

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.

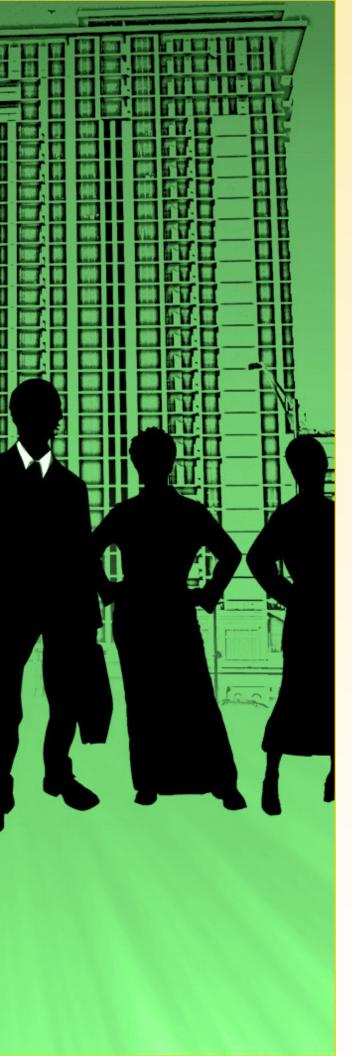
> 6016 Clover Road Baltimore, Maryland 21215 (410) 358-8509 • Fax 410-764-2002 **www.wherewhatwhen.com** adswww@aol.com



Publication Date

Reservation Deadline

October 2, 2019	September 22, 2019
November 4, 2019	October 28, 2019
November 25, 2019	November 18, 2019
December 16, 2019	December 9, 2019
January 13, 2020	January 6, 2020
February 10, 2020	February 3, 2020
March 2, 2020	February 24, 2020
March 27, 2020	March 18, 2020
May 4, 2020	April 27, 2020
June 1, 2020	May 25, 2020
July 6, 2020	June 29, 2020



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

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.