



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.

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www.wherewhatwhen.com
adswww@aol.com



Reservation Deadline

Publication Date

August 29, 2022

September 2, 2022

September 19, 2022

September 25, 2022

October 31, 2022

November 4, 2022

November 28, 2022
Hannukah Issue

December 2, 2022

December 26, 2022

December 30, 2022

January 23, 2023

January 27, 2023

February 20, 2023
Purim Issue

February 24, 2023

March 20, 2023
Pesach Issue

March 24, 2023

May 1, 2023
Shavuot Issue

May 5, 2023

May 29, 2023

June 2, 2023

June 26, 2023

July 7, 2023



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.....\$75\$55

1/12 Page.....\$45\$25

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 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.

