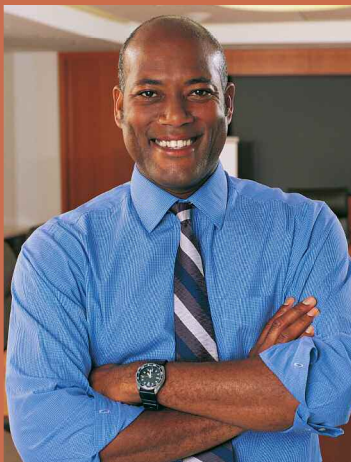




Advertising Rate Card & Publication Schedule



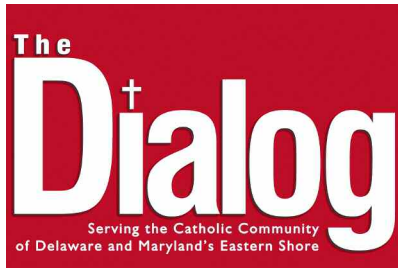
The Dial⁺og

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 \$250

**In Our E-Community
Twice-Weekly
Newsletter "The Angelus"**
120x240p \$125/wk

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	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%

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"	

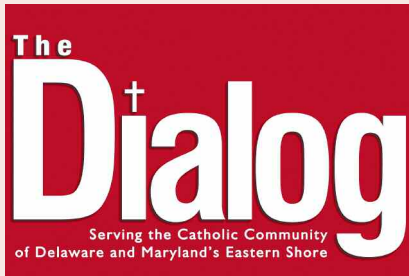
DETAILS

- 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 October 1, 2017

January	February	March	April
<p>January 5, 2018 ROP Section: Reserve by 12/4 Copy by 12/6 ROP: Reserve by 12/11 Copy by 12/13</p> <p>January 19, 2018 CATHOLIC SCHOOLS SENIORS/HEALTH Section: Reserve by 12/15 Copy by 12/18 ROP: Reserve by 1/10 Copy by 1/12</p>	<p>February 2, 2018 EDUCATION/CAREERS Reserve by: 1/24 Copy by: 1/26</p> <p>February 16, 2018 SENIORS/HEALTH Reserve by: 2/7 Copy by: 2/9</p>	<p>March 2, 2018 EDUCATION/CAREERS Reserve by: 2/21 Copy by: 2/23</p> <p>March 16, 2018 SENIORS/HEALTH Reserve by: 3/6 Copy by: 3/8</p> <p>March 30, 2018 EDUCATION/CAREERS Reserve by: 3/20 Copy by: 3/22</p>	<p>April 13, 2018 SENIORS/HEALTH Reserve by: 4/3 Copy by: 4/5</p> <p>April 27, 2018 BRIDAL Section: Reserve by 4/10 Copy by 4/12 ROP: Reserve by 4/17 Copy by 4/19</p>
May	June	July	August
<p>May 11, 2018 Reserve by: 5/1 Copy by: 5/3 SENIORS/HEALTH</p> <p>May 25, 2018 GRIEF MINISTRY Reserve by: 5/15 Copy by: 5/17</p>	<p>June 8, 2018 GRADUATION Reserve by: 5/22 Copy by: 5/28</p> <p>June 22, 2018 SENIORS/HEALTH Reserve by: 6/12 Copy by: 6/14</p>	<p>July 6, 2018 ROP Reserve by: 6/28 Copy by: 6/30</p> <p>July 29, 2018 SENIORS/HEALTH Reserve by: 7/13 Copy by: 7/15</p>	<p>August 3, 2018 BACK TO SCHOOL Section: Reserve by 7/19 Copy by 7/21 ROP: Reserve by 7/26 Copy by 7/28</p> <p>August 17, 2018 SENIORS/HEALTH Reserve by: 8/9 Copy by: 8/11</p> <p>August 31, 2018 BACK TO SCHOOL Section: Reserve by 8/16 Copy by 8/18 ROP: Reserve by 8/23 Copy by 8/25</p>
September	October	November	December
<p>September 14, 2018 SENIORS/HEALTH Reserve by: 9/6 Copy by: 9/8</p> <p>September 28, 2018 ROP Reserve by: 9/20 Copy by: 9/22</p>	<p>October 12, 2018 EDUCATION/CAREERS Reserve by: 10/4 Copy by: 10/6</p> <p>October 26, 2018 GRIEF MINISTRY Reserve by: 10/18 Copy by: 10/20</p>	<p>November 9, 2018 EDUCATION/VOCATIONS Reserve by: 11/1 Copy by: 11/3</p> <p>November 23, 2018 SENIORS/HEALTH Reserve by: 11/15 Copy by: 11/17</p>	<p>December 7, 2018 BRIDAL Section: Reserve by 11/22 Copy by 11/7 ROP: Reserve by 11/29 Copy by 12/1</p> <p>December 21, 2018 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, Movie Reviews, Sports, Youth, and Special Features.

E-COMMUNITY

E-mailed digital content — includes exclusive stories only available to the subscribers of our twice-weekly *Angelus* newsletters.

