



Advertising Rate Sheet - 2020-21

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 newspaper circulates 7,800-8,000 (6,000+ COVID) copies by first Wednesdays* of 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. Website averages 7,000 unique visitors, 18,000 to 24,000 visits, and 90,000 to 130,000 hits each month.

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

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 each time

LARGEST AD SIZE:

5 cols x 12 inches

Recommended so there is text on the page to hold reader.

1 issue - \$840 + \$100 color each time

3 issues - \$750 per issue / \$2,250 total

6 issues - \$690 per issue / \$4,140 total

10 issues - \$600 per issue / \$6,000 total

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 each time

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 each time

SPECIAL - ONLINE AD 1/2 off monthly rate on page 3 with placement of print ad(s)

1 column x 3 inches

1 issue - \$42

3 issues - \$37.50 / \$112.50 total

6 issues - \$34.50 / \$207 total

10 issues - \$30 / \$300 total

+ \$15 color each time

2 columns x 3 inches

1 issue - \$84

3 issues - \$75 / \$225 total

6 issues - \$69 / \$414 total

10 issues - \$60 / \$600 total

+ \$25 color each time

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 each time

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

Other Color Rates:

1 col. x 1 inch \$5
 2 col. x 4 inches \$40
 Half page + \$100
 Call for rates on other sizes

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

new 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

6,000 - 8,000 copies

to 21,000* readers

Ad Deadline

Confirm size by 3rd Fridays*

Copy by 4th Mondays*

Publish 1st Wednesdays*

* Exceptions coming up

Editorial & Ad Deadlines

2020: 9/18, 10/16,

11/20, 12/18

2021: 1/15, 2/12, 3/19, 4/23,

5, 21, 8/20

*Publish Last Weds of Jan for Feb,

Feb for Mar, Sept for Oct & Oct

for Nov

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

180 x 120 px: \$60/month

180 x 180 px: \$100/month

180 x 270 px: \$140/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



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

- One issue@ \$14/column inch
- Three issues@ \$12.50/column inch
- Six issues@ \$11.50/column inch
- 10 issues@ \$10/column inch
- Sponsor: \$20, \$35, \$350/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
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.

SPECIAL - 1/2 OFF WHEN RUN WITH A PRINT AD

180 px x 60 px
\$40

180 px x 120 px
\$60

180 px x 150 px
\$80

180 px x 180 px
\$100

180 px x 225 px
\$120

180 px x 270 px
\$140

180 px x 360 px
\$180

180 px x 420 px
\$200

180 px x 480 px
\$240