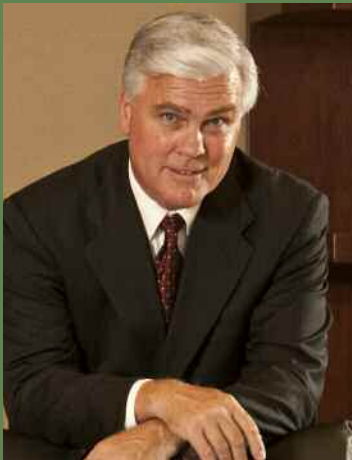




2017 Advertising Rate Card & Publication Schedule

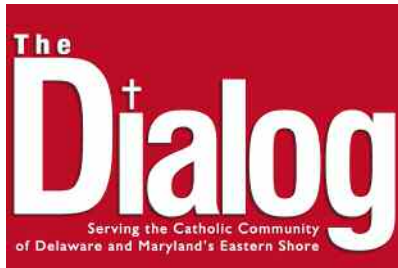


The
Dialog
Serving the Catholic Community
of Delaware and Maryland's Eastern Shore



IN PRINT • ONLINE www.thedialog.org





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

1000x60p \$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.

The Dialog

1925 Delaware Ave. • P.O. Box 2030
Wilmington, DE 19899-2030
(302) 573-3109 • (302) 295-0662
advertising@thedialog.org

IN PRINT

RATES

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

HOME IMPROVEMENT/ BUSINESS DIRECTORY

13 times	\$25.00
24 times	\$21.50

CLASSIFIED *column inch (8 lines)*

Open	\$35
4 times	\$32
13 times	\$30

PAGE 1 STICKER AD \$1,200

INSERTS

- \$41 per thousand (full run), 4 pages or less
- \$51 per thousand (partial run) 10,000 min.

Samples of all inserts must be provided for approval.

Send to: Chesapeake Publishing
29088 Airpark Drive, Easton, MD 21601
Attention: Mailroom Manager
410-770-4128

Please indicate materials are for The Dialog

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

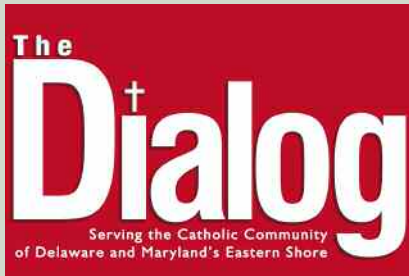


2017

PRINT PUBLICATION SCHEDULE

IN EVERY ISSUE: Opportunities to advertise on the Youth and Sights & Sounds pages.

January	February	March	April
<p>January 6, 2017 VOCATIONS Section: Reserve by 12/5 Copy by 12/7 ROP: Reserve by 12/12 Copy by 12/14</p> <p>January 20, 2017 CATHOLIC SCHOOLS SENIORS/HEALTH Section: Reserve by 12/16 Copy by 12/19 ROP: Reserve by 1/11 Copy by 1/13</p>	<p>February 3, 2017 EDUCATION/CAREERS Reserve by: 1/25 Copy by: 1/27</p> <p>February 17, 2017 SENIORS/HEALTH Reserve by: 2/8 Copy by: 2/10</p>	<p>March 3, 2017 EDUCATION/CAREERS Reserve by: 2/22 Copy by: 2/24</p> <p>March 17, 2017 SENIORS/HEALTH Reserve by: 3/7 Copy by: 3/9</p> <p>March 31, 2017 EDUCATION/CAREERS Reserve by: 3/21 Copy by: 3/23</p>	<p>April 14, 2017 SENIORS/HEALTH Reserve by: 4/4 Copy by: 4/6</p> <p>April 28, 2017 BRIDAL Section: Reserve by 4/11 Copy by 4/13 ROP: Reserve by 4/18 Copy by 4/20</p>
May	June	July	August
<p>May 12, 2017 Reserve by: 5/2 Copy by: 5/4 SENIORS/HEALTH</p> <p>May 26, 2017 GRIEF MINISTRY Reserve by: 5/16 Copy by: 5/18</p>	<p>June 9, 2017 GRADUATION Reserve by: 5/23 Copy by: 5/29</p> <p>June 23, 2017 SENIORS/HEALTH Reserve by: 6/13 Copy by: 6/15</p>	<p>July 7, 2017 ROP Reserve by: 6/28 Copy by: 6/30</p> <p>July 21, 2017 SENIORS/HEALTH Reserve by: 7/13 Copy by: 7/15</p>	<p>August 4, 2017 BACK TO SCHOOL Section: Reserve by 7/19 Copy by 7/21 ROP: Reserve by 7/26 Copy by 7/28</p> <p>August 18, 2017 SENIORS/HEALTH Reserve by: 8/9 Copy by: 8/11</p>
September	October	November	December
<p>September 1, 2017 BACK TO SCHOOL Section: Reserve by 8/16 Copy by 8/18 ROP: Reserve by 8/23 Copy by 8/25</p> <p>September 15, 2017 SENIORS/HEALTH Reserve by: 9/6 Copy by: 9/8</p> <p>September 29, 2017 ROP Reserve by: 9/20 Copy by: 9/22</p>	<p>October 13, 2017 EDUCATION/CAREERS Reserve by: 10/4 Copy by: 10/6</p> <p>October 27, 2017 GRIEF MINISTRY Reserve by: 10/18 Copy by: 10/20</p>	<p>November 10, 2017 EDUCATION/VOCATIONS Reserve by: 11/1 Copy by: 11/3</p> <p>November 24, 2017 SENIORS/HEALTH Reserve by: 11/15 Copy by: 11/17</p>	<p>December 8, 2017 BRIDAL Section: Reserve by 11/22 Copy by 11/7 ROP: Reserve by 11/29 Copy by 12/1</p> <p>December 22, 2017 CHRISTMAS Reserve by: 12/13 Copy by: 12/15</p>



www.thedialog.org

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

Daily updates — Local, National, International, Vatican plus, Photo Galleries, Movie Reviews, Sports, Youth, and Special Features.

E-COMMUNITY

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

