



Advertising Rate Card & Publication Schedule



The D⁺ialog

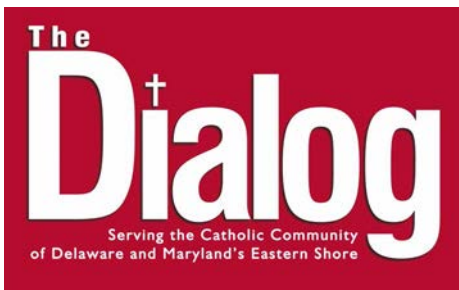
Serving the Catholic Community
of Delaware and Maryland's Eastern Shore



IN PRINT • ONLINE

thediolog.org





Advertising Rates

Contact our Account Representative to reserve today
302-295-0662 | advertising@thedialog.org

DIGITAL

We are pleased to offer our advertisers the opportunity to advertise on the web, both on our website, 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*. Call (302) 295-0662 for details.

On Our Website
thedialog.org

NEW!

LEADERBOARD AD
800x100p \$125/wk

NEW!

SQUARE AD
400x333p \$80/wk

MULTIPLE OPPORTUNITIES AND POSITIONS AVAILABLE

In Our E-Community

"The Angelus" e-newsletter
400x333p \$80/wk

ASK ABOUT COMBINATION PACKAGES FEATURING THE ANGELUS AND THEDIALOG.ORG PLACEMENT

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

IN PRINT

RATES	<i>per column inch</i>
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 <i>column inch (8 lines)</i>	
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

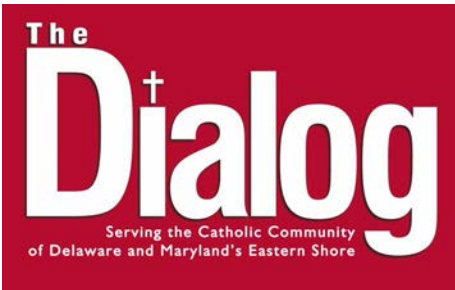
DEADLINES

- **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

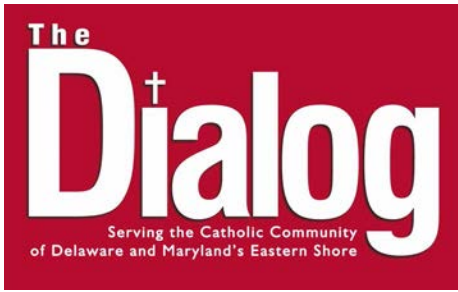


2021 PRINT PUBLICATION SCHEDULE

302-573-3109 • ADVERTISING@THEDIALOG.ORG

JANUARY	FEBRUARY	MARCH	APRIL
<p>January 1 <i>Seniors/Health</i> *Reserve by 12/14 Copy by 12/18</p> <p>January 15 Reserve by 1/8 Copy by 1/11</p> <p>January 29 <i>Catholic Schools Week</i> Reserve by 1/22 Copy by 1/22</p>	<p>February 12 <i>Seniors/Health</i> Reserve by 2/5 Copy by 2/8</p> <p>February 26 <i>Education & Careers</i> Reserve by 2/19 Copy by 2/22</p>	<p>March 12 <i>Seniors/Health</i> Reserve by 3/5 Copy by 3/8</p> <p>March 26 <i>Easter</i> Reserve by 3/19 Copy by 3/22</p>	<p>April 9 <i>Seniors/Health</i> Reserve by 4/2 Copy by 4/5</p> <p>April 23 <i>Spring/Summer Activities</i> Reserve by 4/16 Copy by 4/19</p>
MAY	JUNE	JULY	AUGUST
<p>May 7 <i>Bridal</i> <i>Seniors/Health</i> Reserve by 4/30 Copy by 5/3</p> <p>May 21 <i>Grief Ministry</i> Reserve by 5/14 Copy by 5/17</p>	<p>June 4 <i>High School Graduation</i> *Reserve by 5/21 Copy by 5/31</p> <p>June 18 <i>Seniors/Health</i> Reserve by 6/11 Copy by 6/14</p>	<p>July 2 <i>Summer Activities</i> *Reserve by 6/23 Copy by 6/25</p> <p>July 16 <i>Seniors/Health</i> Reserve by 7/9 Copy by 7/12</p> <p>July 30 <i>Summer Activities</i> Reserve by 7/23 Copy by 7/26</p>	<p>August 13 <i>Seniors/Health</i> Reserve by 8/6 Copy by 8/9</p> <p>August 27 <i>Back to School</i> Reserve by 8/20 Copy by 8/23</p>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>September 10 <i>Seniors/Health</i> Reserve by 9/3 Copy by 9/6</p> <p>September 24 <i>Autumn Activities</i> Reserve by 9/17 Copy by 9/20</p>	<p>October 8 <i>Education & Careers</i> <i>Seniors/Health</i> Reserve by 10/1 Copy by 10/4</p> <p>October 22 <i>Grief Ministry</i> Reserve by 10/15 Copy by 10/18</p>	<p>November 5 <i>Holiday Preview</i> <i>Seniors/Health</i> Reserve by 10/29 Copy by 11/1</p> <p>November 19 <i>Holiday Preview</i> Reserve by 11/12 Copy by 11/15</p>	<p>December 3 <i>Holiday Preview</i> <i>Seniors/Health</i> Reserve by 11/29 Copy by 11/29</p> <p>December 17 <i>Higher Education</i> Reserve by 12/10 Copy by 12/13</p> <p>December 31 <i>Higher Education</i> *Reserve by 12/10 Copy by 12/13</p>

*NOTE EARLY DEADLINES



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 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.

