

WHERE • WHAT • WHEN

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

GENERAL ADVERTISING RATES

Full Color Page.....	\$310
Full Page.....	\$230
1/2 Page Color.....	\$200
1/2 Page B&W.....	\$165
1/4 Page Color.....	\$130
1/4 Page B&W.....	\$100
1/8 Page Color.....	\$65
1/8 Page B&W.....	\$55
1/12 Page.....	\$35

MECHANICAL REQUIREMENTS

Full Page.....	7 1/2" x 9 3/4"
1/2 Page.....	7 1/2" x 4 3/4"
1/4 Page.....	3 5/8" x 4 3/4"
1/6 Page.....	2 1/4" x 4 3/4"
1/8 Page.....	3 5/8" x 2 1/4"
1/12 Page.....	2 1/4" x 2 1/4"

INSTRUCTIONS FOR SENDING ADS

- All fonts **MUST** be embedded in PFD.
- All ads need a border (or some sort or a clearly defined ad space, like a dark background).
- If a JPEG image (or similar) is being send it must be as close to 300 dpi as possible (72 dpi is unacceptable)
- **BLACK & WHITE ADS:** If a black & white space was reserved, please don't use any color in the ad (i.e. pictures)
- **COLOR ADS:** All elements and images in the ad must be in CMYK (not RGB). All black TEXT (images are apparently OK) 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.

CIRCULATION INFORMATION

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; approximate readership is 40,000. 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.

ISSUANCE AND CLOSING DATES

<u>AD DEADLINE</u>	<u>PUBLICATION DATE</u>
July 31, 2009	1. August 13, 2009
August 21, 2009	2. September 3, 2009
September 11, 2009	3. September 24, 2009
October 16, 2009	4. October 29, 2009
<i>October 30, 2009</i>	<i>A. November 12, 2009 Express</i>
November 13, 2009	5. November 26, 2009
<i>November 27, 2009</i>	<i>B. December 10, 2009 Express</i>
December 11, 2009	6. December 24, 2009
<i>December 25, 2009</i>	<i>C. January 7, 2010 Express</i>
January 8, 2010	7. January 21, 2010
<i>January 22, 2010</i>	<i>D. February 4, 2010 Express</i>
February 5, 2010	8. February 18, 2010
February 26, 2010	9. March 11, 2010
<i>March 9, 2010</i>	<i>E. March 29, 2010 Express</i>
April 16, 2010	10. April 29, 2010
May 14, 2010	11. May 27, 2010
June 11, 2010	12. June 24, 2010
July 9, 2010	13. July 22, 2010