



Where What When

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.

Contact Information

410 358-8509 410-358-5192

www.wherewhatwhen.com

adswww@aol.com



Reservation Deadline

Publication Date

November 11, 2024

November 15, 2024

December 9, 2024

December 13, 2024

January 6, 2025

January 10, 2025

February 3, 2025

February 7, 2025

February 24, 2025

February 28, 2025

March 24, 2025

March 28, 2025

May 5, 2025

May 9, 2025

Special Issue Dates

December 13 ...Chanukah

February 28 ... Purim

March 28... Pesach

Look out for more 2025 Dates



General Advertising Rates

Cover..... \$1,300

Full Glossy Page
(Page 2 or 3) \$700

Full Glossy Page \$600

Regular Contract

Full Page.....\$350\$250

1/2 Page.....\$240\$165

1/4 Page.....\$150\$100

1/8 Page.....\$80\$65

1/12 Page.....\$45\$35

Special 3X Packages

Full Page/3 Consecutive Issues....\$900

1/2 Page/3 Consecutive Issues....\$550

Mechanical Requirements

Full Page..... 7.25" W x 9.465" H

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

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

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

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

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

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.

