

The Dialog

SEE POSTINGS FOR Human Resources & Payroll Assistant CDOW | School Business Manager - St. John the Beloved Certifier (PTI) - Catholic Charities | Direct Service Support Specialist - Catholic Charities (PTI) General Maintenance Worker - Catholic Cemeteries | Office Coordinator - Catholic Cemeteries

HOME OUR DIOCESE YOUTH EVENTS SPECIAL FEATURES ABOUT US RESOURCES ADVERTISE

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

Pope Leo greets Lebanese President Joseph Aoun, calls for necessary and imperative need to foster pacification of entire Middle...

Cindy Wooden, Catholic News Service - 13 June 2025, 10:35

Pope Leo announces Sept. 7 joint canonization of Carlo Acutis and Pier Giorgio...

Air India plane crash with 242 aboard may also have impacted people on...

May 30, 2025 Vol. 60, No. 11

The Dialog Serving the Catholic Community of Delaware and Maryland's Eastern Shore thedialog.org

Summer Vacation Mass Guide

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

THE Dialog

Two Sister Pauline Dioceses 12 June 2025

Ursuline we encl shapes 12 June 2025

Ursuline 52 alum 12 June 2025

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

HABEMUS PAPAM

The Dialog Serving the Catholic Community of Delaware and Maryland's Eastern Shore thedialog.org

May 16, 2025 Vol. 60, No. 10

Pope Leo XIV: 'Holy Spirit will never abandon the church'

INSIDE: + A family fare for many + Students root with glue + Surprise, joy carry the day

Dial... ph... One... photos page.

rdina... S FERRY

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.

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
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

Digital and Print Specs

The
Dialog

DIGITAL SPECS

SQUARE

400x333p
RGB
jpg or png

LEADERBOARD

800x100p RGB jpg or png

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

Both sizes can be used in The Angelus e-newsletter.

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.

The
Dialog

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

The
Dialog

2026 Print Schedule

Jan 9
Jan. 23
Feb. 6
Feb. 20
March 6
March 20
April 3
April 17
May 1
May 15
May 29
June 12
June 26

July 10
July 24
Aug. 7
Aug. 21
Sept. 4
Sept. 18
Oct. 2
Oct. 16
Oct. 30
Nov. 13
Nov. 27
Dec. 11

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