

The Dialog



Jobs in Your Diocese [cdow.org/find-a-job-opportunity](http://cdow.org/find-a-job-opportunity)

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

HOME OUR DIOCESE YOUTH EVENTS SPECIAL FEATURES ABOUT US RESOURCES ADVERTISE

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

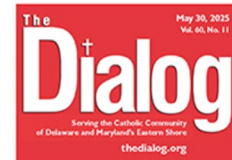
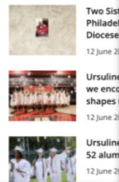


Our Diocese



Education and Careers

Veteran Maryland educator David Stofa to take over as principal of



May 30, 2025 Vol. 60, No. 11

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



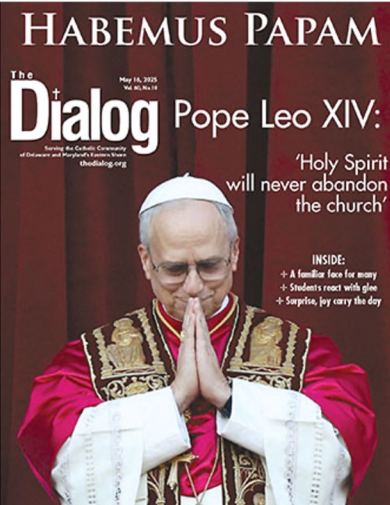
June 13, 2025 Print Edition



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



Dialog photo One Blade photos page 3.

Ordinary FERRY

The Dialog The Dialog.org

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

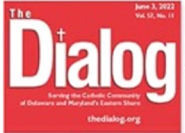
Advertising Schedule and Rate Card 2026

# The <sup>†</sup>Dialog *and* The <sup>†</sup>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.

READ US DAILY AT THEIALOG.ORG



2022 Summer Weekend Mass Guide • Page 2  
Eucharistic Revival, procession in city streets set for June 19  
Page 5  
Science becomes fun for St. Elizabeth fourth-graders  
Page 12  
Walking Faith & Charity Appeal update  
Page 7

A blessing for Mom and Dad



### 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 it's 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."

Interview at [thedialog.org/category/one-of-us/](https://thedialog.org/category/one-of-us/)

The Dialog

THE ANGELUS, JUNE 11, 2025

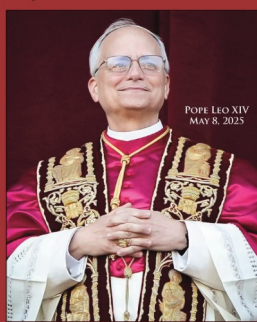


Pro-life advocates at Delaware's Legislative Hall demonstrate 'message of life' in state that is destination of death

XOVER — 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, their support of the measure as intense as ever.

READ MORE

CATHOLIC DIOCESE OF WILMINGTON



2026 DIRECTORY



# 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



## 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.

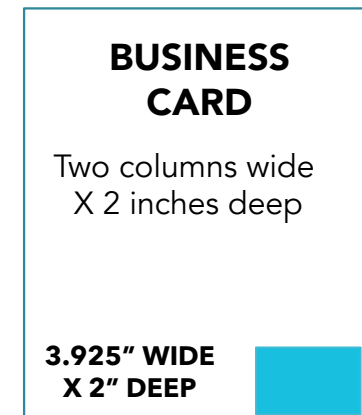
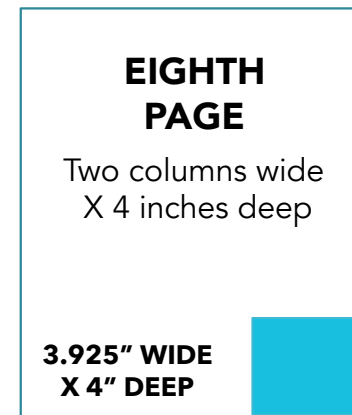
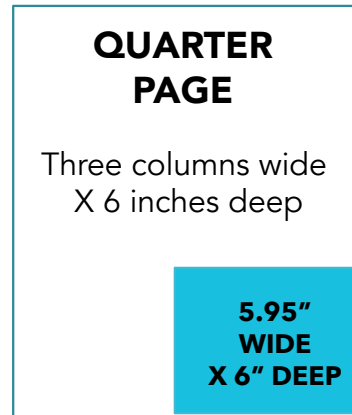
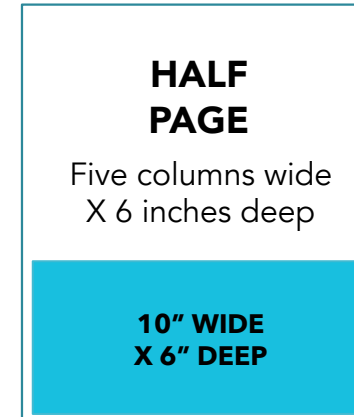
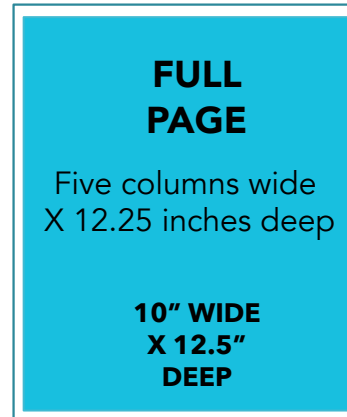
## PRINT SPECS

- 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.



# 2026 Print Schedule

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Digital options  
have open  
scheduling  
availability



## 2026 Print Schedule

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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](https://thedialog.org) website and The Angelus newsletter]