
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
(410) 358-8509 • Fax 410-764-2002
www.wherewhatwhen.com
adswww@aol.com
<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Reservation Deadline</th>
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<tbody>
<tr>
<td>December 21, 2020</td>
<td>December 14, 2020</td>
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<tr>
<td>January 18, 2021</td>
<td>January 11, 2021</td>
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<td>February 12, 2021</td>
<td>February 8, 2021</td>
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<td>Purim Issue</td>
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<td>March 12, 2021</td>
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<td>Pesach Issue</td>
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<td>April 16, 2021</td>
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<td>June 11, 2021</td>
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<td>July 9, 2021</td>
<td>July 5, 2021</td>
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General Advertising Rates

Cover................................. $1,100
Full Glossy Page
(Page 2 or 3)......................... $600
Full Glossy Page.............. $500

**Regular Contract**

Full Page...................... $299 .......... $220
1/2 Page.............. $200 .......... $165
1/4 Page.............. $130 .......... $100
1/8 Page.............. $65 .......... $55
1/12 Page.............. $35 .......... $25

Special 3X Packages

Full Page/3 Consecutive Issues.... $750
1/2 Page/3 Consecutive Issues.... $500

Mechanical Requirements

Full Page.............................. 7.25" W x 9.465" H
1/2 Page.............................. 7.25" W x 4.7" H
1/4 Page.............................. 3.55" W x 4.7" H
1/6 Page.............................. 2.35" W x 4.7" H
1/8 Page.............................. 3.55" W x 2.3" H
1/12 Page............................ 2.35" W x 2.3" H
Instructions For Sending Ads

- All fonts MUST be embedded in PDF.
- All ads need a border (or some sort or 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.