



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.

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www.wherewhatwhen.com
adswww@aol.com



Publication Date

Reservation Deadline

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 7, 2021

June 11, 2021

July 5, 2021

July 9, 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" 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 with the name of the business in the subject line.

