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

ADVERTISING SCHEDULE AND RATE CARD 2022

Joyful, historic day

In Wilmington, William Koenig and family donate $100,000 to parishioners

Catholics in the Diocese of Wilmington can now find out more about Bishop William E. Koenig through a new online resource called “In Wilmington.” Launched in June, the resource features articles, videos, and photos that highlight the diocese’s rich history and current activities. The resource is designed to be user-friendly and accessible to everyone, regardless of age or background. For more information, visit the website at www.inwilmington.org.
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.
3 Counties of Delaware
9 Counties of Maryland’s Eastern Shore Containing
• 56 Parishes
• 29 Education Providers
• 246,218 Catholics
Our digital audience at thedialog.org is increasing, more than 133% year over year. With numbers like these, thedialog.org is the place to advertise your business for maximum customer exposure.
Year Over Year
April 22, 2020 – April 21, 2021

Users
67.55%
480,753 vs 286,928

New Users
66.11%
471,348 vs 283,749

Sessions
56.37%
650,646 vs 416,095

Number of Sessions per User
-6.67%
1.35 vs 1.45

Pageviews
45.10%
877,613 vs 604,843

Pages / Session
-7.21%
1.35 vs 1.45

Avg. Session Duration
-13.35%
00:00:54 vs 00:01:03

Bounce Rate
3.20%
82.49% vs 79.94%
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

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

SQUARE 400x333p

LEADERBOARD 800x100p

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

**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 26x - $21.40 per column inch

**Column widths:**
- One: 1.75”
- Two: 3.81”
- Three: 5.88”
- Four: 7.94”
- Five: 10”

**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*

**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

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**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.

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
<th>BUSINESS CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>10” WIDE X 12.25” DEEP</td>
<td>10” WIDE X 6” DEEP</td>
<td>5.88” WIDE X 6” DEEP</td>
<td>3.81” WIDE X 4” DEEP</td>
<td>3.81” WIDE X 2” DEEP</td>
</tr>
</tbody>
</table>

- Five columns wide X 12.25 inches deep
- Five columns wide X 6 inches deep
- Three columns wide X 6 inches deep
- Two columns wide X 4 inches deep
- Two columns wide X 2 inches deep

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JANUARY
Jan. 14 | Senior/Health News
Jan. 28 | Catholic Schools Week*

FEBRUARY
Feb. 11 | Senior/Health News
Feb. 25 | Tourism Planning

MARCH
March 11 | Senior/Health News
March 25 | Home Improvement

APRIL
April 8 | Senior/Health News
       | Easter
April 22 | Summer Camp

MAY
May 6 | Senior/Health News
May 20 | Grief Ministry

JUNE
June 3 | Senior/Health News
June 17 | High School Graduation*

JULY
July 1 | Financial Planning
July 15 | Senior/Health News
July 29 | Autumn Preview

AUGUST
Aug. 12 | Senior/Health News
Aug. 26 | Back to School preview

SEPTEMBER
Sept. 9 | Senior/Health News
Sept. 23 | Autumn Activities

OCTOBER
Oct. 7 | Senior/Health News
Oct. 21 | Grief Ministry

NOVEMBER
Nov. 4 | Holiday Shopping
   | Senior/Health News
Nov. 18 | Thanksgiving

DECEMBER
Dec. 2 | Senior/Health News
Dec. 16 | Christmas
Dec. 30 | Year in Review

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

*Early deadline issues of 1/28 and 6/17.