

WHERE • WHAT • WHEN

6016 Clover Road • Baltimore, Maryland 21215 • (410) 358-8509
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GENERAL ADVERTISING RATES

	Regular	Contract 12X
Cover.....		\$1,100
Full Color Glossy Page.....		\$500
Full Color Glossy Page (Page 2 or 3).....		\$600
Full Color Page.....	\$299	\$220
Full Page B&W.....	\$230	\$160
1/2 Page Color.....	\$200	\$165
1/2 Page B&W.....	\$165	\$115
1/4 Page Color.....	\$130	\$100
1/4 Page B&W.....	\$100	\$70
1/8 Page Color.....	\$65	\$55
1/8 Page B&W.....	\$55	\$43
1/12 Page.....	\$35	\$25

MECHANICAL REQUIREMENTS

Full Page.....	7 1/2" x 9 3/4"
1/2 Page.....	7 1/2" x 4 3/4"
1/4 Page.....	3 5/8" x 4 3/4"
1/6 Page.....	2 1/4" x 4 3/4"
1/8 Page.....	3 5/8" x 2 1/4"
1/12 Page.....	2 1/4" x 2 1/4"

INSTRUCTIONS FOR SENDING ADS

- All fonts **MUST** be embedded in PDF.
- All ads need a border (or some sort or a clearly defined ad space, like a dark background).
- If a JPEG image (or similar) is being send it must be at least 300 dpi (72 dpi is unacceptable).
- **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 adswwww@aol.com with the name of the business in the subject line.

ISSUANCE AND CLOSING DATES...

<u>AD DEADLINE</u>	<u>PUBLICATION DATE</u>
August 1, 2013	1. August 15, 2013 <i>Rosh Hashana</i>
August 23, 2013	2. September 4, 2013 <i>Succos</i>
October 4, 2013	3. October 17, 2013 <i>Express 3.5</i>
October 21, 2013	<i>October 31, 2013</i>
October 31, 2013	4. November 14, 2013 <i>Chanuka</i>
November 18, 2013	<i>Express 4.5</i> <i>November 28, 2013</i>
November 28, 2013	5. December 12, 2013 <i>Express 5.5</i>
December 16, 2013	<i>December 26, 2013</i>
December 26, 2013	6. January 9, 2014 <i>Express 6.5</i>
January 13, 2014	<i>January 23, 2014</i>
January 23, 2014	7. February 6, 2014 <i>Express 7.5</i>
February 10, 2014	<i>February 20, 2014</i>
February 20, 2014	8. March 6, 2014 <i>Purim</i>
March 10, 2014	<i>Express 8.5 Pesach</i> <i>March 20, 2014</i>
March 20, 2014	9. April 3, 2014 <i>Pesach</i>
May 1, 2014	10. May 15, 2014
June 5, 2014	11. June 19, 2014
July 3, 2014	12. July 17, 2014

CIRCULATION INFORMATION

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; to approximately 8,000 families. 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.