

WhereWhatWhen

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

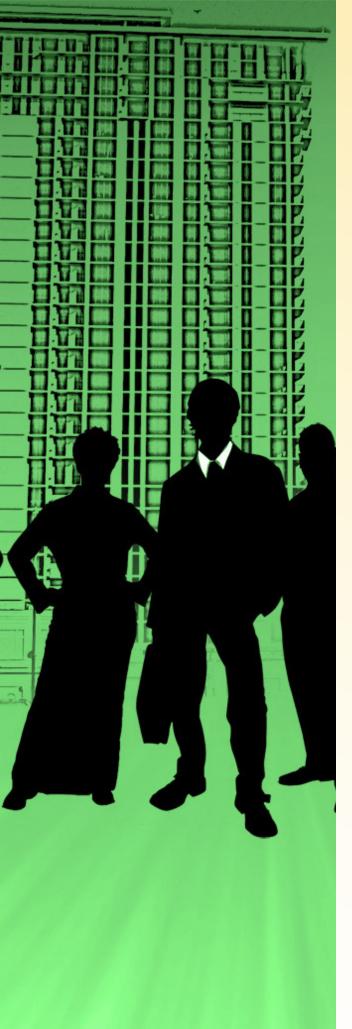
The Where What When is directed to the wide spectrum of Baltimore's Jewish community, and has become a powerful voice in the community. The magazine is circulated by mail and by newsstand throughout the mid-Atlantic Corridor.

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

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	
1/6 Page	2.35" x 4.7"
1/8 Page	3.55" x 2.3"
1/19 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.