

RATES

2007-2008

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 July 1, 2007

SPACE CONTRACT

Open Rate	per column inch	\$40.00
75 col. inches		\$36.75
150 col. inches		\$35.00
300 col. inches		\$32.00
500 col. inches		\$27.50
1000 col. inches		\$26.00
1100+ col. inches		\$23.00

INSERTIONS

4	\$36.75
8	\$35.00
12	\$31.50
24	\$27.50
46	\$24.00

COLOR

Black + One	\$150
Full	\$250

PREMIUM POSITION

Page 2 & Back Page	+20%
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NATIONAL RATES

Open	\$42.00
Pick-up (in 3 weeks)	+25%

HOME IMPROVEMENT, BUSINESS DIRECTORY

13 times	\$30.00
24 times	\$24.00
Annual	\$20.50

CLASSIFIED

	column inch (= 8 lines)
Open	\$33.50
4 times	\$30.50
13 times	\$28.50
Annual	\$27.00

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 1/2" • Full page 10" wide x 13 1/2" deep

INSERTS

- \$46 per thousand, Full Run • \$49.50 per thousand, Partial Run.
Minimum run is 5,000
- 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 2 weeks prior to publication date to:
The Mailing Group, 2 Executive Drive, Voorhees, NJ 08043
(856) 566-1270, Attn.: Frank Villone

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