



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

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 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.

