The Dialog

Real-time news source for the Catholic community in Delaware and Maryland’s Eastern Shore

ADVERTISING SCHEDULE AND RATE CARD 2023-24
• 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 ending April 30
  • Outbound, opt-in email newsletter with 7,000 subscribers and above average open and click rates
Digital Products

- Angelus Partners (outbound sponsored content, drives readership directly to your site)
- Inset advertising that places your messaging among all digital stories on thedialog.org including those appearing on vibrant Facebook and Twitter pages
Digital Products

- Digital products run-of-site rotating positions, branding on every PV
- Leaderboards, squares, taking advantage of multiple device traffic, social media
One of Us podcast. Each print issue/inset digital advertising/podcast audio sponsorship. Multimedia feature focuses on regular members of the Catholic church of all ages.
Print Opportunities

- Senior/health first issue of each month. Half page print ad alongside senior health content

Full page in high-impact issues in all four quarters:
- Back to school/August;
- Holiday season/November;
- Catholic Schools Week/January;
- Graduation edition season arriving/June
One Body in Christ

2023 Catholic Diocese of Wilmington Directory

Print Opportunities

- Annual Diocesan directory (includes digital upload)
Apples-to-apples
FY '22 first half vs. FY '20 first half
(this comparison avoids the COVID traffic spike in second half of FY '20)
3 Counties of Delaware
9 Counties of Maryland’s Eastern Shore
Containing
• 56 Parishes
• 29 Education Providers
• 246,218 Catholics
We are pleased to offer our advertisers the opportunity to advertise on the web, both on our website, thedialog.org, and through our e-community newsletter, The Angelus.

Advertisers will have prime opportunities to be seen by a broader demographic through web advertising with The Dialog and thedialog.org.

Call (302) 295-0662 for details.

DIGITAL ADVERTISING RATES & SPECS

Standard Webpage Options

- LEADERBOARD AD $125 weekly
- SQUARE AD $80 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

New! Inset advertising — Limited availability
Your ad inset into all editorial content

- Top: $175 weekly
- Middle: $125 weekly
- Trailer: $125 weekly

DIGITAL SPECS

- SQUARE 400x333p: Appears on right side rail. Can also be used in Angelus
- LEADERBOARD 800x100p: Size used for Leaderboard, Sports Leader, Inset ad positions. Can also be used in Angelus.
PRINT
ADVERTISING OPTIONS & RATES

Column Inch Rates
Run your ad 1x  - $33.30 per column inch
Run your ad 4x  - $31.30 per column inch
Run your ad 8x  - $28.15 per column inch
Run your ad 12x - $24.60 per column inch
Run your ad 26 x - $21.40 per column inch

Column widths:
One: 1.75”  5 column page
Two: 3.81”  Full column depth 12.25
Three: 5.88”  Full page size:
Four: 7.94”  10” wide x 12.25 deep”
Five: 10”

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 - $25.00
One inch ad, 24x - $21.50
Two inch options available at comparable rates

COLOR CHARGES
Spot (one color) $50
Full $100

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

PRODUCTION INFO
• Digital ads accepted in PDF format, saved for High Quality, High Resolution.
• Originals created in InDesign, Illustrator or Quark Xpress preferred.
• Make sure all fonts are embedded or 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.
PRINT
CLASSIC SIZE OPTIONS

Not sure about sizing?
The guide below demonstrates some suggested sizes used by many advertisers.

**FULL PAGE**
10” WIDE x 12.25” DEEP
Five columns wide x 12.25 inches deep

**HALF PAGE**
10” WIDE x 6” DEEP
Five columns wide x 6 inches deep

**QUARTER PAGE**
5.88” WIDE x 6” DEEP
Three columns wide x 6 inches deep

**EIGHTH PAGE**
3.81” WIDE x 4” DEEP
Two columns wide x 4 inches deep

**BUSINESS CARD**
3.81” WIDE x 2” DEEP
Two columns wide x 2 inches deep

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**PRINT SPECS**

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<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tr>
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<td>Jan. 12</td>
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<td>Nov. 29</td>
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<tr>
<td>DECEMBER</td>
<td>Dec. 13</td>
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RESERVATION DEADLINES: Friday prior to publication date. CREATIVE DEADLINE: Monday prior to publication date. *Early reservation deadline for 1/26 and 6/14 issues.
2023 PRINT PUBLICATION CALENDAR

JANUARY
Jan. 13 | Senior/Health News
Jan. 27 | Catholic Schools Week*

FEBRUARY
Feb. 10 | Senior/Health News
Feb. 24 | Tourism Planning

MARCH
March 10 | Senior/Health News
March 24 | Home Improvement

APRIL
April 7 | Senior/Health News
| Easter
April 21 | Summer Camp

MAY
May 5 | Vocations
| Senior/Health News
May 19 | Grief Ministry

JUNE
June 2 | Senior/Health News
June 16 | High School Graduation*
June 30 | Financial Planning

JULY
July 14 | Senior/Health News
July 28 | Autumn Preview

AUGUST
Aug. 11 | Senior/Health News
Aug. 25 | Back to School preview

SEPTEMBER
Sept. 8 | Senior/Health News
Sept. 22 | Autumn Activities

OCTOBER
Oct. 6 | Senior/Health News
Oct. 20 | Grief Ministry

NOVEMBER
Nov. 3 | Vocations
| Senior/Health News
Nov. 17 | Thanksgiving

DECEMBER
Dec. 1 | Senior/Health News
Dec. 15 | Christmas

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*Early reservation deadline for 1/27 and 6/16 issues.
The Dialog

Serving Delaware and Maryland’s Eastern Shore since 1964, 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.

Real-time news source for the Catholic community in Delaware and Maryland’s Eastern Shore