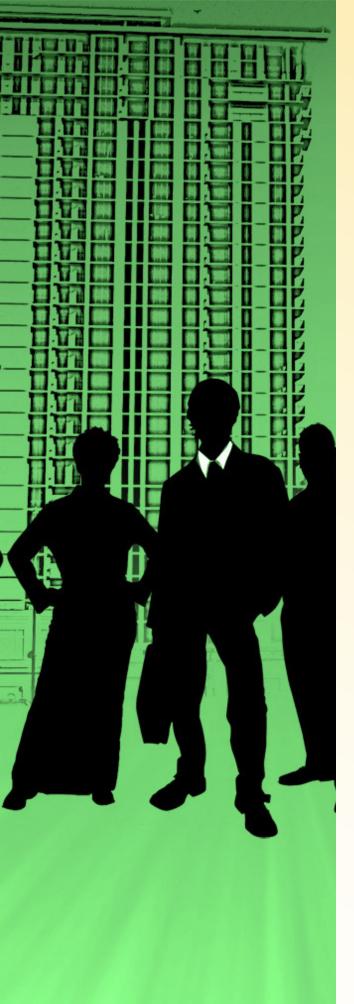# WhereWhatWhen

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.

Contact Information
410 358-8509 410-358-5192
www.wherewhatwhen.com
adswww@aol.com

Reservation Deadline	Publication Date
November 17, 2023	November 24, 2023
December 18, 2024	December 22, 2023
January 15, 2024	January 19, 2023
February 12, 2024	February 16, 2024
March 4, 2024	March 8, 2024 Purim
April 1, 2024	April 5, 2024 Pesach
May 13, 2024	May 17, 2024
June 3, 2024	June 7, 2024

Look out for more 2024 Dates

General Advertising Rates

Cover...........................$1,300

Full Glossy Page
(Page 2 or 3) $700

Full Glossy Page $600

	Regular	Contract
Full Page	$350	$250
1/2 Page	$240	$165
1/4 Page	$150	$100
1/8 Page	$80	$65
1/12 Page	$45	$35

Special 3X Packages

Full Page/3 Consecutive Issues....$900

1/2 Page/3 Consecutive Issues....$550

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 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.**