



**VISIT**  
**Buffalo**

**ADVERTISING  
OPPORTUNITY**

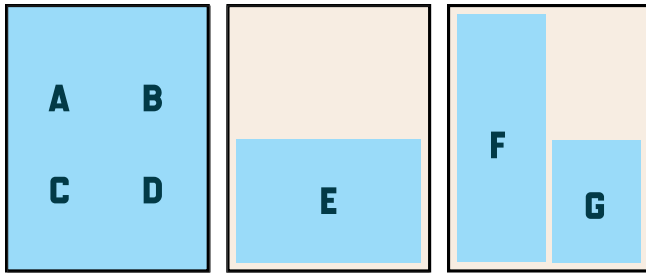
# 2027 VISITOR GUIDE

The **Buffalo Visitor Guide** is your one-stop source to discover all there is to do in Buffalo. This active, engaged audience of visitors and locals is looking for things to do, and places to shop, dine and stay in Buffalo and Erie County. Travelers have a voracious appetite for new and exciting travel experiences, which makes 2027 the perfect time to share your story in the newest edition of the **Buffalo Visitor Guide**.

**ANNUAL DISTRIBUTION OF 150,000 PRINTED COPIES MEANS  
YOU GET A GREAT RETURN ON YOUR MARKETING INVESTMENT.**

## **Distribution Channels:**

- Fulfilled requests from VisitBuffalo.com
- AAA offices across NY, OH, PA, and NJ
- NYS Thruway rest stops and welcome centers
- Brochure racks at the area's top attractions
- UB and Buffalo State student orientation events
- Weddings, reunions, sporting events, and conventions
- The Buffalo Niagara International Airport and Buffalo Convention Center
- Through our Mobile Visitor Center at events across the region and at our NEW Buffalo Visitor Center at Canalside
- **BONUS:** Mobile-friendly digital edition



ADVERTISING RATES	SIZE	PRICE
<b>A. Back Cover</b>	8.125" W x 10.5" H + .125" bleed	\$8,600
<b>B. Inside Front Cover</b>	8.125" W x 10.5" H + .125" bleed	\$8,100
<b>C. Inside Back Cover</b>	8.125" W x 10.5" H + .125" bleed	\$8,100
<b>D. Full Page Interior</b>	7.125" W x 9.5" H + .125" bleed	\$7,100
<b>E. Half Page Horizontal</b>	7.125" W x 4.625" H	\$3,900
<b>F. Half Page Vertical</b>	3.5" W x 9.5" H	\$3,900
<b>G. Quarter Page</b>	3.5" W x 4.625" H	\$1,950

## DEADLINES

Print Quantity: **150,000**

Space Reservation: **September 30, 2026**

Artwork Due: **October 15, 2026**

Release Date: **January 15, 2027**

**NOTE:** Space is available on a first-come, first-served basis.  
Advertising space may fill prior to deadlines.

**INTERESTED? PLEASE CONTACT KAREN FASHANA BELOW.**



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