

The D⁺ialog

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



ADVERTISING SCHEDULE AND RATE CARD 2024

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

SHINING THE
Light OF  *Christ*

Faith and Charity Catholic Appeal
"Shining the Light of Christ"

"When you support the Faith and Charity Catholic Appeal, you are Shining the Light of Christ and bringing hope to your neighbors. You are accompanying those on the margins - caring for the poor and vulnerable - proclaiming the gospel through youth, young adult, campus ministries, and Catholic education. Your generosity strengthens our faith community - now and into the future."



The Faith and Charity Catholic Appeal – “Shining the Light of Christ” – is a call to action, enabling us to care for the needs of our people and form the next generation of faith-filled leaders for our parishes and the broader community.

This year, our 29 different programs served more than 1,000 students, 1,000 families and the numbers continue to grow.

The Faith and Charity Catholic Appeal is the single most significant source of funds for Catholic Charities. Please consider participating in our Campaign to support our community and programs. Contributions can be made by check or credit card, payable over months or a one-time donation.

Donations can be made by check, credit card, PayPal, securities, IRAs, and corporate matching gift programs. Our ministries care for so many physical and emotional needs throughout our community receives some service from C

To make a one-time online donation to the min
[click here.](#)



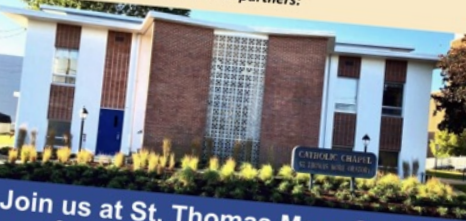
Catholic Charities Bayard H
The Bayard House Diaper Bank

Local Families Need
If you are able, please consider making
baby hygiene items, and gif
at-risk young men

URGENTLY NEEDED: S

Donations are accepted at:
If you are in need of diapers or know
Bayard House Diaper Bank, please

The Angelus *From our partners:*



Join us at St. Thomas More Oratory
for these upcoming events
www.udcatholic.org/uevent

www.udcatholic.org/events

**Catholic Conversations series April 7 features
Carmen Ferre Marte; Father Tad Pacholczyk May 5**

Join us on Thursday, April 7th at 7:00PM, as we host our second "Catholic Conversations" event of the Spring Semester. Our speaker, Carmen Ferre Marti, Managing Editor of the Catholic Journal Communio Internationalis Catholicae Review, will speak on the topic of "The Catholic Church as Communion." A reception will follow.

Our third and final "Catholic Conversations" will be held on Thursday, May 5th at 7:00PM, featuring Father Tad Pacholczyk, Director of Education and Ethicist at the National Catholic Bioethics Center. Father Tad will speak at both 11:00AM (End of Life) and at 7:00PM (Beginning of Life).

For additional information on the National Catholic Bioethics Center: www.ncbcenter.org

April 8 • 7PM
MOVIE NIGHT

Join us for **"Becket,"** the 1964 film starring Richard Burton and Peter O'Toole, which tells the story of the relationship between England's King Henry II and his friend and foe, Bishop Thomas Becket. Snacks and drinks provided. (Right: Peter O'Toole)

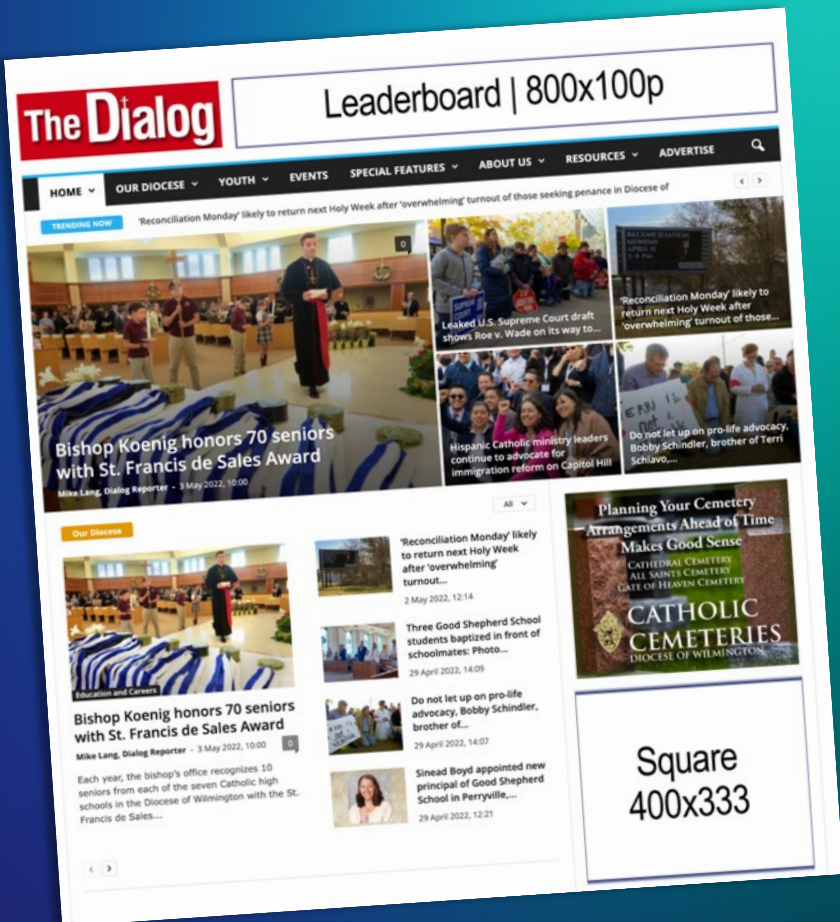
(Right, Peter O'Toole as King Henry and Richard Burton as Becket. Photo from Wikimedia Commons in the Public Domain)



The [†]Dialog

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



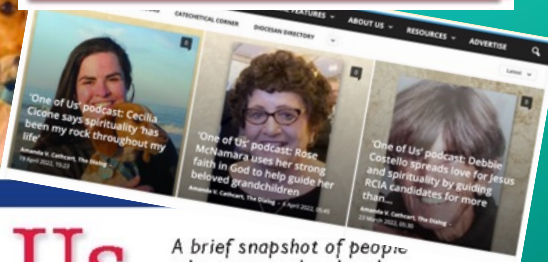
The
Dialog

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



One of Us

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



Donna Baldino

HOMETOWN

Wilmington

PARISH

Immaculate Heart of Mary

What does your faith mean to you?

"My faith is everything to me. It's part of everything I do. Life without strong faith would be a very sad existence in my opinion. It's enabled me to get up every single morning, praise God, and move on with my day. Nothing is too strong of a challenge if you have strong faith, and you're connected with our Lord, and our Blessed Lady."

Follow the "One of Us" podcast with the complete interview at catholicforumradio.libsyn.com/

The Dialog Multimedia

- 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

The
Dialog

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

2 • May 6, 2022

Leaked draft shows top court nixing Roe v. Wade

By Carol Zimmerman
Special Staff Writer

WASHINGTON — Although many pro-life groups immediately reacted positively to the news that the majority of Supreme Court justices were set to overturn the court's Roe v. Wade decision, some expressed their reaction with a continued call for more advocacy while others kept a wait-and-see approach with the court issues in question in the weeks ahead.



May 6, 2022 • 13

Justice legislative leadership to announce its intent to create a California constitutional amendment to protect the right to abortion. This will require voters, families and significantly limit the ability of the Catholic Church in California to protect the vote.

The conference said this was meant for the church and California Catholics to "engage with their communities, actively and publicly support this moral issue."

Right to Life Michigan announced "concrete" opposition to the leaked draft and said its mission won't change if Roe is overturned.

"We'd have a complete abortion in one state, but there are a lot of different groups and with a movement who is trying to build on their efforts and making sure we have strong people on our side are fighting against them as well," fighting against them as well.

Anna Torres, director of communications and education for Right to Life Michigan, told Detroit Catholic.

She warned pro-life advocates not to celebrate too early, citing the official opinion from the court might not reflect the views of Justice Samuel Alito, who is the author of the leaked draft.

"What will be forever in our memory is the link of justice to the future," he said.

Justice Roberts, never far from the center of the Supreme Court, said in 2005 that the Supreme Court is not a political body. He said the Supreme Court is not a political body. He said the Supreme Court is not a political body.

Health News

Do not let up in fight for religious liberties, pro-life activist says

By Mike Long
Editor

MICHAEL SCHULTE — Citizens in states of the country need to be aware of efforts to ensure their religious liberties, a pro-life activist said April 28 at Middlebury College in Vermont.

Justice Thomas, who is the author of the leaked draft, said the Supreme Court is not a political body. He said the Supreme Court is not a political body.

Affordable Senior Housing Income-Based Rent

INGLESIDE

Call 1-800-888-8888

Independent Living - \$1000/month

Assisted Living - \$1500/month

Call 1-800-888-8888

MORE THAN HOSPICE

Delaware Hospice provides more than in-hospice services.

Whether you are looking for palliative care or bereavement services, we have you.

delawarehospice.org
302.683.8948

12 • June 3, 2022

Science becomes fun for St. Elizabeth School fourth-graders

By Mike Long
Editor

PHILADELPHIA — St. Elizabeth School fourth-graders had a fun day at the Philadelphia Science Museum on Friday, June 3, as they participated in a field trip to the museum.

The students, led by their teacher, Mrs. [Name], spent the day exploring various exhibits and participating in hands-on activities.



Students from St. Elizabeth School posing for a photo during their field trip to the Philadelphia Science Museum.

See more photos and an extended version of the story at unlashing.org

One of the most exciting parts of the trip was the interactive exhibits that allowed the students to learn about science in a fun and engaging way.

SAINT THOMAS MORE ORATORY

HOME TO CATHOLIC CAMPUS MINISTRY AT THE UNIVERSITY OF DELAWARE

MASS SCHEDULE

Weekdays: 12:30pm Mass, 5:00pm Mass
Sundays: 9:00am Mass, 11:30am Mass

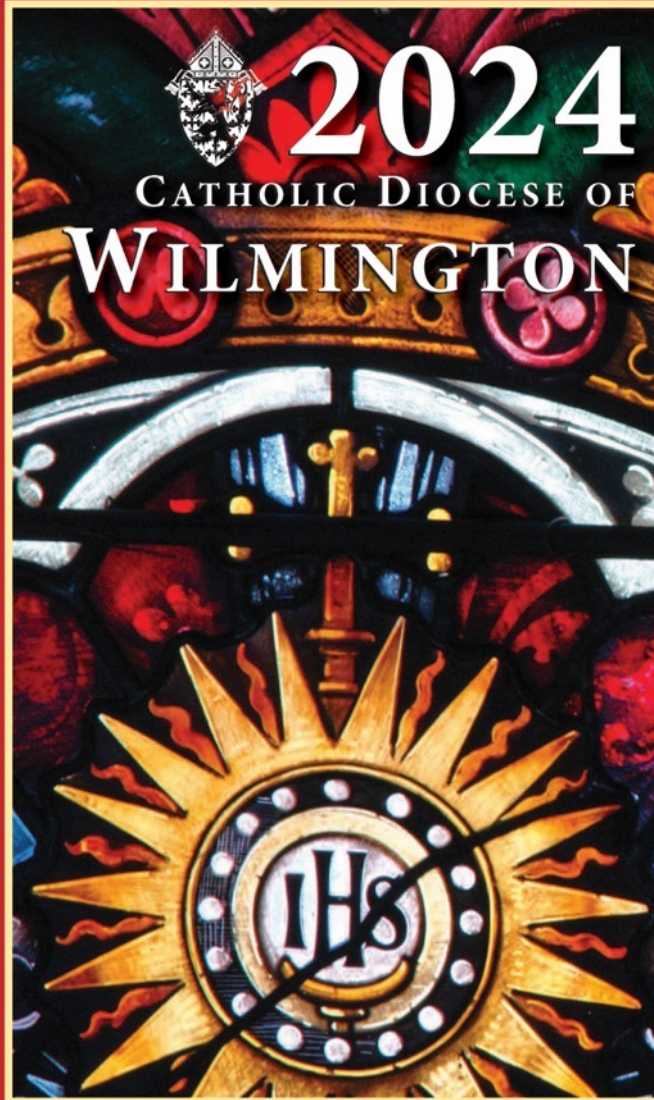
433 LOVELY AVENUE • NEWARK, DE 19711 • 302.368.4728 • udcatholic.org

7th Kids Catch-All

Every Sunday 10:00am - 11:00am

June 24-26, 2022

Registration: \$10.00



The
Dialog

Print

Opportunities

- Annual
Diocesan directory
(includes digital
upload)

The⁺Dialog.org

Analytics

Apples-to-apples

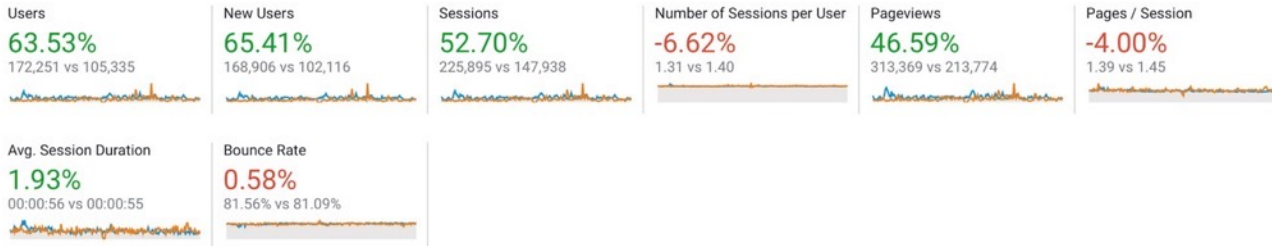
FY '22 first half vs. FY '20 first half
(this comparison avoids the COVID traffic spike
in second half of FY '20)



Analytics

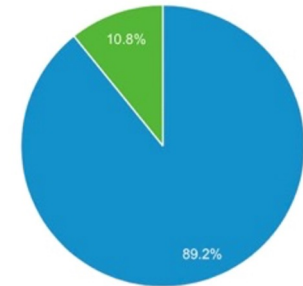
The Dialog

All Web Site Data

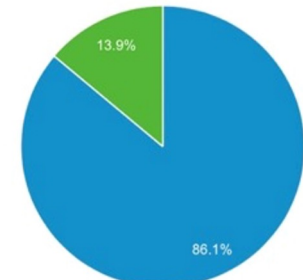


■ New Visitor ■ Returning Visitor

Jul 1, 2021 - Dec 31, 2021



Jul 1, 2019 - Dec 31, 2019



The Dialog⁺

2022 High School GRADUATION

Special Section to The Dialog June 17, 2022



READ US DAILY AT THE DIALOG.ORG

The Dialog
June 3, 2022
Vol. 52, No. 12

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
for Faith & Charity Appeal update
Page 7

A blessing for Mom and Dad



The Dialog
February 3, 2022
Vol. 52, No. 2

Saint Mark's
sophomore
takes out
winning script
for Delaware
Theaterfest
Page 3

"Prey for
Ukraine" says
local pastor of
Ukrainian
Catholic
Church
Page 6

Diocese board
of Catholic
schools survey
draws high
marks from
families
Page 7

Celebrating Catholic Schools

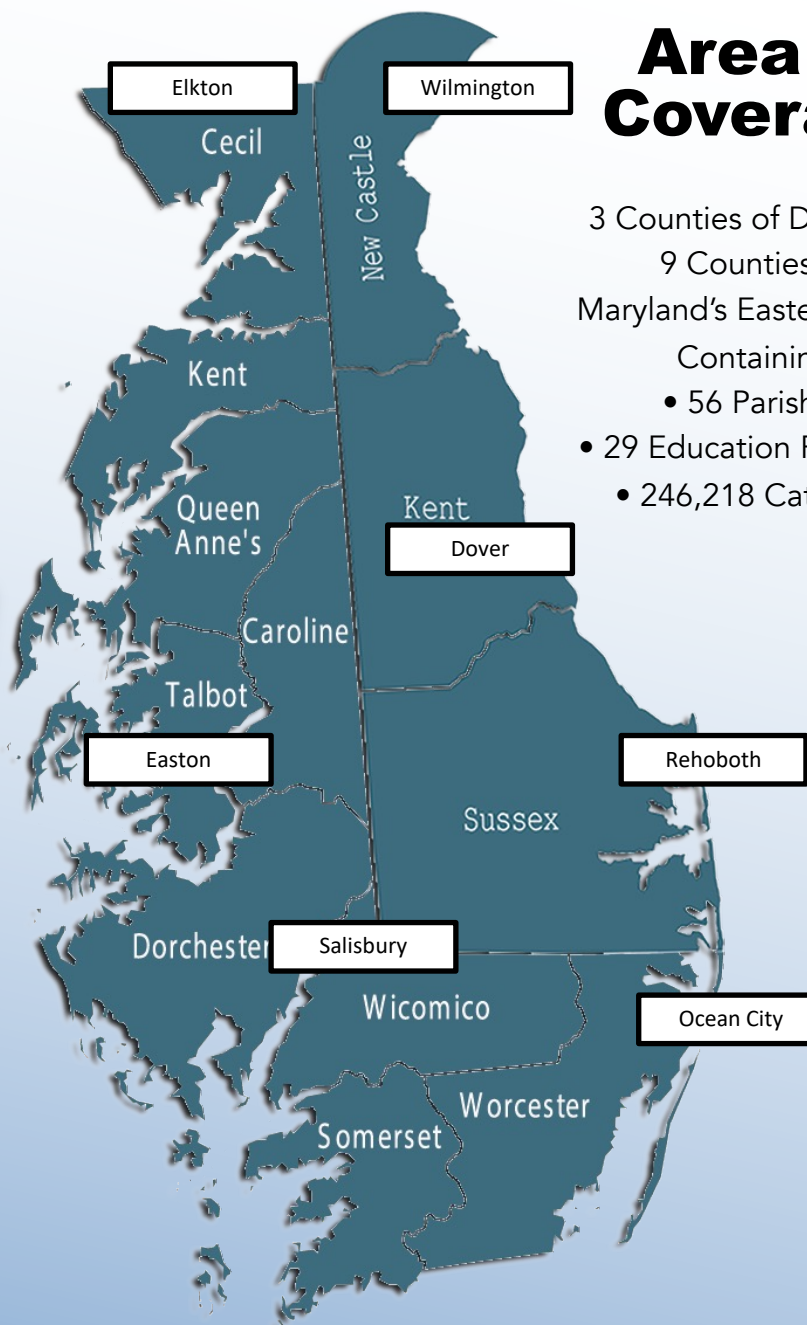


More photos and stories, pages 7, 8-9, 10, 12, 13

THE DIALOG is supported by the generous and consistent contributions of parishes to the FAITH AND CHARITY APPEAL.

Area of Coverage

- 3 Counties of Delaware
- 9 Counties of Maryland's Eastern Shore
- Containing
 - 56 Parishes
 - 29 Education Providers
 - 246,218 Catholics



The Dialog

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.

TOWER
400x666p

Appears on right side rail.
Can also be used in Angelus

SQUARE
400x333p

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 SPECS

LEADERBOARD 800x100p

Size used for Leaderboard, Sports Leader, Inset ad positions.
Can also be used in Angelus.

The Dialog

Our loyal readers go to The Dialog print edition as their trusted source for news. More than 15,000 readers pick up a print copy at churches in Delaware and on the Eastern Shore. We are pleased to offer our advertisers the opportunity to reach our print readers with a variety of size and discounted options. Call (302) 295-0662 for details.

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: 3.9" 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

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

COLOR CHARGES

Spot (one color) \$50
Full \$100

PRINT SPECS

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.



The Dialog

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

3.9" WIDE
X 4" DEEP

Two columns wide
X 4 inches deep

BUSINESS CARD

3.9" WIDE
X 2" DEEP

Two columns wide
X 2 inches deep

PRINT SPECS

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.

JANUARY

Jan. 12 | Senior/Health News
Jan. 26 | Catholic Schools Week*

FEBRUARY

Feb. 9 | Senior/Health News
Feb. 23 | Tourism Planning

MARCH

March 8 | Senior/Health News
March 22 | Easter

APRIL

April 5 | Senior/Health News
April 19 | Summer Camp

MAY

May 3 | Vocations
| Senior/Health News
May 17 | Grief Ministry
May 31 | Senior/Health News

JUNE

June 14 | High School Graduation*
June 28 | Financial Planning

JULY

July 12 | Senior/Health News
July 26 | Autumn Preview

AUGUST

Aug. 9 | Senior/Health News
Aug. 23 | Back to School preview

SEPTEMBER

Sept. 6 | Senior/Health News
Sept. 20 | Autumn Activities

OCTOBER

Oct. 4 | Senior/Health News
Oct. 18 | Grief Ministry

NOVEMBER

Nov. 1 | Vocations
| Senior/Health News
Nov. 15 | Thanksgiving
Nov. 29 | Senior/Health News

DECEMBER

Dec. 13 | Christmas

RESERVATION DEADLINES: Friday prior to publication date. CREATIVE DEADLINE: Monday prior to publication date.

*Early reservation deadline for 1/26 and 6/14 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