



# 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.

## Contact Information

410 358-8509 410-358-5192

[www.wherewhatwhen.com](http://www.wherewhatwhen.com)

[adswww@aol.com](mailto:adswww@aol.com)



## **Reservation Deadline**

## **Publication Date**

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**May 5, 2025**

**May 9, 2025**

**May 26, 2025**

**June 6, 2025**

**June 30, 2025**

**July 4, 2025**

**July 28, 2025**

**August 1, 2025**

**August 25, 2025**

**August 29, 2025**

**September 15, 2025**

**September 22, 2025**

**October 27, 2025**

**October 31, 2025**

**November 24, 2025**

**November 28, 2025**

**December 22, 2025**

**December 26, 2025**

## **Special Issues**

**Rosh Hashana**

**August 29**

**Sukkos**

**September 22**

**Chanukah**

**November 28**



# 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 .....\$185

1/4 Page.....\$150 .....\$115

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....\$575

## 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](mailto:adswww@aol.com) with the name of the business in the subject line.

