Basic Rate
$18 per column inch

Discount Rates
$16/col. inch - 3 issues
$14/col. inch - 6 issues
$12/col. inch - 10 issues

Color
See 'Sample Sizes' (left)
Rates based on size

Page Specifications
8 to 16 pages
16 inches deep

Column width
- 1.76 inches
2 col. - 3.7 inches
3 col. - 5.633 inches
4 col. - 7.757 inches
5 col. - 9.5 inches

36% paid ads

Circulation
10,000+ copies to 28,000 readers

Editorial Deadline
Third Wednesday

Ad Deadline
Confirm size by 3rd Fridays*
Copy by 4th Mondays*
Publish 1st Wednesdays*
*Exceptions

Advertising Rate Sheet - 2023

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- to 16-page, tabloid newspaper circulates 10,000+ copies by first Wednesdays* of September to June, to more than 28,000 readers—66% in greater Spokane, 14% in Eastern Washington, 4% in Central Washington, 14% in North Idaho, and 2% around the state and nation. The website averages 6,000 unique visitors, 14,000 visits, 40,000 page views, and 125,000+ hits each month.

Copies go to individuals who request it. Like public broadcasting, The Fig Tree is available free and many readers donate to support the nonprofit. Bulk orders of 10-100 go to congregations, agencies, businesses and stores.

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

Sample Sizes

3 columns x 6.67 inches (20 inches or 1/4 page)
1 issue - $360
3 issues - $320 per issue / $960 total
6 issues - $280 per issue / $1,680 total
10 issues - $240 per issue / $2,400 total
+ $75 color each time

1 column x 2 inches
1 issue - $36
3 issues - $32 / $96 total
6 issues - $28 / $168 total
10 issues - $24 / $240 total
+ $10 color each time

1 column x 3 inches
1 issue - $54
3 issues - $48 / $192 total
6 issues - $42 / $252 total
10 issues - $36 / $360 total
+ $15 color each time

1 column x 1 inch
1 issue - $18
3 issues - $16 / $48 total
6 issues - $14 / $84 total
10 issues - $12 / $120 total

2 columns x 5 inches (10 inches or 1/8 page)
1 issue - $180
3 issues - $160 / $480 total
6 issues - $140 / $840 total
10 issues - $120 / $1,200 total
+ $50 color each time

2 columns x 3 inches
1 issue - $108
3 issues - $96 / $288 total
6 issues - $84 / $504 total
10 issues - $72 / $720 total
+ $25 color each time

2 columns x 2 inches
1 issue - $72
3 issues - $64 / $150 total
6 issues - $56 / $336 total
10 issues - $48 / $480 total
+ $20 color each time

LARGEST AD SIZE:
5 cols x 12 inches
Recommended so there is text on the page to hold reader.
1 issue - $1,080
3 issues - $960 per issue / $2,880 total
6 issues - $840 per issue / $5,040 total
10 issues - $720 per issue / $7,200 total
+ $100 color each time

+ $50 color each time

Online Rates
180 x 180 px: $100/month
180 x 240 px: $150/month
(see page 3)
• 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

12/08/21

Advertising Order Form for The Fig Tree

Name ____________________________

Company ____________________________

Address ____________________________

City ________________________________ State/Zip ____________

Phone ______________________________ E-mail ____________________

Ad Size ______________ Issues ____________

(Please indicate issue: Jan - Ja, Feb - F, March - Mr, April - A, May - My, June - Ju, Sept - S, Oct - O, Nov - N, Dec)

❑ One issue@$12/column inch
❑ Three issues@$16/column inch
❑ Six issues@$14/column inch
❑ 10 issues@$12/column inch
❑ Sponsor: $20, $50, $350/year
❑ Bulk order/year: 10 - $45, 15 - $54, 25 - $80, 50 - $100, 100+ $1.25/copy
❑ Color

Payment enclosed $ ________

(Make check payable to: The Fig Tree)

MAIL TO: The Fig Tree
1323 S. Perry St. • Spokane, WA 99202
(509) 535-1813 • 535-4112
ads@thefigtree.org
**Online Fig Tree Ad Sizes and Rates**

Rates are for four weeks with a link to your email, a pdf flier or your website. Ads can start any time and be rate adjusted for the length of time they run. Ads run on the more than 1,200 pages of our website.

- **180 px x 180 px**
  - $100

- **180 px x 200 px**
  - $125

- **180 px x 300 px**
  - $175

- **180 px x 240 px**
  - $150

- **180 px x 420 px**
  - $240