



# 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](http://www.wherewhatwhen.com)  
[adswww@aol.com](mailto:adswww@aol.com)



## PUBLICATION DATE

## AD DEADLINE

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12. June 25, 2015

June 11, 2015

13. July 23, 2015

July 9, 2015

1. August 27, 2015

August 13, 2015

2. September 17, 2015

September 3, 2015

2.5 Express

October 15, 2015

September 17, 2015

3. October 29, 2015

October 15, 2015

3.5 Express

November 12, 2015

November 2, 2015

4. November 26, 2015

November 12, 2015

4.5 Express

December 10, 2015

November 30, 2015

5. December 24, 2015

December 10, 2015

5.5 Express

January 14, 2016

January 4, 2015

6. January 28, 2016

January 14, 2016

6.5 Express

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 Express

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

# Special Issues

August 27, 2015

Rosh Hashana

September 17, 2015

Succos

October 15, 2015

Real Estate and Home Improvements

November 12, 2015

Special Needs & Elder Care

November 26, 2015

Chanuka

December 10, 2015

Pesach Hotels

January 14, 2016

Fashion and Fitness

February 11, 2016

Simchas

February 25, 2016 and March 16, 2016

Purim

April 7, 2016

Pesach

May 5, 2016

Health Care: Physical and Mental

May 26, 2016

Shavous





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

