

WHERE • WHAT • WHEN

6016 Clover Road • Baltimore, Maryland 21215 • (410) 358-8509
 Fax 410-764-2002 • www.wherewhatwhen.com • adswwww@aol.com

GENERAL ADVERTISING RATES

	Regular	Contract 12X
Cover.....		\$1,100
Full Color Glossy Page.....		\$500
Full Color Glossy Page (Page 2 or 3).....		\$600
Full Color Page.....	\$299	\$220
Full Page B&W.....	\$230	\$160
1/2 Page Color.....	\$200	\$165
1/2 Page B&W.....	\$165	\$115
1/4 Page Color.....	\$130	\$100
1/4 Page B&W.....	\$100	\$70
1/8 Page Color.....	\$65	\$55
1/8 Page B&W.....	\$55	\$43
1/12 Page.....	\$35	\$25

MECHANICAL REQUIREMENTS

Full Page.....	7 1/2" x 9 3/4"
1/2 Page.....	7 1/2" x 4 3/4"
1/4 Page.....	3 5/8" x 4 3/4"
1/6 Page.....	2 1/4" x 4 3/4"
1/8 Page.....	3 5/8" x 2 1/4"
1/12 Page.....	2 1/4" x 2 1/4"

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 similar) is being send it must be at least 300 dpi (72 dpi is unacceptable).
- **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 adswwww@aol.com with the name of the business in the subject line.

ISSUANCE AND CLOSING DATES...

AD DEADLINE

July 31, 2014

August 21, 2014

September 11, 2013

September 30, 2014

October 23, 2014

November 10, 2014

November 20, 2014

December 8, 2014

December 18, 2014

January 5, 2015

January 15, 2015

February 5, 2015

February 23, 2015

March 5, 2015

March 24, 2015

April 16, 2015

May 14, 2015

June 11, 2015

July 9, 2015

PUBLICATION DATE

1. August 14, 2014

2. September 4, 2014

3. September 25, 2014

3.5 Express

October 23, 2014

4. November 6, 2014

4.5 Express

November 20, 2014

5. December 4, 2014

5.5 Express

December 18, 2014

6. January 2, 2015

6.5 Express

January 15, 2015

7. January 29, 2015

8. February 19, 2015

8.5 Express

March 5, 2015

9. March 19, 2015

9.5 Express

April 16, 2015

10. April 30, 2015

11. May 28, 2015

12. June 25, 2015

13. July 23, 2015

CIRCULATION INFORMATION

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; to approximately 8,000 families. 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.