

Digital and Print Specs



DIGITAL SPECS

SQUARE
400x333p
RGB
jpg or png

TOWER
400x666p
RGB
jpg or png

Both Square and Tower
can be used in
The Angelus newsletter

LEADERBOARD 800x100p RGB jpg or png

Above size used for Leaderboard, Sports Leader, and Inset ad positions.

FEATURE SPONSOR
400x67p RGB jpg or png

PRINT SPECS

- Digital ads accepted in PDF format, saved for High Quality/High Resolution.
- Originals created in **InDesign, Illustrator or Quark Xpress preferred.**
(Canva is not recommended for print design.)
- Make sure all fonts are embedded/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.

The more
you
ADVERTISE,
the more you
SAVE
with
The Dialog
and
thedialog.org



DIGITAL

ADVERTISING RATES & SPECS

Standard Webpage Options

- LEADERBOARD AD \$125 weekly
- SQUARE AD \$80 weekly
- TOWER AD \$150 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

Inset Advertising Option *Limited availability*

Your ad inset into all editorial content

- Top: \$175 weekly • Middle \$125 weekly • Base \$125 weekly