



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.

Contact Information

410 358-8509 410-358-5192

www.wherewhatwhen.com

adswww@aol.com



Reservation Deadline	Publication Date
October 27, 2025	October 31, 2025
November 21, 2025	November 28, 2025
December 19, 2025	December 26, 2025
January 16, 2026	January 23, 2026
February 13, 2026	February 20, 2026
March 13, 2026	March 20, 2026
April 20, 2026	April 24, 2026
May 8, 2026	May 15, 2026
June 5, 2026	June 12, 2026

Special Issues

Chanuka	November 28
Purim	February 20
Pesach	March 20
Shavuos	May 15



General Advertising Rates

Cover.....\$1,500

Full Glossy Page
(Page 2 or 3)\$700

Full Glossy Page\$600

Regular Contract

Full Page.....\$350\$250

1/2 Page.....\$240\$185

1/4 Page.....\$150\$115

1/8 Page.....\$80\$65

1/12 Page.....\$45\$35

Special 3X Packages

Full Page/3 Consecutive Issues....\$900

1/2 Page/3 Consecutive Issues....\$575

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.