# Where What When

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**
adswww@aol.com

| Reservation Deadline | Publication Date |
| --- | --- |
| March 28, 2022 | April 1, 2022 |
| May 2, 2022 | May 6, 2022 |
| May 30, 2022 | June 3, 2022 |
| June 27, 2022 | July 1, 2022 |
| August 1, 2022, | August 5, 2022 |
| August 29, 2022 | September 2, 2022 |
| September 19, 2022 | September 28, 2022 |

# 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 |

# Special 3X Packages

Full Page/3 Consecutive Issues ....$800

1/2 Page/3 Consecutive Issues ....$500

# 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.**