

# The D<sup>+</sup>ialog

Real-time news source  
for the Catholic community  
in Delaware and  
Maryland's Eastern Shore



## ADVERTISING SCHEDULE AND RATE CARD 2023-24

# Why <sup>The</sup>Dialog and <sup>The</sup>Dialog.org

- More than 14,000 biweekly editions sent to every parish, school and Catholic facility in the diocese, including 3,500 sent home with every Catholic elementary school family
  - Prevalent on multiple platforms from social media to podcasts to print and digital
- Growing digital presence includes nearly 650,000 pageviews in 12 months ending April 30
  - Outbound, opt-in email newsletter with 7,000 subscribers and above average open and click rates



# The <sup>†</sup>Dialog

# Digital Products

- Angelus Partners (outbound sponsored content, drives readership directly to your site)
- Inset advertising that places your messaging among all digital stories on thedialog.org including those appearing on vibrant Facebook and Twitter pages

The Angelus: From our partners

SHINING THE  
Light OF Christ

Faith and Charity Catholic Appeal  
"Shining the Light of Christ"

*"When you support the Faith and Charity Catholic Appeal, you are Shining the Light of Christ and bringing hope to your neighbors. You are accompanying those on the margins – caring for the poor and vulnerable – proclaiming the gospel through youth, young adult, campus ministries, and Catholic education. Your generosity strengthens our faith community – now and into the future."*

– Bishop Koenig

A portrait of Bishop Genevieve Koenig, a man with short brown hair, wearing a red zucchetto and a black clerical shirt with a white collar. He is smiling and looking towards the camera. The background is dark and out of focus.

The Faith and Charity Catholic Appeal – “Shining the Light of Christ” – is a call to action, enabling us to care for the needs of our people and form the next generation of faith-filled leaders for our parishes and the broader community.

This year, our 29 different programs served more than 100,000 children and families and the numbers continue to grow.

The Faith and Charity Catholic Appeal is the single most significant source of funding for Catholic Charities. Please consider participating in our Campaign to support our community and programs. Contributions can be made by check, credit card, or PayPal, or payable over months or a one-time donation.

Donations can be made by check, credit card, PayPal, securities, IRAs, and corporate matching gift programs. ministries care for so many physical and emotional needs throughout our community receives some service from C

To make a one-time online donation to the mission, [click here.](#)




**Catholic Charities Bayard H**  
*The Bayard House Diaper Bank*

**Local Families Need**  
If you are able, please consider making  
baby hygiene items, and gift  
at-risk young men

URGENTLY NEEDED; S

Donations are accepted at:  
If you are in need of diapers or know  
Bayard House Diaper Bank, please

**The Angelus** *From our partners:*



**Join us at St. Thomas More Oratory  
for these upcoming events**

[www.udcatholic.org/events](http://www.udcatholic.org/events)

**Catholic Conversations series April 7 features  
Carmen Ferre Marte; Father Tad Pacholczyk May 5**

Join us on Thursday, **April 7th** at 7:00PM, as we host our second "Catholic Conversations" event of the Spring Semester. Our speaker, Carmen Ferre Marti, Managing Editor of the Catholic Journal *Communio Internationalis Communio*, will speak on the topic of "The Catholic Church as Communion." A reception will follow.

Our third and final "Catholic Conversations" will be held on Thursday, **May 5th** featuring Father Tad Pacholczyk, Director of Education and Ethicist at the National Catholic Bioethics Center. Father Tad will speak at both 11:00AM (End of Life) and at 7:00PM (Beginning of Life).


For additional information on the National Catholic Bioethics Center: [www.ncbcenter.org](http://www.ncbcenter.org)

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**April 8 • 7PM  
MOVIE NIGHT**

Join us for "Becket," the 1964 film starring Richard Burton and Peter O'Toole, which tells the story of the relationship between England's King Henry II and his friend and foe, Bishop Thomas Becket. Snacks and drinks provided.

Right, Peter O'Toole as King Henry and Richard Burton as Becket. Photo from Wikimedia Commons in the Public Domain)



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April 8 • 7PM  
MOVIE NIGHT

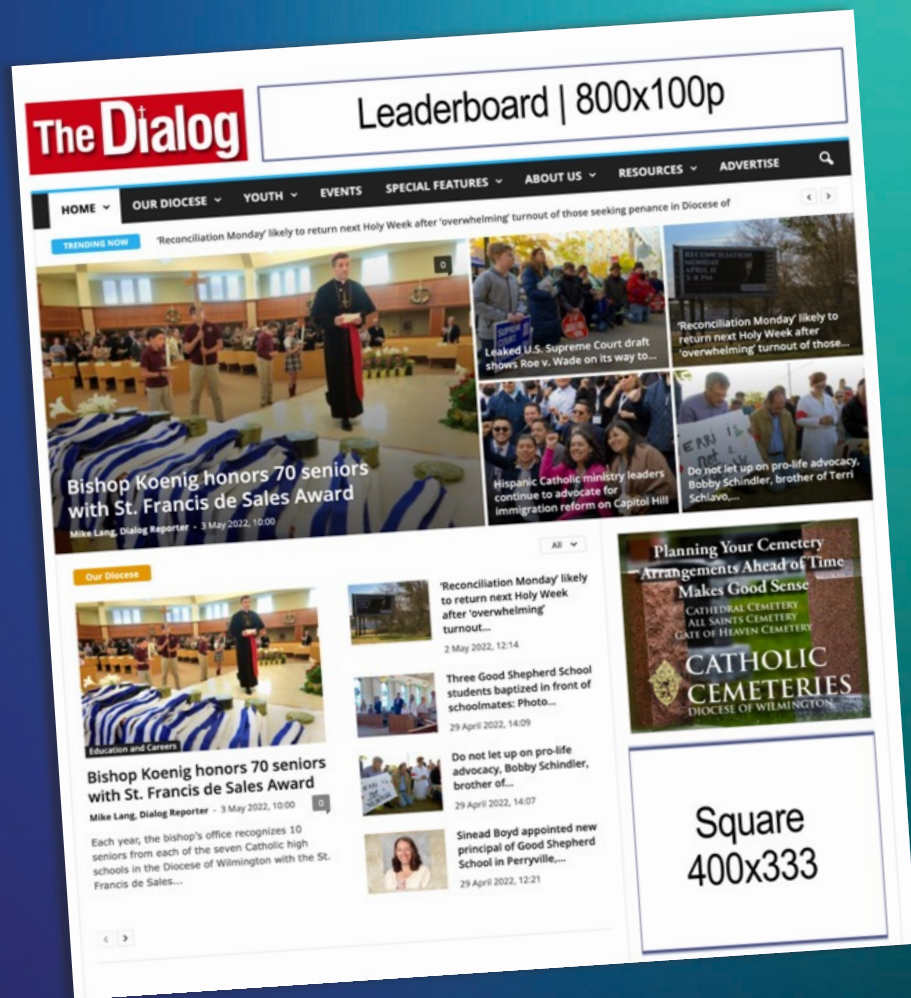
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The  
Dialog

# Digital Products

- Digital products run-of-site rotating positions, branding on every PV
- Leaderboards, squares, taking advantage of multiple device traffic, social media





The  
Dialog

# Multimedia

- One of Us podcast. Each print issue/inset digital advertising/podcast audio sponsorship. Multimedia feature focuses on regular members of the Catholic church of all ages

'One of Us' podcast: Cecilia Cicone says spirituality 'has been my rock throughout my life'

By Amanda N. Carls, The Dialog - 19 April 2023, 11:23

**One of Us**

A brief snapshot of people who support the church in the Diocese of Wilmington

**Donna Baldino**

HOMETOWN	PARISH
Wilmington	Immaculate Heart of Mary

**What does your faith mean to you?**

"My faith is everything to me. It's part of everything I do. Life without strong faith would be a very sad existence in my opinion. It's enabled me to get up every single morning, praise God, and move on with my day. Nothing is too strong of a challenge if you have strong faith, and you're connected with our Lord, and our Blessed Lady."

Follow the "One of Us" podcast with the complete interview at [catholicforumradio.libsyn.com/](https://catholicforumradio.libsyn.com/)

The  
**Dialog**

Print

# Opportunities

- Senior/health first issue of each month. Half page print ad alongside senior health content

Full page in high-impact issues in all four quarters:  
Back to school/August;  
Holiday season/November;  
Catholic Schools Week/January;  
Graduation edition season arriving/June



ONE  
*Body*  
IN  
*Christ*



2023  
Catholic  
Diocese of  
Wilmington  
**DIRECTORY**



The  
**Dialog**  
Print

## Opportunities

- Annual Diocesan directory (includes digital upload)



# The Dialog.org

## Analytics

### Apples-to-apples

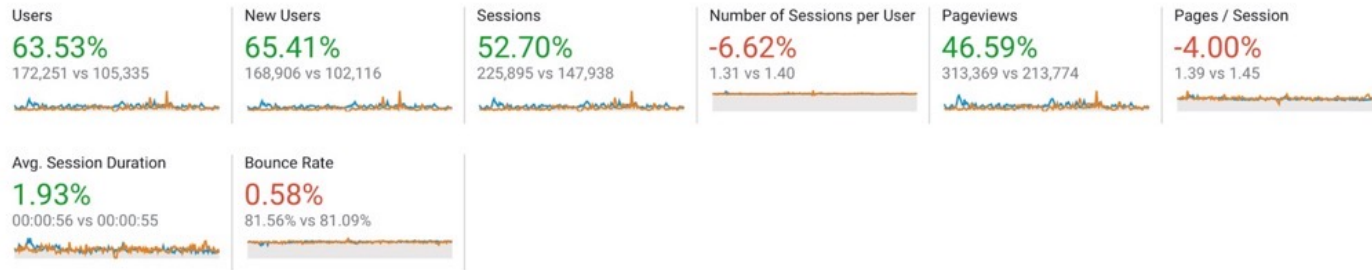
FY '22 first half vs. FY '20 first half  
(this comparison avoids the COVID traffic spike  
in second half of FY '20)



Analytics

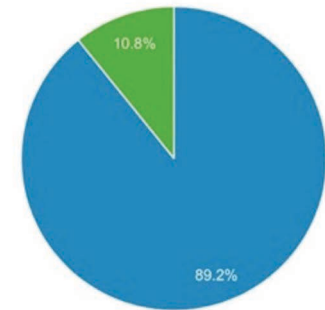
The Dialog

All Web Site Data

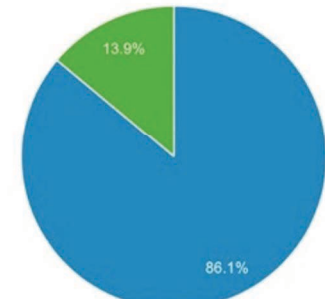


■ New Visitor ■ Returning Visitor

Jul 1, 2021 - Dec 31, 2021



Jul 1, 2019 - Dec 31, 2019





# The Dialog

## 2022 High School GRADUATION

Special Section in The Dialog • June 17, 2022



### READ US DAILY AT THE DIALOG.ORG

**The Dialog**  
June 3, 2022  
Vol. 14, No. 11  
Bringing the Catholic Community of Delaware and Maryland's Eastern Shore

**2022 Summer Weekend Mass Guide** • Page 2  
Eucharistic Revival, procession in city streets set for June 19 • Page 5  
Science becomes fun for St. Elizabeth fourth-graders • Page 12

**Walking in Faith** Faith & Charity Appeal update • Page 7

### A blessing for Mom and Dad



**The Dialog**  
February 14, 2022  
Vol. 14, No. 4  
Bringing the Catholic Community of Delaware and Maryland's Eastern Shore

**Saint Mark's sophomore turns out winning script for Delaware theater** • Page 3  
**Pray for Ukraine!** says local pastor of Ukrainian Catholic Church • Page 6  
**Diocese board of Catholic schools survey draws high marks from families** • Page 7

### Celebrating Catholic Schools

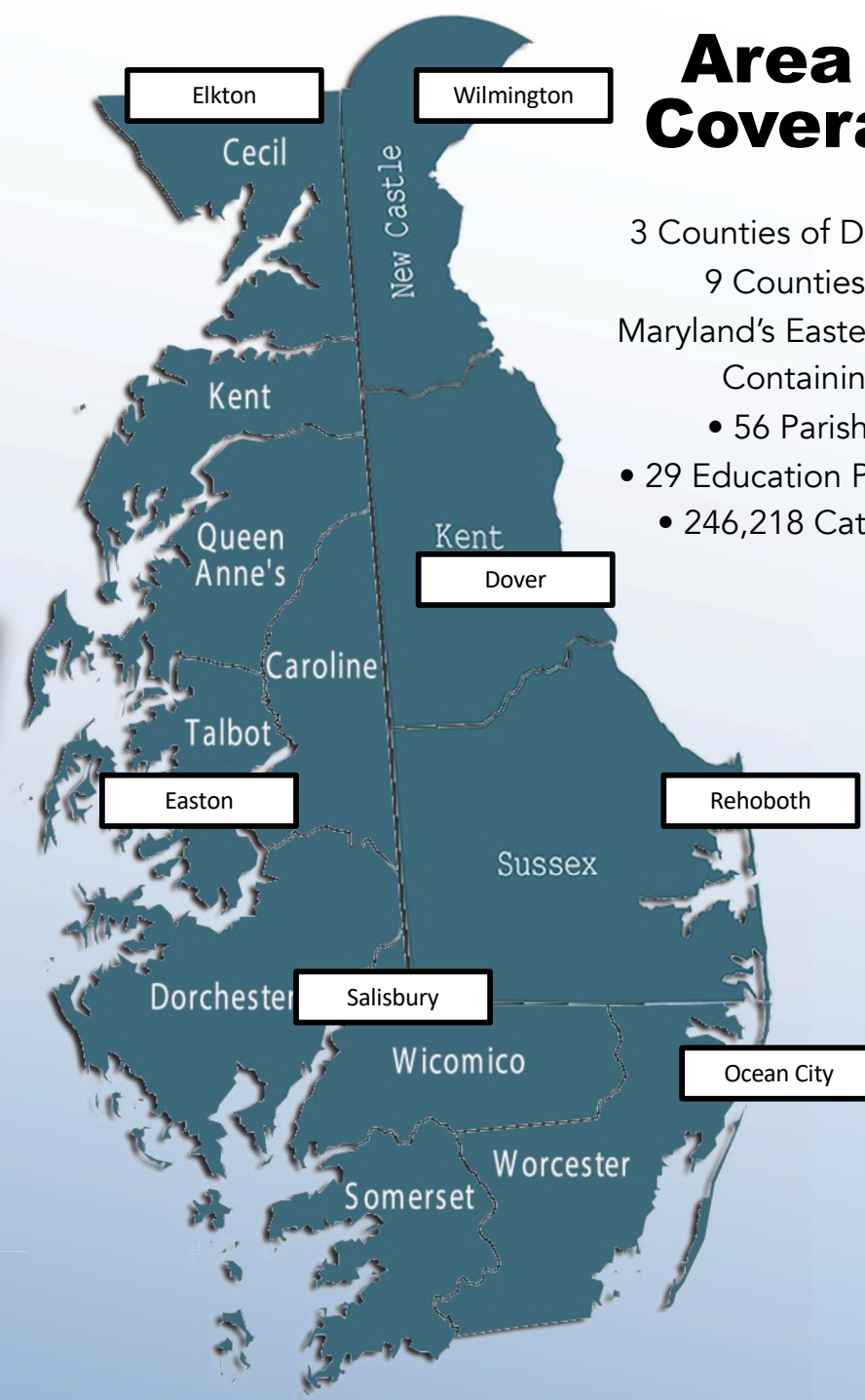


More photos and stories, pages 7, 8-9, 10, 12, 13

THE DIALOG is composed of its ADVERTISERS and CONTRIBUTIONS BY PARISHES TO THE ANNUAL CATHOLIC APPEAL

## Area of Coverage

- 3 Counties of Delaware
- 9 Counties of Maryland's Eastern Shore
- Containing
  - 56 Parishes
  - 29 Education Providers
  - 246,218 Catholics



# The Dialog

We are pleased to offer our advertisers the opportunity to advertise on the web, both on our website, [thedialog.org](http://thedialog.org), and through our e-community newsletter, The Angelus.

Advertisers will have prime opportunities to be seen by a broader demographic through web advertising with The Dialog and [TheDialog.org](http://TheDialog.org).

Call (302) 295-0662 for details.

## DIGITAL ADVERTISING RATES & SPECS

### Standard Webpage Options

- LEADERBOARD AD \$125 weekly
- SQUARE AD \$80 weekly
- SPORTS LEADER \$125 weekly

### Bonus Options

- Special Feature Sponsor, Annual \$250
- E-newsletter "the Angelus" \$80 weekly  
*Three times weekly, leaderboard or square size options*
- E-newsletter "Angelus Partners" \$349  
*All advertiser-provided content*

### New! Inset advertising — Limited availability

*Your ad inset into all editorial content*

- Top: \$175 weekly
- Middle: \$125 weekly
- Trailer: \$125 weekly

## DIGITAL SPECS

Appears on right  
side rail.  
Can also be used  
in Angelus

SQUARE  
400x333p

LEADERBOARD 800x100p

Size used for Leaderboard, Sports Leader, Inset ad positions.  
Can also be used in Angelus.



# The Dialog

Our loyal readers go to  
The Dialog print edition  
as their trusted source for news.  
More than 15,000 readers pick  
up a print copy at churches  
in Delaware  
and on the Eastern Shore.  
We are pleased to offer our  
advertisers the opportunity  
to reach our print readers  
with a variety of size and  
discounted options.  
Call (302) 295-0662 for details.

## PRINT SPECS

### PRODUCTION INFO

- Digital ads accepted in PDF format, saved for High Quality, High Resolution.
- Originals created in InDesign, Illustrator or Quark Xpress preferred.
- Make sure all fonts are embedded or outlined, layers and transparencies flattened.
- Original photos and art should be saved at 300 dpi before layout.
- Color files must be saved in CMYK for four-color process to ensure print quality.

## PRINT

### ADVERTISING OPTIONS & RATES

#### Column Inch Rates

Run your ad 1x - \$33.30 per column inch  
Run your ad 4x - \$31.30 per column inch  
Run your ad 8x - \$28.15 per column inch  
Run your ad 12x - \$24.60 per column inch  
Run your ad 26 x - \$21.40 per column inch

#### Column widths:

One: 1.75"  
Two: 3.81"  
Three: 5.88"  
Four: 7.94"  
Five: 10"

*5 column page*  
*Full column depth 12.25*  
*Full page size:*  
*10" wide x 12.25 deep"*

#### INSERTS

- \$41 per thousand (full run), materials of 4 pages or less
- \$51 per thousand (partial run) 10,000 minimum

*Samples of all inserts must be provided for approval.*

*Send materials to:*

Chesapeake Publishing, 29088 Airpark Drive, Easton, MD 21601  
Attention: Mailroom Manager, 410-770-4128  
*Please indicate materials are for The Dialog*

#### • CLASSIFIED

One column inch = 8 lines  
Single time rate - \$35 per inch  
4-time rate - \$32 per inch  
13-time rate - \$30 per inch

#### • HOME IMPROVEMENT/ BUSINESS DIRECTORY

One inch ad, 13x - \$25.00  
One inch ad, 24x - \$21.50  
Two inch options available at  
comparable rates

#### COLOR CHARGES

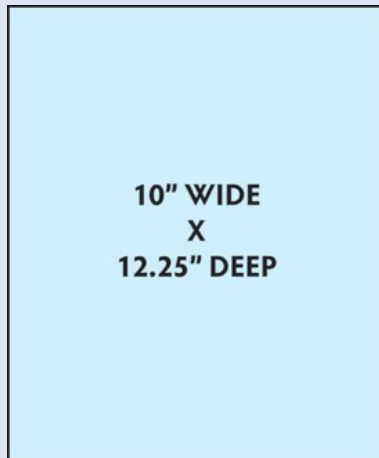
Spot (one color) \$50  
Full \$100



## PRINT CLASSIC SIZE OPTIONS

Not sure about sizing?  
The guide below demonstrates some suggested sizes  
used by many advertisers.

### FULL PAGE



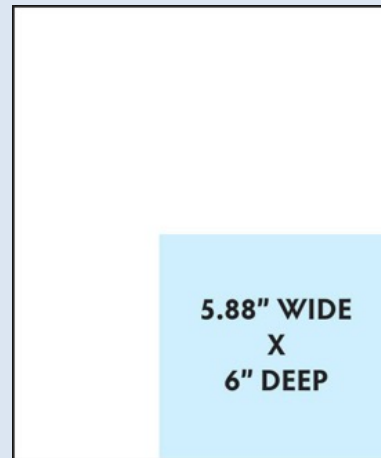
Five columns wide  
X 12.25 inches deep

### HALF PAGE



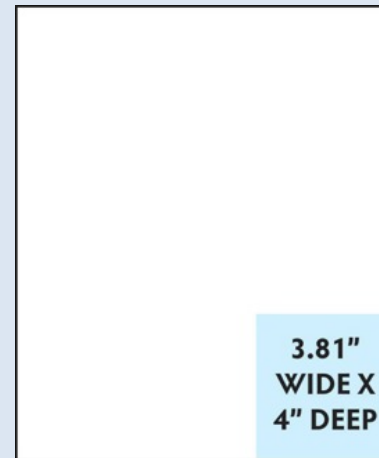
Five columns wide  
X 6 inches deep

### QUARTER PAGE



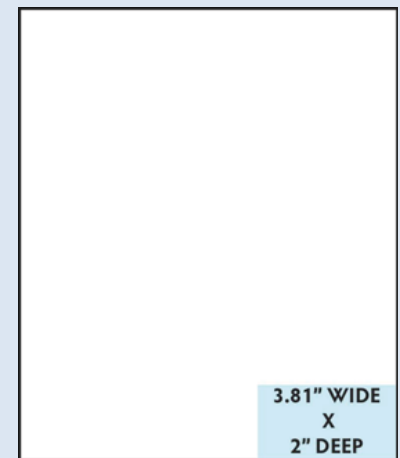
Three columns wide  
X 6 inches deep

### EIGHTH PAGE



Two columns wide  
X 4 inches deep

### BUSINESS CARD



Two columns wide  
X 2 inches deep

## PRINT SPECS

### PRODUCTION INFO

- Digital ads accepted in PDF format, saved for High Quality, High Resolution.
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- Original photos and art should be saved at 300 dpi before layout.
- Color files must be saved in CMYK for four-color process to ensure print quality.



# The Dialog

# 2024

## PRINT PUBLICATION CALENDAR

### JANUARY

Jan. 12 | Senior/Health News  
Jan. 26 | Catholic Schools Week\*

### FEBRUARY

Feb. 9 | Senior/Health News  
Feb. 23 | Tourism Planning

### MARCH

March 8 | Senior/Health News  
March 22 | Home Improvement

### APRIL

April 5 | Senior/Health News  
| Easter  
April 19 | Summer Camp

### MAY

May 3 | Vocations  
| Senior/Health News  
May 17 | Grief Ministry  
May 31 | Senior/Health News

### JUNE

June 14 | High School Graduation\*  
June 28 | Financial Planning

### JULY

July 12 | Senior/Health News  
July 26 | Autumn Preview

### AUGUST

Aug. 9 | Senior/Health News  
Aug. 23 | Back to School preview

### SEPTEMBER

Sept. 6 | Senior/Health News  
Sept. 20 | Autumn Activities

### OCTOBER

Oct. 4 | Senior/Health News  
Oct. 18 | Grief Ministry

### NOVEMBER

Nov. 1 | Vocations  
| Senior/Health News  
Nov. 15 | Thanksgiving  
Nov. 29 | Senior/Health News

### DECEMBER

Dec. 13 | Christmas

RESERVATION DEADLINES: Friday prior to publication date. CREATIVE DEADLINE: Monday prior to publication date.

\*Early reservation deadline for 1/26 and 6/14 issues.

# The Dialog

# 2023

## PRINT PUBLICATION CALENDAR

### JANUARY

Jan. 13 | Senior/Health News  
Jan. 27 | Catholic Schools Week\*

### FEBRUARY

Feb. 10 | Senior/Health News  
Feb. 24 | Tourism Planning

### MARCH

March 10 | Senior/Health News  
March 24 | Home Improvement

### APRIL

April 7 | Senior/Health News  
| Easter  
April 21 | Summer Camp

### MAY

May 5 | Vocations  
| Senior/Health News  
May 19 | Grief Ministry

### JUNE

June 2 | Senior/Health News  
June 16 | High School Graduation\*  
June 30 | Financial Planning

### JULY

July 14 | Senior/Health News  
July 28 | Autumn Preview

### AUGUST

Aug. 11 | Senior/Health News  
Aug. 25 | Back to School preview

### SEPTEMBER

Sept. 8 | Senior/Health News  
Sept. 22 | Autumn Activities

### OCTOBER

Oct. 6 | Senior/Health News  
Oct. 20 | Grief Ministry

### NOVEMBER

Nov. 3 | Vocations  
| Senior/Health News  
Nov. 17 | Thanksgiving

### DECEMBER

Dec. 1 | Senior/Health News  
Dec. 15 | Christmas

RESERVATION DEADLINES: Friday prior to publication date. CREATIVE DEADLINE: Monday prior to publication date.

\*Early reservation deadline for 1/27 and 6/16 issues.



# The Dialog



Serving Delaware and Maryland's Eastern Shore since 1964,  
The Dialog is the real-time news source for  
Catholics

in Delmarva and beyond.

Our coverage area stretches  
from Wilmington to Pocomoke,  
From Rehoboth to the bay towns  
of the Eastern Shore.

Through print, digital and email  
communications, we keep our readers  
involved and informed.  
Not just local, we also bring a Catholic  
perspective on the current events  
of the world.

Our readership guarantees  
a strong customer base for businesses  
seeking informed consumers.

*Real-time news source for the Catholic community in Delaware and Maryland's Eastern Shore*