



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

September 12, 2016
Rosh Hashana

September 5, 2016

October 7, 2016
Succos

September 26, 2016

October 31, 2016
Focus: Therapy and School Issues

October 5, 2016

November 14, 2016

November 7, 2016

November 29, 2016
Focus: Simchos

November 21, 2016

December 12, 2016
Chanuka

December 5, 2016

December 27, 2016
Focus: Home Improvements

December 19, 2016

January 10, 2017

January 2, 2017

January 23, 2017
Focus: Vacations Health and Fitness

January 16, 2017

February 6, 2017

January 30, 2017

February 21, 2017
Focus: Style

February 13, 2017

March 6, 2017
Purim

February 27, 2017

March 27, 2017
Pesach

March 20, 2017

April 24, 2017

March 29, 2017

May 15, 2017
Shavuous

May 8, 2017

June 12, 2017

June 5, 2017

July 10, 2017

July 3, 2017



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 with the name of the business in the subject line.

