

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

**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.