



# Advertising Rate Sheet - 2017-18

## The Fig Tree

Mail: 1323 S. Perry St, Spokane WA 99202

Office at 631 S. Richard Allen Ct.

Phone: (509) 535-1813 or 535-4112

Mary Stamp - Editor

E-mail: ads@thefigtree.org

Visit: www.thefigtree.org

This monthly, nonprofit newspaper connects advertisers with the faith, human service, civic and wider communities in Spokane and the Inland Northwest. Advertisers report good response for promotions, and goodwill for their businesses and programs.

The 12-page, tabloid-size newspaper circulates 7,800 copies first Wednesdays, September to June, to more than 21,000 readers—52% in greater Spokane, 14% in

Eastern Washington, 16% in Central Washington, 14% in North Idaho, and 4% around the state and nation. Our website has more than 5,250 unique visitors and more than 90,000 hits each month.

Copies go to individuals who request it. *The Fig Tree* is available free—like public broadcasting—many readers donate to support us. Bulk orders of 10-100 go to churches, agencies and businesses that donate.

## Sample Sizes

### 3 columns x 6.67 inches (20 inches or 1/4 page)

1 issue - \$280

3 issues - \$250 per issue / \$750 total

6 issues - \$230 per / \$1,380 total

10 issues - \$200 per / \$2,000 total

+ \$75 color

NOTE: full color costs \$175 to run on four pages. To run full color, we need to sell enough color ads to meet that rate.

### 1 column x 2 inches

1 issue - \$28

3 issues - \$25 / \$75 total

6 issues - \$23 / \$138 total

10 issues - \$20 / \$200 total

+ \$10 color

### 2 columns x 5 inches (10 inches or 1/8 page)

1 issue - \$140

3 issues - \$125 / \$375 total

6 issues - \$115 / \$690 total

10 issues - \$100 / \$1,000 total

+ \$50 color

### 1 column x 3 inches

1 issue - \$42

3 issues - \$37.50 / \$112.50 total

6 issues - \$34.50 / \$207 total

10 issues - \$30 / \$360 total

+ \$15 color

### 2 columns x 3 inches

1 issue - \$84

3 issues - \$75 / \$252 total

6 issues - \$69 / \$414 total

10 issues - \$60 / \$600 total

+ \$25 color

### 2 columns x 2 inches

1 issue - \$56

3 issues - \$50 / \$150 total

6 issues - \$46 / \$276 total

10 issues - \$40 / \$400 total

+ \$20 color

### Other Color Rates:

1 col. x 1 inch \$5

2 col. x 4 inches \$40

Half page \$100

Call for rates on other sizes

### 1 column x 1 inch

1 issue - \$14

3 issues - \$12.50 / \$37.50 total

6 issues - \$11.50 / \$69 total

10 issues - \$10 / \$100 total

### Basic Rate

\$14 per column inch

### Discount Rates

\$12.50/col. inch - 3 issues

\$11.50/col. inch - 6 issues

\$10/col. inch - 10 issues

### Color

See 'Sample Sizes' (left)

Rates based on size

### Page Specifications

8 to 16 pages

16 inches deep

column width - 1.85 inches

2 columns - 3.85 inches

3 columns - 5.85 inches

4 columns - 7.85 inches

5 columns - 9.85 inches"

36% paid ads

### Circulation

7,800 - 8,000 copies

to 21,000+ readers

### Ad Copy Deadline

Confirm size by 3rd Fridays

Copy by 4th Mondays

Publish 1st Wednesdays

### Editorial & Ad Deadlines

2017: 10/20, 11/17, 12/22

2018: 1/19, 2/18, 3/23,

4/20, 5/25, 8/24, 9/21,

10/19, 11/16, 12/21

### Other Common Sizes

1 x 4 = \$56 • 2 x 4 = \$112

3 x 4 or 2 x 6 = \$168

2 x 7 = \$196 • 3 x 5 = \$210

2 x 8 = \$224 • 3 x 8 = \$336

3 x 10 = \$420

4 x 5 = \$280 (1/4)

4 x 10 = \$560 (1/2)

### Online Rates

240 x 80 px: \$40/month

240 x 120 px: \$60/month

240 x 180 px: \$90/month

(see page 3)

# The Fig Tree

independent, nonprofit media: monthly newspaper and website covering faith and nonprofit news in the Inland Northwest



- Connects diverse people to encourage respect and listening
- Shares stories of people putting their faith and values into action
- Explores issues of justice, ethics, and faith to find common ground
- Offers reflection and dialogue to foster understanding
- Networks groups and individuals to pool ideas and resources
- Inspires people to join in common action locally and globally

### Cranes capture prayers for peace

By Mary Stang

Seven cranes in past... (text continues)

### Marchers express their hopes, dreams

By Mary Stang

More than 400 people of all... (text continues)

### VOA programs shelter homeless

By Mary Stang

Four Indian women that... (text continues)

### Camps can transform children

By Mary Stang

Ryan Brown, youth services... (text continues)

### Retreats and art can bridge divisions

By Mary Stang

Helen "Topsy" Jackson is... (text continues)

### Fair trade morphs into caring ties

By Mary Stang

Shelley Brown, a retired... (text continues)

### Language fluency instills resilience

By Mary Stang

Reading, she arrived on... (text continues)

### Propaganda can twist truth or teach

By Mary Stang

Fig Tree editor Mary Stang... (text continues)

12/16/13

## Advertising Order Form for The Fig Tree

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Ad Size \_\_\_\_\_ Issues \_\_\_\_\_  
(Indicate issue: Jan - Ja, Feb - F, March - Mr, April - A, May - My, June - Ju, Sept - S, Oct - O, Nov - N, Dec - D)

One issue@ \$14/column inch

Three issues@ \$12.50/column inch

Six issues@ \$11.50/column inch

10 issues@ \$10/column inch

Sponsor: \$18, \$30, \$300/year

Bulk order/year: 10 - \$45, 15 - \$54, 25 - \$80, 50 - \$100, 100+ \$1.25/copy

Color

Payment enclosed \$ \_\_\_\_\_  
(Payment = # inches x rate x # issues)

**MAIL TO: The Fig Tree**  
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**(509) 535-1813 • 535-4112**  
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## Online Fig Tree Ad Sizes and Rates

Rates are per month with a link to your email or website.  
Ads run on the more than 1,200 pages of our website.

240 px x 80 px  
\$40

240 px x 120 px  
\$60

240 px x 160 px  
\$80

240 px x 180 px  
\$90

240 px x 240 px  
\$120

240 px x 320 px  
\$160

240 px x 400 px  
\$200

240 px x 480 px  
\$240

240 px x 560 px  
\$280