



Advertising Rate Sheet - 2012

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

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This monthly, nonprofit newspaper connects advertisers with the faith and human service 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 7,700 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. Plus, we have more than 2,000 online readers each month.

Copies go to individuals who request it. While copies are available free—like public broadcasting—many readers donate to support *The Fig Tree*. Bulk orders of 10-100 circulate to churches, agencies and businesses, which also 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 \$75 color

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

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

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 \$50 color

6 issues - \$115 / \$690 total

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

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 \$25 color

6 issues - \$69 / \$414 total

10 issues - \$60 / \$600 total

2 columns x 2 inches

1 issue - \$56

3 issues - \$50 / \$150 total \$25 color

6 issues - \$46 / \$276 total

10 issues - \$40 / \$400 total

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

\$82.50 per color

\$175 full color

SEE SHARED 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

7,700 copies

to 21,000 readers

Ad Copy Deadline

Confirm by 3rd Fridays

Copy by 4th Mondays

2012: 1/20, 2/17, 3/23, 4/20, 5/18,

8/24, 9/21, 10/19, 11/23, 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

120x60px: \$36/month

120x80px: \$48/month

120x120px: \$72/month

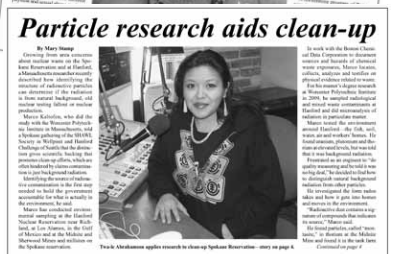
120x180px: \$118/month

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



9/8/11

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: \$16-\$2,500/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)

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