



Advertising Rate Sheet - 2011-12

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

Yvonne Lopez Morton - Associate Editor

E-mail: ads@thefigtree.org

Visit: www.thefigtree.org

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: So 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

7,800 copies

to 22,000 readers

Ad Copy Deadline

Confirm by 3rd Fridays

Copy by 4th Mondays

2011: 9/23, 10/21, 11/18, 12/16

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

8/24, 9/21, 10/19, 11/23, 12/21

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)

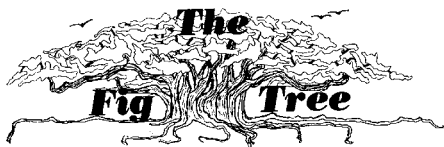
Online Rate

\$25

per 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

Fair trade marketing matures

By Mary Young
An American-made fair trade coffee is now available in the Inland Northwest. The coffee is sold at the Spokane Fair Trade Market, which is a nonprofit organization that promotes fair trade products. The market is located at the Spokane Convention Center and is open to the public. The fair trade market is a great place to find a variety of fair trade products, including coffee, chocolate, and more. The market is a great way to support fair trade and to find unique products.

King's words inspire people today

By Mary Young
The words of Martin Luther King Jr. continue to inspire people today. His message of love, peace, and justice is still relevant in our world. His words remind us to stand up for what is right and to work for a better world. His words are a source of inspiration and strength for many people. His words are a reminder that we are all part of the same human family and that we should all work together to make the world a better place.

Church engages neighbors near and far

By Mary Young
A church is reaching out to its neighbors near and far. The church is offering a variety of programs and services to help its neighbors. The church is a great place to find support and help. The church is a great place to find a sense of community and belonging. The church is a great place to find a place to call home.

Storytelling, service counter genocide

By Mary Young
Storytelling and service are powerful tools to counter genocide. Storytelling allows us to share our stories and to connect with others. Service allows us to help others and to make a difference in the world. Storytelling and service are a great way to stand up for what is right and to work for a better world. Storytelling and service are a reminder that we are all part of the same human family and that we should all work together to make the world a better place.

Relationships instill life skills

By Mary Young
Relationships are a great way to learn life skills. Relationships teach us how to communicate, how to resolve conflicts, and how to work with others. Relationships are a great way to learn about ourselves and about the world. Relationships are a great way to find a sense of community and belonging. Relationships are a great way to find a place to call home.

Prevention efforts reduce abuse

By Mary Young
Prevention efforts are helping to reduce abuse. Prevention is a key to reducing abuse. Prevention allows us to identify and address the root causes of abuse. Prevention is a great way to protect ourselves and others from abuse. Prevention is a great way to create a safer and more just world. Prevention is a reminder that we are all part of the same human family and that we should all work together to make the world a better place.

Rural pastor rooted in community

By Mary Young
A rural pastor is deeply rooted in his community. The pastor is a great example of what it means to be a servant leader. The pastor is a great way to find a sense of community and belonging. The pastor is a great way to find a place to call home.

Particle research aids clean-up

By Mary Young
Particle research is helping to clean up the environment. Particle research is a great way to understand the world around us. Particle research is a great way to find solutions to the problems we face. Particle research is a great way to create a safer and more just world. Particle research is a reminder that we are all part of the same human family and that we should all work together to make the world a better place.

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)

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