

Where What When

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

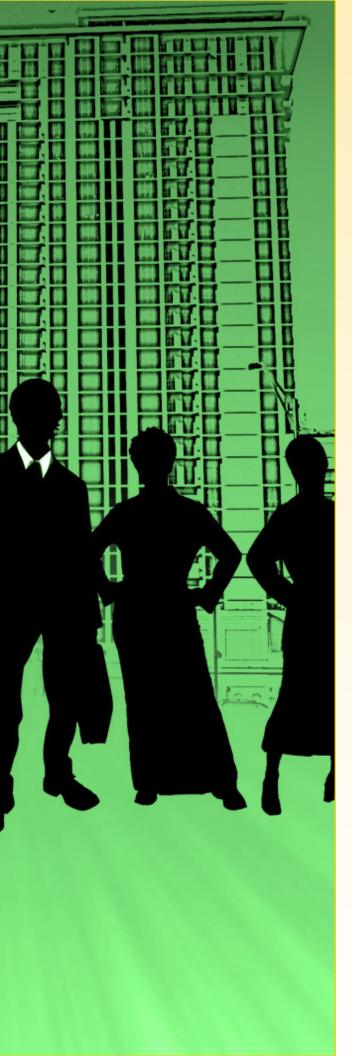
The *Where What When* is directed to the wide spectrum of Baltimore's Jewish community, and has become a powerful voice in the community. The magazine is circulated by mail and by newsstand throughout the mid-Atlantic Corridor.

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
April 7, 2019	March 31, 2019
May 13, 2019	May 6, 2019
June 10, 2019	June 3, 2019
July 8, 2019	July 1, 2019
August 12, 2019	August 5, 2019
September 9, 2019	September 2, 2019
October 1, 2019	September 23, 2019



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 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.