



# 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

## Reservation Deadline

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<b>July 9, 2018</b>	<b>July 2, 2018</b>
<b>August 20, 2018</b> <i>Rosh Hashana</i>	<b>August 13, 2018</b>
<b>September 10, 2018</b> <i>Succos</i>	<b>September 3, 2018</b>
<b>October 15, 2018</b>	<b>October 8, 2018</b>
<b>November 5, 2018</b>	<b>October 29, 2018</b>
<b>November 26, 2018</b> <i>Chanuka</i>	<b>November 16, 2018</b>
<b>December 17, 2018</b>	<b>December 10, 2018</b>
<b>January 14, 2019</b>	<b>January 7, 2019</b>
<b>February 4, 2019</b>	<b>January 28, 2019</b>
<b>February 25, 2019</b> <i>Purim</i>	<b>February 18, 2019</b>
<b>March 17, 2019</b> <i>Purim</i>	<b>March 10, 2019</b>
<b>April 7, 2019</b> <i>Pesach</i>	<b>March 31, 2019</b>
<b>May 13, 2019</b>	<b>May 6, 2019</b>
<b>June 3, 2019</b> <i>Shavous</i>	<b>June 27, 2019</b>
<b>July 1, 2019</b>	<b>June 24, 2019</b>



# General Advertising Rates

Cover..... \$1,100

Full Glossy Page  
(Page 2 or 3) ..... \$600

Full Glossy Page ..... \$500

## Regular Contract

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.

