Advertising Rates
Contact our Account Representative
Phone: 302-295-0662 | Email: advertising@thedialog.org

ONLINE

We are pleased to offer our advertisers the opportunity to advertise on the web, both on our website, www.thedialog.org, and through our e-community newsletters. Advertisers will have prime opportunities to be seen by a broader demographic through web advertising with The Dialog. Call (302) 295-0662 for details.

On Our Website... www.thedialog.org

SKYSCRAPER AD
1000x600 $125/wk
BANNER AD
120x240p $80/wk

SPECIAL FEATURE SPONSOR
3 Months: $90
6 Months: $150
Annual $240

In Our E-Community
Twice-Weekly Newsletter
“Angelus”
120x240p
3 placements $125/wk
One month minimum.

Monthly Newsletter
“First Friday”
120x240p
4 placements $125/wk
Four month minimum.

IN PRINT

RATES per column inch
Open Rate $33.00
75 col. inches $31.30
150 col. inches $28.80
300 col. inches $24.60
500 col. inches $23.30
1000 col. inches $20.60
1100 + col. inches $18.00

INSERTIONS
4x $31.30
8x $28.15
12x $24.60
24x $21.40

COLOR
Black + One $50
Full $100

PREMIUM POSITION
Page 2 & Back Page + 20%

PRODUCTION INFO

- Digital ads accepted in PDF format. Make sure fonts are embedded or outlined, layers and transparencies are flattened.
- Photos/art saved at 300 dpi.
- Color files must be saved in CMYK for four-color process to ensure print quality.

- Full page size: 10" wide x 12.25" deep. 5 column page. Full column depth 12.25"
- Column widths:
  - One: 1.75"
  - Four: 7.94"
  - Two: 3.81"
  - Five: 10"
  - Three: 5.88"

DETAILS

DEADLINES
- Space reservation: Preferred positions: Tuesday noon, week before publication
- Special Section: See attached publication schedule
- ROP: Monday noon, week before publication
- Final copy deadline: Friday noon, week before publication

CONDITIONS
- The Dialog reserves the right to reject, omit or discontinue any advertisement
- Copy is subject to the approval of management
- 30 days notice will be given, in writing, should the rates be increased
- Ad sized designated by width in columns and exact depth in inches
- Advertisement will be published and billed in exact space ordered

Effective July 1, 2015
<table>
<thead>
<tr>
<th>Month</th>
<th>Issue Date</th>
<th>Section</th>
<th>Reserve by</th>
<th>Copy by</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>September 1, 2017</td>
<td>BACK TO SCHOOL</td>
<td>Reserve by 8/16</td>
<td>Copy by 8/18</td>
</tr>
<tr>
<td></td>
<td>September 15, 2017</td>
<td>SENIORS/HEALTH</td>
<td>Reserve by 9/6</td>
<td>Copy by 9/8</td>
</tr>
<tr>
<td></td>
<td>September 29, 2017</td>
<td>ROP</td>
<td>Reserve by 9/20</td>
<td>Copy by 9/22</td>
</tr>
<tr>
<td>October</td>
<td>October 13, 2017</td>
<td>EDUCATION/CAREERS</td>
<td>Reserve by 10/4</td>
<td>Copy by 10/6</td>
</tr>
<tr>
<td></td>
<td>October 27, 2017</td>
<td>GRIEF MINISTRY</td>
<td>Reserve by 10/18</td>
<td>Copy by 10/20</td>
</tr>
<tr>
<td>November</td>
<td>November 10, 2017</td>
<td>EDUCATION/VOCATIONS</td>
<td>Reserve by 11/1</td>
<td>Copy by 11/3</td>
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<tr>
<td></td>
<td>November 24, 2017</td>
<td>SENIORS/HEALTH</td>
<td>Reserve by 11/15</td>
<td>Copy by 11/17</td>
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<tr>
<td>December</td>
<td>December 8, 2017</td>
<td>BRIDAL</td>
<td>Reserve by 11/22</td>
<td>Copy by 11/7</td>
</tr>
<tr>
<td></td>
<td>December 22, 2017</td>
<td>CHRISTMAS</td>
<td>Reserve by 12/13</td>
<td>Copy by 12/15</td>
</tr>
</tbody>
</table>
Reaching your new customers in so many ways...

IN PRINT
Hand delivered bi-weekly in every parish in the Diocese of Wilmington — Delaware and the Eastern Shore of Maryland. Youth coverage, entertainment news, community calendar. News you can use and information you need.

ONLINE

E-COMMUNITY
Dialog content E-mailed to subscribers — includes exclusive stories — in our twice-weekly Angelus newsletters.

www.thedialog.org