

RATES

2009-2010

Advertising in
The Dialog is easy.
Our Account Executives
can be reached by:

PHONE:
302-573-3112

FAX:
302-573-6948

E-MAIL:
advertising@thediaglog.org

STREET ADDRESS:
1925 Delaware Ave.
Wilmington, DE 19806

Visit our web address:
www.cdow.org/dialog.html

Effective January 1, 2009

SPACE CONTRACT

per column inch

Open Rate	\$42.70
75 col. inches	\$39.25
150 col. inches	\$37.25
300 col. inches	\$34.25
500 col. inches	\$29.25
1000 col. inches	\$27.75
1100+ col. inches	\$24.50

INSERTIONS

4	\$39.25
8	\$37.25
12	\$33.50
24	\$29.25
46	\$25.50

COLOR

Black + One	\$150
Full	\$250

PREMIUM POSITION

Page 2 & Back Page	+20%
--------------------	------

NATIONAL RATES

Open	\$45.00
Pick-up (in 3 weeks)	+25%

HOME IMPROVEMENT, BUSINESS DIRECTORY

13 times	\$31.50
24 times	\$25.00
Annual	\$21.50

CLASSIFIED

column inch (= 8 lines)

Open	\$35.00
4 times	\$32.00
13 times	\$30.00
Annual	\$28.00

PRODUCTION INFORMATION

- Mac applications: Quark XPress, Illustrator, Photoshop
- Digital ads accepted; PDF format; Zip Disk, CD, E-mail
If using Adobe InDesign, please contact our production department in advance.
- Tabloid • Printed offset • 100 line screen
- Column width - One: 1 3/4"; Two: 3 13/16"; Three: 5 7/8"; Four: 7 15/16"; Five: 10"
- Depth of full column - 13" • Full page 10" wide x 13" deep

INSERTS

- \$46 per thousand, Full Run • \$49.50 per thousand, Partial Run.
Minimum run is 10,000
- Surcharges will apply to inserts over 8 pages. Please call for rates, based on weight of insert.
- Samples of all inserts, preprints and tabloids must be pre-approved
- Must be delivered 1 week prior to publication date to:
Chesapeake Publishing, 29088 Airpark Drive, Easton, MD 21601
Attention: Neil Davis, Mailroom Manager, 410-770-4128
Please indicate that materials are for The Dialog.

AGENCY COMMISSION & PAYMENT

- 15% to recognized agencies (determined by management)
- Tearsheets will be furnished upon request
- Invoices payable within 20 days of publication

DEADLINES

- Space reservation:
Preferred positions: Tuesday noon, week before publication
Special Section: Tuesday noon, week before publication
ROP: Friday noon, week before publication
- Final copy deadline: Friday noon, week before publication
- Periodical-class mail delivery: Thursday

CONDITIONS

- The Dialog reserves the right to reject, omit or discontinue any advertisement
- Copy is subject to the approval of management
- 30 days notice will be given, in writing, should the rates be increased
- Ad sized designated by width in columns and exact depth in inches
- Advertisement will be published and billed in exact space ordered