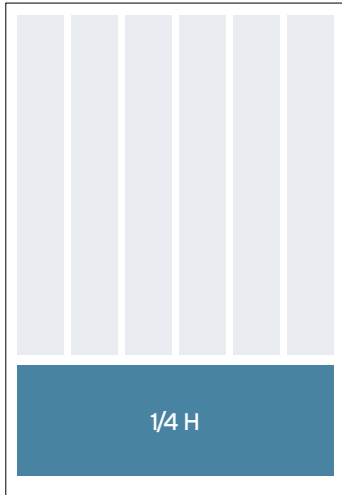
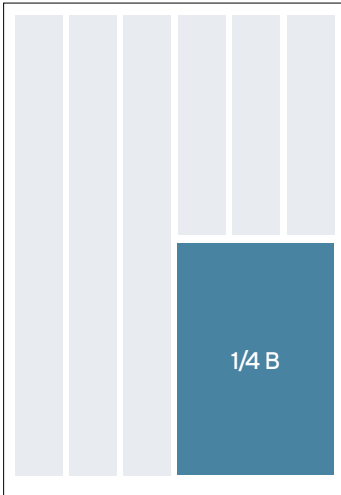
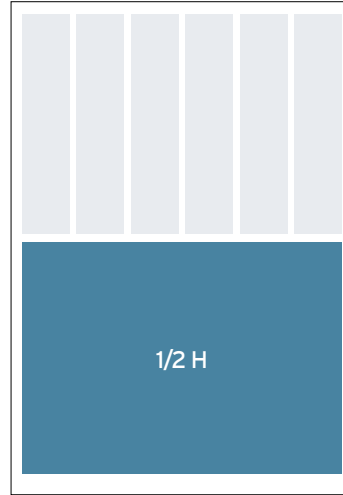
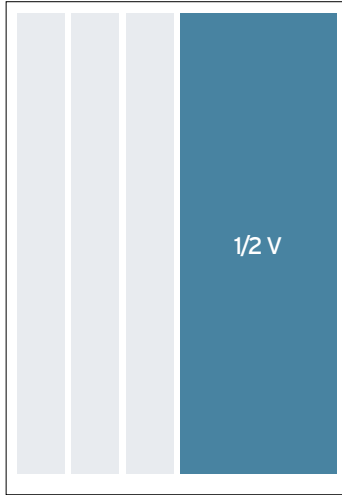
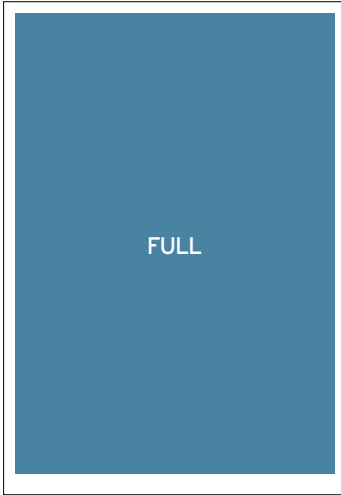


	SIZE W x H
PREMIUM SUPER LEADERBOARD	970 x 90px
MEDIUM RECTANGLE	320 x 250px
SUPER LEADERBOARD	970 x 90px

Please contact webmaster@dailypublic.com for rate details

THE PUBLIC

classifieds ad specs & guidelines



	SIZE W x H
FULL	10" x 13.6"
1/2 V	4.9" x 13.6"
1/2 H	10 x 6.7"
1/4 B	4.9" x 6.7"
1/4 H	10" x 3.25"
1/8	4.9" x 3.25"
1/12	3.2" x 3.25"
1/24	1.5" x 3.25"
1/48	1.5 x 1.55"

CLASSIFIEDS DEADLINES:

The Public hits the streets Wednesdays mornings. Ad space for **The Public Market** must be reserved no later than 5PM the Monday prior to the publication date.

Ad copy must be turned in no later than 5PM the Monday prior to the publication date.

Camera ready artwork must be turned in no later than 5PM the Monday prior to the publication date.

No margins, crop marks, or bleeds are necessary. Please crop your ads to the final size before submitting. Any ads that do not conform to our sizes will suffer some distortion.

Ads that come in Tuesday are subjected to a \$10 late fee.

FILE SPECIFICATIONS

The Public accepts the EPS, TIFF, JPG and PDF files. All images should be 200-300 dpi. Embed all fonts, or convert text to outlines.

Full color ads must be 4-color CMYK
Blacks should be created as 100% K
Text that is rich black (four CMYK channels) does not reproduce well on newsprint.

White, or reversed, text should never be placed on rich color backgrounds, especially if the text is small. Color plates can shift on the press, which can make your design appear blurry. If you must use reversed type in your design, avoid thin fonts and instead use bolder, thicker fonts. Bold, sans serif type of at least 7 points in size is recommended for reversed text.

DELIVERY METHODS

Send your ad to your ad representative with your company name and the date the ad is to run in the subject line.

PLACEMENT:

Exact placement cannot be guaranteed.

COLOR:

Ask your advertising representative about the price and availability of full color for your ad.

The Public cannot guarantee exact color matching or perfect registration.

column & line info

1 COLUMN WIDTH:
1.5"

1 COLUMN WIDTH:
40 characters max

LINE ADS:
No less than 3 lines, ever

HEADLINE, & LOGO/IMAGE OPTIONS ARE AVAILABLE

Contact Sean to
learn about ad
package promotions