



WhereWhatWhen

A monthly family magazine of Jewish information, inspiration and opinion.

Where What When, established in 1985, is Baltimore's liveliest Jewish magazine.

The *Where What When* is directed to the wide spectrum of Baltimore's Jewish community, and has become a powerful voice in the community. The magazine is circulated by mail and by newsstand throughout the mid-Atlantic Corridor.

The *Where What When's* timely articles and pertinent advertising have earned it the devotion and enthusiasm of its readers, including men, women and young people.

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www.wherewhatwhen.com
adswww@aol.com



Publication Date

Reservation Deadline

May 15, 2017
Shavuus

May 8, 2017

June 12, 2017

June 5, 2017

July 10, 2017

July 3, 2017

August 7, 2017
Back To School

July 31, 2017

September 5, 2017
Rosh Hashana

August 28, 2017

September 25, 2017
Succos

September 18, 2017

October 23, 2017

October 4, 2017

November 6, 2017

October 30, 2017

November 20, 2017

November 13, 2017

December 4, 2017
Chanuka

November 27, 2017

December 18, 2017

December 11, 2017

January 9, 2018

January 1, 2018

January 22, 2018

January 15, 2018

February 5, 2018
Purim

January 29, 2018

February 19, 2018

February 12, 2018

March 12, 2018
Pesach

March 5, 2018

April 16, 2018

March 28, 2018

April 30, 2018

April 23, 2018

May 14, 2018
Shavous

May 7, 2018

June 11, 2018

June 4, 2018

July 9, 2018

July 2, 2018



General Advertising Rates

Cover..... \$1,100

Full Glossy Page
(Page 2 or 3) \$600

Full Glossy Page \$500

Regular Contract 12X

Full Page.....\$299\$220

1/2 Page.....\$200\$165

1/4 Page.....\$130\$100

1/8 Page.....\$65\$55

1/12 Page.....\$35\$25

Mechanical Requirements

Full Page..... 7.25" x 9.465"

1/2 Page..... 7.25" x 4.7"

1/4 Page..... 3.55" x 4.7"

1/6 Page..... 2.35" x 4.7"

1/8 Page..... 3.55" x 2.3"

1/12 Page..... 2.35" x 2.3"

Instructions For Sending Ads

- All fonts **MUST** be embedded in PDF.
- All ads need a border (or some sort of a clearly defined ad space, like a dark background).
- If a JPEG image (or photo) is being sent it must be at least 300 dpi (72 dpi is unacceptable). Images taken from websites are generally 72 dpi and low quality.
- **COLOR ADS:** All elements and images in the ad must be in CMYK (not RGB). All black **TEXT** must be made up of pure black (i.e. no cyan, magenta or yellow in addition to black).
- Ads must be sent to adswww@aol.com with the name of the business in the subject line.

