

Traditional News Pope Leo tells general audience to 'trustfully ask the Lord to listen to our cry, and to heal us'



Summer Vacation Mass Guide Page 2

Bidding farewell to Daughters of Charity Page 10

Feeding the needy in Sussex County Page 12

TOGETHER IN HOPE The Dialog is supported by its advertisers and contributions by parishioners to the Faith and Charity Catholic Appeal

Ordination heard 'round the world



THE ANGELUS, JUNE 11, 2025

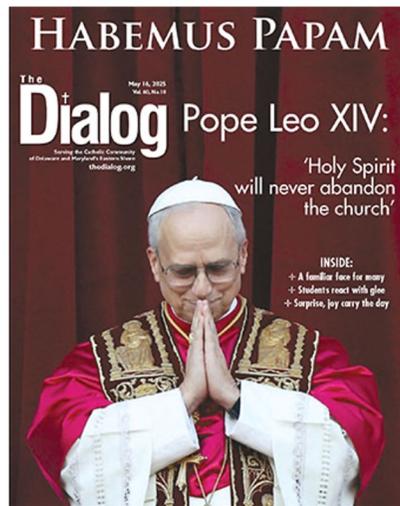
June 13, 2025 Print Edition



Pro-life advocates at Delaware's Legislative Hall demonstrate 'message of life' in state that is 'destination of death'

DOVER — While it was not quite summer yet it sure felt like it June 5 outside Legislative Hall as pro-life advocates arrived in bunches on an 85-degree day to show their support of life remains as intense as ever.

READ MORE



The Dialog

The Dialog.org

News Source for
The Catholic Community of Delaware
and Maryland's Eastern Shore

Advertising Schedule and Rate Card 2026

The Dialog⁺ and The Dialog⁺.org

Who we are

- Serving Delaware and Maryland's Eastern Shore since 1965, 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.



One of Us

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



Tricia Scott

HOMETOWN

Wilmington

PARISH

St. Ann

What is it the most important part of your spirituality?

"I think its amazingly important for young people to know they can have conversations with God and believe in something bigger and better than themselves. I feel it has to be a part of how we approach mental health with young kids."

view at thedialog.org/category/one-of-us/



Why The Dialog and The 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
- Outbound, opt-in email newsletter with 6,000 subscribers and above average open and click rates



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

The more
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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

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.



**FULL
PAGE**

Five columns wide
X 12.25 inches deep

**10" WIDE
X 12.5"
DEEP**

**HALF
PAGE**

Five columns wide
X 6 inches deep

**10" WIDE
X 6" DEEP**

**QUARTER
PAGE**

Three columns wide
X 6 inches deep

**5.95"
WIDE
X 6" DEEP**

**EIGHTH
PAGE**

Two columns wide
X 4 inches deep

**3.925" WIDE
X 4" DEEP**

**BUSINESS
CARD**

Two columns wide
X 2 inches deep

**3.925" WIDE
X 2" DEEP**

2026 Print Schedule

Digital options
have open
scheduling
availability



2026 Print Schedule

Jan 9	July 10
Jan. 23	July 24
Feb. 6	Aug. 7
Feb. 20	Aug. 21
March 6	Sept. 4
March 20	Sept. 18
April 3	Oct. 2
April 17	Oct. 16
May 1	Oct. 30
May 15	Nov. 13
May 29	Nov. 27
June 12	Dec. 11
June 26	

[Digital opportunities every day at thedialog.org website and The Angelus newsletter]