

# 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>
<b>September 2, 2008</b>	<b>September 11, 2008</b>
<b>September 22, 2008</b>	<b>October 2, 2008</b>
<i>October 2, 2008</i>	<i>October 23, 2008 Express</i>
<b>November 3, 2008</b>	<b>November 13, 2008</b>
<i>November 17, 2008</i>	<i>November 27, 2008 Express</i>
<b>December 1, 2008</b>	<b>December 11, 2008</b>
<i>December 15, 2008</i>	<i>December 24 Express</i>
<b>December 29, 2008</b>	<b>January 8, 2009</b>
<i>January 12, 2009</i>	<i>January 22, 2009 Express</i>
<b>January 26, 2009</b>	<b>February 5, 2009</b>
<i>February 9, 2009</i>	<i>February 19, 2009 Express</i>
<b>February 23, 2009</b>	<b>March 5, 2009</b>
<b>March 16, 2009</b>	<b>March 26, 2009</b>
<i>March 30, 2009</i>	<i>April 9, 2009 Express</i>
<b>April 27, 2009</b>	<b>May 7, 2009</b>
<b>June 1, 2009</b>	<b>June 11, 2009</b>
<b>June 29, 2009</b>	<b>July 9, 2009</b>
<b>August 3, 2009</b>	<b>August 13, 2009</b>