



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



## Publication Date

## Reservation Deadline

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**December 21, 2020**

**December 14, 2020**

**January 18, 2021**

**January 11, 2021**

**February 12, 2021**  
*Purim Issue*

**February 8, 2021**

**March 12, 2021**  
*Pesach Issue*

**March 8, 2021**

**April 16, 2021**

**April 12, 2021**

**May 14, 2021**

**May 10, 2021**

**June 11, 2021**

**June 7, 2021**

**July 9, 2021**

**July 5, 2021**



# 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

## Special 3X Packages

Full Page/3 Consecutive Issues....\$750

1/2 Page/3 Consecutive Issues....\$500

## Mechanical Requirements

Full Page..... 7.25" W x 9.465" H

1/2 Page..... 7.25" W x 4.7" H

1/4 Page..... 3.55" W x 4.7" H

1/6 Page..... 2.35" W x 4.7" H

1/8 Page..... 3.55" W x 2.3" H

1/12 Page..... 2.35" W x 2.3" H

# 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.

