



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
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www.wherewhatwhen.com
adswww@aol.com



PUBLICATION DATE

AD DEADLINE

1. August 18, 2016	August 4, 2016
2. September 15, 2016	September 1, 2016
3 October 7, 2016	September 22, 2016
3.5 November 3 <i>Theme: Therapy and school issues</i>	October 5, 2016
4. November 17, 2016	November 3, 2016
4.5 December 1, 2016 <i>Theme: Simchos</i>	November 17, 2016
5. December 15, 2016	December 1, 2016
5.5 December 29, 2016 <i>Theme: Home improvements</i>	December 15, 2016
6. January 13, 2017	December 29, 2016
6.5 January 27, 2017 <i>Theme: Vacations health and fitness</i>	January 12, 2017
7. February 9, 2017	January 27, 2017
7.5 February 23, 2017 <i>Theme: Style</i>	February 9, 2017
8. March 9, 2017	February 23, 2017
9. March 30, 2017	March 16, 2017
9.5 April 21, 2017 <i>Theme: Seniors</i>	March 22, 2017
10. May 11, 2017	April 27, 2017
11. June 15, 2017	June 1, 2017
12. July 13, 2017	June 29, 2017



General Advertising Rates

Cover..... \$1,100

Full Glossy Page
(Page 2 or 3) \$600

Full Glossy Page \$500

Regular Contract 12X

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.

