

# 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

	<b>Regular</b>	<b>Contract 12X</b>
Cover.....		\$1,100
Full Color Page.....	\$310.....	\$220
Full Page.....	\$230.....	\$160
1/2 Page Color.....	\$200.....	\$165
1/2 Page B&W.....	\$165.....	\$115
1/4 Page Color.....	\$130.....	\$100
1/4 Page B&W.....	\$100.....	\$70
1/8 Page Color.....	\$65.....	\$55
1/8 Page B&W.....	\$55.....	\$43
1/12 Page.....	\$35.....	\$25

## WWW EXPRESS

	<b>Regular</b>	<b>For Contract Holders</b>
Full Color Page.....	\$310.....	\$180
Full Page.....	\$230.....	\$140
1/2 Page Color.....	\$200.....	\$150
1/2 Page B&W.....	\$165.....	\$100

## 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 with the name of the business in the subject line.

## ISSUANCE AND CLOSING DATES

<u>AD DEADLINE</u>	<u>PUBLICATION DATE</u>
<b>August 13, 2010</b>	<b>1. August 26, 2010</b> <b>Rosh Hashana</b>
<b>August 31, 2010</b>	<b>2. September 16, 2010</b> <b>Succos</b>
<b>October 8, 2010</b>	<b>3. October 21, 2010</b>
<b>October 25, 2010</b>	<b>A. November 4, 2010 Express</b>
<b>November 5, 2010</b>	<b>4. November 18, 2010</b>
<b>November 19, 2010</b>	<b>B. December 2, 2010 Express</b> <b>Chanuka</b>
<b>December 3, 2010</b>	<b>5. December 16, 2010</b>
<b>December 20, 2010</b>	<b>C. December 30, 2011 Express</b>
<b>December 31, 2010</b>	<b>6. January 13, 2011</b>
<b>January 17, 2011</b>	<b>D. January 27, 2011 Express</b>
<b>January 28, 2011</b>	<b>7. February 10, 2011</b>
<b>February 14, 2011</b>	<b>E. February 24, 2011 Express</b> <b>Purim</b>
<b>February 25, 2011</b>	<b>8. March 10, 2011</b> <b>Purim</b>
<b>March 14, 2011</b>	<b>F. March 24, 2011 Express</b> <b>Pesach</b>
<b>March 25, 2011</b>	<b>9. April 7, 2011</b> <b>Pesach</b>
<b>April 4, 2011</b>	<b>G. April 21, 2011 Express</b>
<b>May 13 2011</b>	<b>10. May 26, 2011</b>
<b>June 10, 2011</b>	<b>11. June 23, 2011</b>
<b>July 8, 2011</b>	<b>12. July 21, 2011</b>