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.

6016 Clover Road
Baltimore, Maryland 21215
(410) 358-8509 • Fax 410-764-2002
www.wherewhatwhen.com
adswww@aol.com

PUBLICATION DATE	AD DEADLINE
12. June 25, 2015	June 11, 2015
13. July 23, 2015	July 9, 2015
1. August 20, 2015	August 6, 2015
2. September 17, 2015	September 3, 2015
2.5 October 15, 2015	September 17, 2015
3. October 29, 2015	October 15, 2015
3.5 November 12, 2015	November 2, 2015
4. November 26, 2015	November 12, 2015
4.5 December 10, 2015	November 30, 2015
5. December 24, 2015	December 10, 2015
5.5 January 14, 2016	January 4, 2015
6. January 28, 2016	January 14, 2016
6.5 February 11, 2016	February 1, 2016
7. February 25, 2016	February 11, 2016
8. March 16, 2016	March 2, 2016
9. April 7, 2016	March 24, 2016
9.5 May 5, 2016	April 11, 2016
10. May 26, 2016	May 12, 2016
11. June 23, 2016	June 9, 2016
12. July 21, 2016	July 7, 2016

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 or 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.**