

WhereWhatWhen

A monthly family magazine of Jewish information, inspiration and opinion. Where What When, established in 1985, is Baltimore's liveliest Jewish magazine.

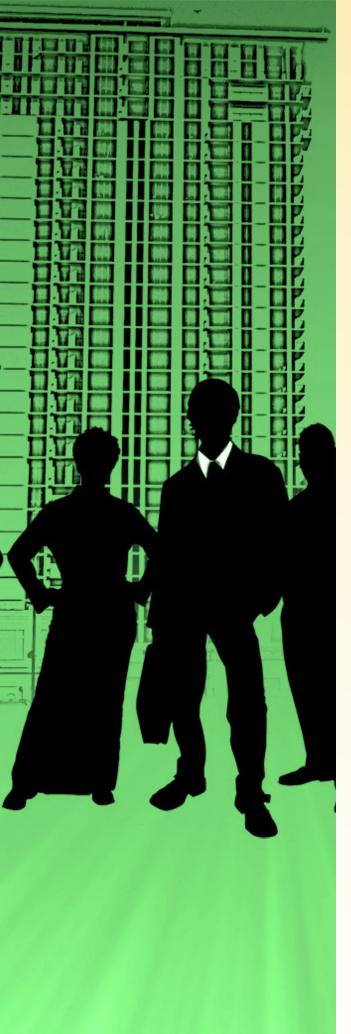
The Where What When is directed to the wide spectrum of Baltimore's Jewish community, and has become a powerful voice in the community. The magazine is circulated by mail and by newsstand throughout the mid-Atlantic Corridor.

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

1. August 18, 2016

August 4, 2016

2. September 15, 2016

September 1, 2016

3 October 7, 2016

September 22, 2016

3.5 November 3

October 5, 2016

Theme: Therapy and school issues

4. November 17, 2016

November 3, 2016

4.5 December 1, 2016

November 17, 2016

Theme: Simchos

5. December 15, 2016

December 1, 2016

5.5 December 29, 2016

December 15, 2016

Theme: Home improvements

6. January 13, 2017

December 29, 2016

6.5 January 27, 2017

January 12, 2017

Theme: Vacations health and fitness

7. February 9, 2017

January 27, 2017

7.5 February 23, 2017

February 9, 2017

Theme: Style

8. March 9, 2017

February 23, 2017

9. March 30, 2017

March 16, 2017

9.5 April 21, 2017

March 22, 2017

Theme: Seniors

10. May 11, 2017

April 27, 2017

11. June 15, 2017

June 1, 2017

12. July 13, 2017

June 29, 2017



General Advertising Rates

Cover		\$1,100
Full Glossy Page		
(Page 2 or 3)	• • • • • • • • • • • • • • • • • • • •	. \$600
Full Glossy Page	• • • • • • • • • • • • • • • • • • • •	. \$500
Re	gular Co	ontract 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	
1/4 Page	
1/6 Page	
1/8 Page	
1/12 Page	



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.