



Advertising Rate Card & Publication Schedule

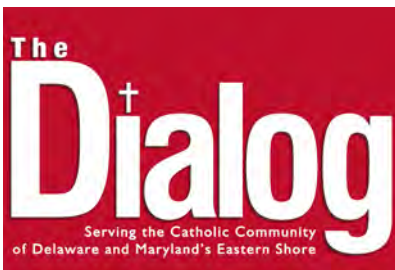


The
D⁺ialog
Serving the Catholic Community
of Delaware and Maryland's Eastern Shore



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

NEW!

LEADERBOARD AD
 800x100p \$125/wk

NEW!
SQUARE AD
 400x333p \$80/wk

SPECIAL FEATURE SPONSOR
 3 Months: \$90
 6 Months: \$150
 Annual \$250

In Our E-Community
Twice-Weekly
Newsletter "The Angelus"
 400X333p \$80/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
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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



2018-2019

PRINT PUBLICATION SCHEDULE

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

JULY	AUGUST	SEPTEMBER	OCTOBER
<p>July 6, 2018 SUMMER FUN Reserve by: 6/29 Copy by: 7/2</p> <p>July 20, 2018 SENIORS/HEALTH Reserve by: 7/13 Copy by: 7/16</p>	<p>August 3, 2018 BACK TO SCHOOL Section: Reserve by 7/20 Copy by 7/27 ROP: Reserve by 7/27 Copy by 7/30</p> <p>August 17, 2018 SENIORS/HEALTH Reserve by: 8/10 Copy by: 8/13</p> <p>August 31, 2018 BACK TO SCHOOL Section: Reserve by 8/16 Copy by 8/24 ROP: Reserve by 8/24 Copy by 8/27</p>	<p>September 14, 2018 SENIORS/HEALTH Reserve by: 9/7 Copy by: 9/10</p> <p>September 28, 2018 AUTUMN FUN Reserve by: 9/21 Copy by: 9/24</p>	<p>October 12, 2018 EDUCATION/CAREERS COLLEGES Reserve by: 10/5 Copy by: 10/8</p> <p>October 26, 2018 150TH ANNIVERSARY GRIEF MINISTRY *150th Section: Reserve by 9/28 Copy by 10/1 ROP/Grief: Reserve by: 10/19 Copy by: 10/22</p>
NOVEMBER	DECEMBER	JANUARY	FEBRUARY
<p>November 9, 2018 EDUCATION/VOCATIONS Reserve by: 11/2 Copy by: 11/5</p> <p>November 23, 2018 SENIORS/HEALTH *Reserve by: 11/14 Copy by: 11/16</p>	<p>December 7, 2018 ADVENT SEASON GIFT GUIDE ROP: Reserve by 11/30 Copy by 12/3</p> <p>December 21, 2018 CHRISTMAS LAST MINUTE GIFT GUIDE Reserve by: 12/14 Copy by: 12/17</p>	<p>January 4, 2019 BRIDAL SENIORS/HEALTH *Reserve by 12/21 Copy by 12/28</p> <p>January 18, 2019 CATHOLIC SCHOOLS *Section: Reserve by 12/21 Copy by 12/28 ROP: Reserve by 1/11 Copy by 1/14</p>	<p>February 1, 2019 HIGHER EDUCATION/CAREERS Reserve by: 1/25 Copy by: 1/28</p> <p>February 15, 2019 SENIORS/HEALTH Reserve by: 2/8 Copy by: 2/11</p>
MARCH	APRIL	MAY	JUNE
<p>March 1, 2019 EDUCATION ST. PATRICK'S Reserve by: 2/22 Copy by: 2/25</p> <p>March 15, 2019 SENIORS/HEALTH Reserve by: 3/8 Copy by: 3/11</p> <p>March 29, 2019 EDUCATION/CAREERS Reserve by: 3/22 Copy by: 3/25</p>	<p>April 12, 2019 EASTER/LENT Reserve by: 4/5 Copy by: 4/8</p> <p>April 26, 2019 SENIORS/HEALTH Reserve by: 4/19 Copy by: 4/22</p>	<p>May 10, 2019 BRIDAL Reserve by: 5/3 Copy by: 5/6</p> <p>May 24, 2019 SENIORS/HEALTH GRIEF MINISTRY Reserve by: 5/17 Copy by: 5/20</p>	<p>June 7, 2019 GRADUATION *Reserve by: 5/24 Copy by: 5/31</p> <p>June 21, 2019 SENIORS/HEALTH Reserve by: 6/14 Copy by: 6/17</p>

*Early production deadlines

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 BEACH TO THE BAY 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 SUMMER FUN Reserve by: 6/28 Copy by: 6/30</p> <p>July 20, 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 AUTUMN FUN 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 150TH ANNIVERSARY 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 ADVENT SEASON GIFT GUIDE Section: Reserve by 11/22 Copy by 11/7 ROP: Reserve by 11/29 Copy by 12/1</p> <p>December 21, 2018 CHRISTMAS LAST MINUTE GIFT GUIDE Reserve by: 12/13 Copy by: 12/15</p>