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
adswww@aol.com

Publication Date	Reservation Deadline
September 12, 2016 *Rosh Hashana*	**September 5, 2016**
October 7, 2016 *Succos*	**September 26, 2016**
October 31 *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 20, 2017 *Focus: Seniors*	**March 22, 2017**
May 8, 2017 *Shavuous*	**May 1, 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 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.**