

# 2017-18 Resource Directory Guide to Congregations & Community Resources

**Distributed to more than**  
1,300 Congregations

**Distributed to more than**  
2,500 Social Service Agencies

**Distributed and used by**  
Food Banks & Homeless Programs  
Community Centers & Programs  
Senior Services & Retirement Communities  
Child Care and Preschool Centers  
Colleges and Universities  
Area Chambers of Commerce  
School District 81 & MORE

**Circulation of more than**  
12,000-14,000 copies: strong demand

**Published online**  
12,000 visits; 48,000 page views/month

## **Includes:**

### **Comprehensive directory of community resources**

A much-used compilation of social services offered by nonprofit and faith communities and by government agencies that provide

- human services and health care
- services for children, families, seniors & veterans,
- and information on environmental & justice education and advocacy.

### **Expanded directory of area faith communities**

With contact names, emails & websites  
Local and global outreach & service programs



1323 S. Perry St., Spokane, WA 99202  
509-535-1813, 216-6090 or 535-4112  
[resourcedirectory@thefigtree.org](mailto:resourcedirectory@thefigtree.org) • [www.thefigtree.org](http://www.thefigtree.org)

*"A client showed a directory to friend who came for help. She said, "You need to see this! It's the best resource you could have! It has everything in it!" They were overjoyed when I said they could take it. Access to the Resource Directory makes a world of difference in our clients' lives."*

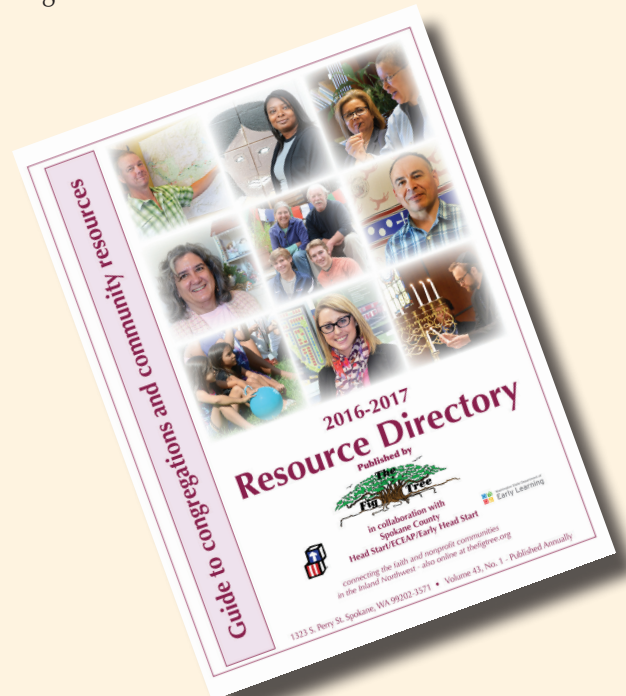
—Lauri Clark-Strait, director  
Caritas Outreach Ministries

*"The Fig Tree's Resource Directory is very useful to Catholic Charities' social ministries programs as I seek to communicate with the breadth of social ministers in the community, trying to be as inclusive as possible."*

— Scott Cooper - Parish Social Ministries  
Catholic Charities, Spokane

*"In responding to disasters I work with VOAD partners and the Resource Directory. It's gold! Disaster response is how we work together to heal communities and make them whole again. That requires communication and collaboration. In a disaster with a power outage, the printed directory is crucial."*

— Mike Bullard - Inland Northwest Volunteer Organizations Active in Disasters



**Reach faith & nonprofit,  
human service & justice,  
educational & cultural, health  
care & senior communities  
in the Inland Northwest!**

# ADVERTISING RATES – 2017-18 Resource Directory: Guide to Congregations & Community Resources

## Ad Placement

We place your ad in the category or categories relevant to your products/services.

## General Space

Some prefer their ad to catch the eye of all directory users, not just those searching in a specific category. We offer advertising space in the congregation listings and index.

## Premium Space

High-traffic areas include the back cover, inside front cover, across from emergency/crisis and in the table of contents.

## General Advertising / Underwriting Rates

### Black & White ads

Full page	(7.5"w X 9.5"t)	\$975
3/4 page vertical	(5.625" w x 7"t)	\$775
1/2 page horizontal	(7.5"w X 4.65"t)	\$550
1/2 page vertical	(3.6875" x 9.5"t)	\$550
1/4 page	(3.6875"w X 4.65"t)	\$375
1/8 page	(3.6875"w X 2.25"t)	\$220
Basic	(3.6875"w X 1.45"t) (1.82"w X 3"t)	\$160

### Table of contents pages (adjacent spaces can be sold together)

3.6875"w X 3"t	\$350
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### Premium Space - Color on Cover & Insert

Inside front cover, across from table of contents  
 Inside back cover, across from emergency listings  
 4- to 8-page color advertising insert in the middle

Full page	(7.5"w X 9.5"t)	\$2,450
1/2 page	(7.5"w X 4.65"t)	\$1,250
1/4 page	(3.6875"w X 4.65"t)	\$650
1/8 page	(3.6875"w X 2.25"t)	\$350



**Deadline**  
**Confirmation & Copy**  
**June 15, 2017**

**Publish Date**  
**July, 2017**

**Distribution**  
**Mail in Summer**  
**Bulk Delivery in**  
**August & September**



**Mary Stamp & Malcolm Haworth**  
**Ad Coordinators**

**509-535-1813, 216-6090**  
**ads@thefigtree.org**

**The Fig Tree**

*covering faith in action in the Inland NW*

**1323 S. Perry St., Spokane, WA 99202**  
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**www.thefigtree.org**

**Published in partnership with Community Colleges of Spokane HeadStart/ECEAP**

## Resource Directory Community Partners

### Directory Partners help share the resources

Community Partners enrich the quality of life in this region by helping service providers connect and by helping people in need gain access to valuable resources that can change their lives. Agencies appreciate that we provide this service, so their staff does not need to do the research for resource referral, giving them more time to focus on clients' needs.

**Distribution partners** expand the directory's effectiveness by putting it into the hands of more people, enabling their staff and volunteers to network and find resources for clients, and empowering their clients to find the resources they need as they progress beyond their initial needs.

**Underwriting partners** help support bulk orders for a particular agency or demographic group, or support the publication of more copies of the annual Resource Directory to meet the increasing demand we are experiencing through the year.

### Underwriting Partners for Bulk Orders

10 to 50 copies - suggested donation of \$5 per copy

50+ copies - suggested donation of \$4 per copy

***Underwrite 250+ copies - Logo on front cover***

### General Underwriting Partners

Friend - \$500

Enthusiast - \$1,000 - 2,500+\*

***\* Logo on front cover and recognition in The Fig Tree***



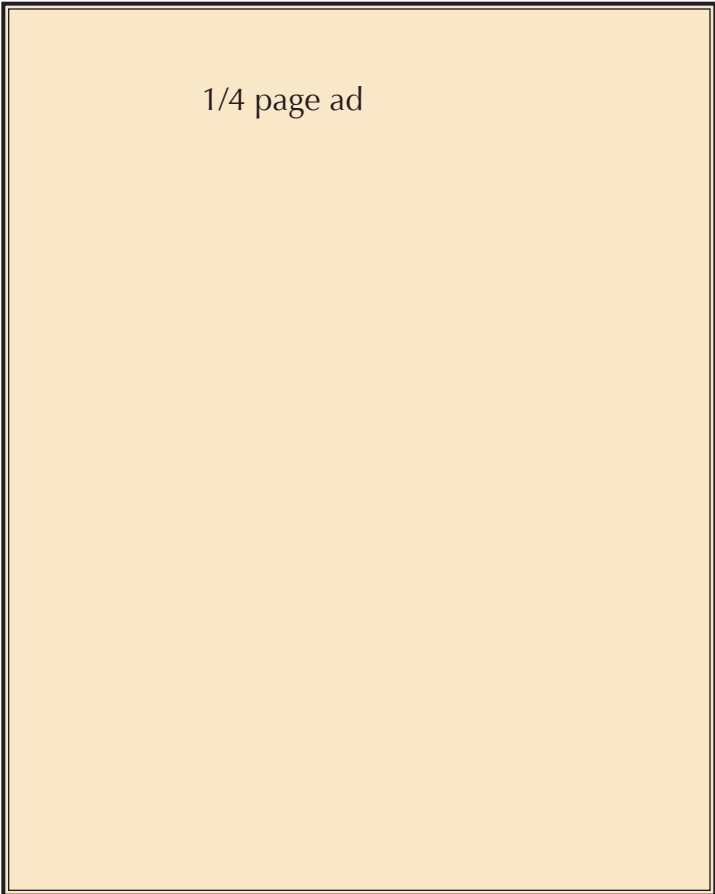
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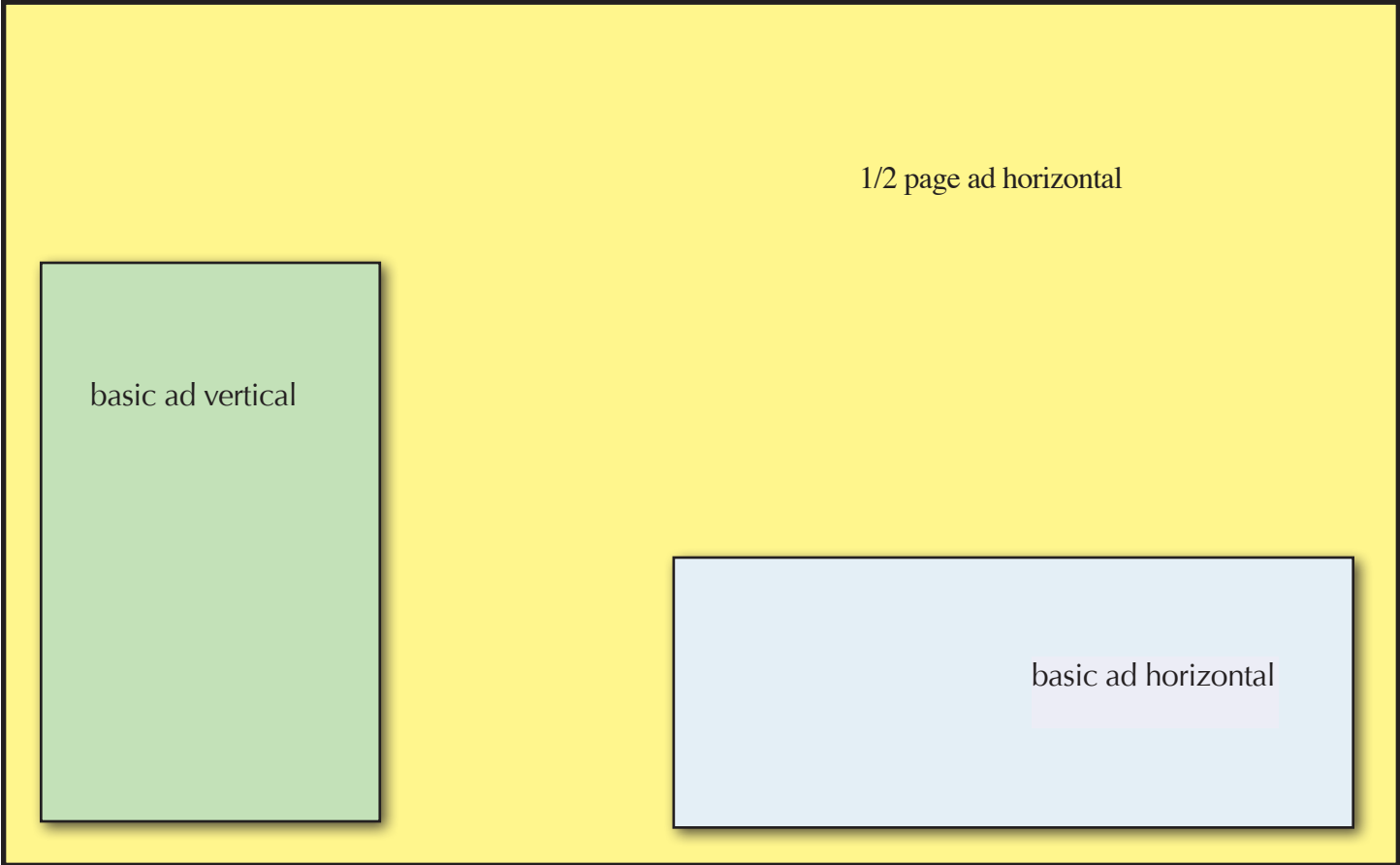


1/4 page ad

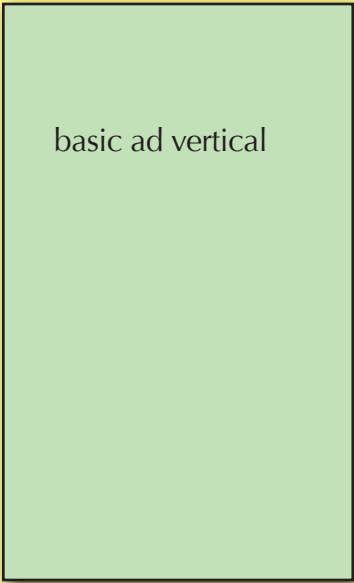


1/8 page ad

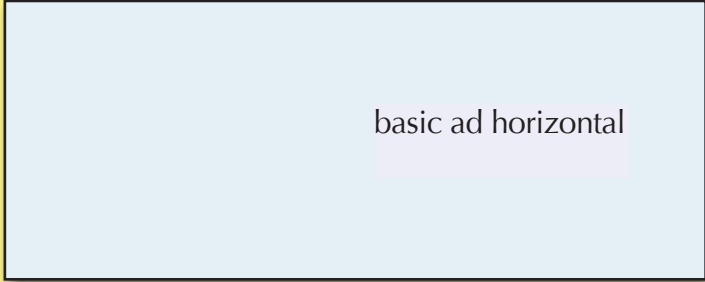
**Directory Ad Sizes**



1/2 page ad horizontal



basic ad vertical



basic ad horizontal