



# 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](http://www.wherewhatwhen.com)  
[adswww@aol.com](mailto:adswww@aol.com)



## PUBLICATION DATE

## AD DEADLINE

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12. June 25, 2015	June 11, 2015
13. July 23, 2015	July 9, 2015
1. August 20, 2015	August 6, 2015
2. September 17, 2015	September 3, 2015
2.5 Express October 15, 2015	September 17, 2015
3. October 29, 2015	October 15, 2015
3.5 Express November 12, 2015	November 2, 2015
4. November 26, 2015	November 12, 2015
4.5 Express December 10, 2015	November 30, 2015
5. December 24, 2015	December 10, 2015
5.5 Express January 14, 2016	January 4, 2015
6. January 28, 2016	January 14, 2016
6.5 Express February 11, 2016	February 1, 2016
7. February 25, 2016	February 11, 2016
8. March 16, 2016	March 2, 2016
9. April 7, 2016	March 24, 2016
9.5 Express May 5, 2016	April 11, 2016
10. May 26, 2016	May 12, 2016
11. June 16, 2016	June 6, 2016
12. July 21, 2016	July 7, 2016
1. August 18, 2016	August 4, 2016
2. September 15, 2016	September 1, 2016
3. October 17, 2016	September 22, 2016

# Special Issues

August 27, 2015

Rosh Hashana

September 17, 2015

Succos

October 15, 2015

Real Estate and Home Improvements

November 12, 2015

Special Needs & Elder Care

November 26, 2015

Chanuka

December 10, 2015

Pesach Hotels

January 14, 2016

Fashion and Fitness

February 11, 2016

Simchas

February 25, 2016 and March 16, 2016

Purim

April 7, 2016

Pesach

May 5, 2016

Health Care: Physical and Mental

May 26, 2016

Shavous





# General Advertising Rates

Cover..... \$1,100

Full Glossy Page  
(Page 2 or 3) ..... \$600

Full Glossy Page ..... \$500

## Regular Contract 12X

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](mailto:adswww@aol.com) with the name of the business in the subject line.

