

# 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 .....	\$299
Full Color Glossy Page .....	\$500 (Page 3 \$550)
Full Page B&W .....	\$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 PDF.
- All ads need a border (or some sort of a clearly defined ad space, like a dark background).
- If a JPEG image (or similar) is being send it must be at least 300 dpi (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>
August 4, 2011	1. August 18, 2011
August 25, 2011	2. September 8, 2011 Rosh Hashana
September 15, 2011	3. October 3, 2011 Succos
October 27, 2011	4. November 10, 2011
November 14, 2011	3. November 24, 2011 Express
November 25, 2011	5. December 8, 2011 Chanuka
December 12, 2011	B. December 22, 2011 Express Chanuka
December 22, 2011	6. January 5, 2012
January 9, 2012	C. January 19, 2012 Express
January 19, 2012	7. February 2, 2012
February 6, 2012	D. February 16, 2012 Express
February 16, 2012	8. March 1, 2012 Purim
March 8, 2012	9. March 22, 2012 Pesach
March 26, 2012	E. April 17, 2012 Express
April 26, 2012	10. May 10, 2012
May 31, 2012	11. June 14, 2012
June 28, 2012	12. July 12, 2012

## 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.