### Advertising Rate Sheet - 2024

**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- to 16-page, tabloid newspaper circulates 10,000+ copies by first Wednesdays of September to June, to more than 30,000 readers—75% in greater Spokane, 9% in Eastern Washington, 6% in Central Washington, 8% in North Idaho, and 1% 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.

### 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  
- 3.7 inches  
- 5.633 inches  
- 7.757 inches  
- 9.5 inches

#### Circulation
- 10,300+ copies  
- 28,000 readers

### Editorial Deadline
- Third Wednesday

### Ad Deadline
- 3rd Fridays*  
- Publish 1st Wednesdays*

#### Exceptions
*Exceptions to Ad Deadlines  
2024: 1/19, 2/16, 3/22, 4/19, 5/24, 8/23, 9/20, 10/18, 11/22, 12/20

#### Other Common Sizes
- 1 col x 4 inches  
- 2 x 4  
- 3 x 4 or 2 x 6  
- 2 x 7  
- 3 x 5  
- 2 x 8  
- 3 x 8 or 3 x 10  
- 1/4 page: 4 x 5 or 5 x 4  
- 1/2 page: 4 x 10 or 5 x 8

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

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### 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  
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Pastor sees opportunities in chaos

Malden resident leads recovery

Renters’ plight stirs passion, action

Bookstore uplifts literacy, diversity

Art can transform people’s lives

FAN leader has changed policies, lives

Compassion helps reduce suffering

Intercultural contacts embody theology

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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 240 px**
  - $150

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

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