

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



PRINT

ADVERTISING OPTIONS & RATES

Column Inch Rates

Run your ad 1x - \$34 per column inch
Run your ad 4x - \$32 per column inch
Run your ad 8x - \$29 per column inch
Run your ad 12x - \$25 per column inch
Run your ad 26 x - \$22 per column inch

COLOR CHARGES

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

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
One inch ad, 24x - \$22
Two-inch options available at comparable rates

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

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.

Digital and Print Specs

Print Sizing Suggestions

Not sure about sizing?
The guide at right demonstrates
suggested sizes used by many
advertisers.



PRINT SPECS

FULL PAGE

Five columns wide
X 12.25 inches deep

**10" WIDE
X 12.25" DEEP
61.5 col. inches**

HALF PAGE

Five columns wide
X 6 inches deep

**10" WIDE
X 6" DEEP
30 col. inches**

QUARTER PAGE

Three columns wide
X 6 inches deep

**5.95" WIDE
X 6" DEEP
18 col.
inches**

EIGHTH PAGE

Two columns wide
X 4 inches deep

**3.925" WIDE
X 4" DEEP
8 col. inches**

BUSINESS CARD

Two columns wide
X 2 inches deep

**3.925" WIDE
X 2" DEEP
4 col. inches**