



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.

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www.wherewhatwhen.com
adswww@aol.com



Publication Date

Reservation Deadline

July 9, 2018	July 2, 2018
August 20, 2018 <i>Rosh Hashana</i>	August 13, 2018
September 10, 2018 <i>Succos</i>	September 3, 2018
October 15, 2018	October 8, 2018
November 5, 2018	October 29, 2018
November 26, 2018 <i>Chanuka</i>	November 16, 2018
December 17, 2018	December 10, 2018
January 7, 2019	December 31, 2018
January 28, 2019	January 21, 2019
February 11, 2019	February 4, 2019
February 25, 2019 <i>Purim</i>	February 18, 2019
March 11, 2019 <i>Purim</i>	March 4, 2019
April 1, 2019 <i>Pesach</i>	March 25, 2019
May 13, 2019	May 6, 2019
June 3, 2019 <i>Shavous</i>	June 27, 2019
July 1, 2019	June 24, 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 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.

