

WhereWhatWhen

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

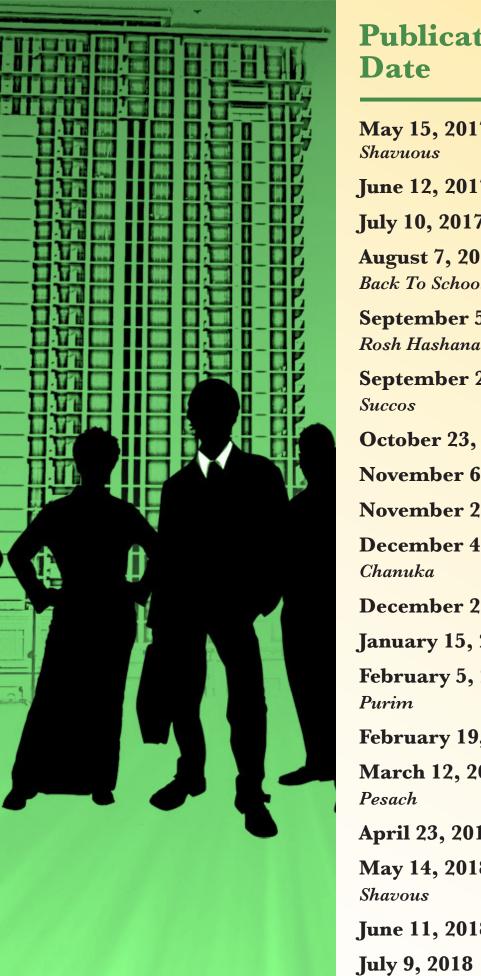
The Where What When is directed to the wide spectrum of Baltimore's Jewish community, and has become a powerful voice in the community. The magazine is circulated by mail and by newsstand throughout the mid-Atlantic Corridor.

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

Reservation **Deadline**

Date	Deaume
May 15, 2017 Shavuous	May 8, 2017
June 12, 2017	June 5, 2017
July 10, 2017	July 3, 2017
August 7, 2017 Back To School	July 31, 2017
September 5, 2017 Rosh Hashana	August 28, 2017
September 25, 2017 Succos	September 18, 2017
October 23, 2017	October 4, 2017
November 6, 2017	October 30, 2017
November 20, 2017	November 13, 2017
December 4, 2017 Chanuka	November 27, 2017
December 25, 2017	December 18, 2017
January 15, 2018	January 8, 2018
February 5, 2018 Purim	January 29, 2018
February 19, 2018	February 12, 2018
March 12, 2018 Pesach	March 5, 2018
April 23, 2018	April 16, 2018
May 14, 2018 Shavous	May 7, 2018
June 11, 2018	June 4, 2018

July 2, 2018



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	
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.