



Advertising Rate Sheet - 2018-19

The Fig Tree

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Phone: (509) 535-1813 or 535-4112

Mary Stamp - Editor

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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-size newspaper circulates 8,000 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. Our website has 7,000 to 14,000 unique visitors, 18,000 to 24,000 visits, and more than 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 us. Bulk orders of 10-100 go to churches, agencies and businesses that 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

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

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

+ \$75 color

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.

NOTE: To help us keep our rates low, if you prefer to pay by credit card, please add 2.4% for payment online at www.thefigtree.org/donate.help

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

6 issues - \$115 / \$690 total

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

+ \$50 color

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

6 issues - \$69 / \$414 total

10 issues - \$60 / \$600 total

+ \$25 color

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

Other Color Rates:

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

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

See 'Sample Sizes' (left)

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 - 8,000 copies

to 21,000+ readers

Ad Copy Deadline

Confirm size by 3rd Fridays

Copy by 4th Mondays

Publish 1st Wednesdays

Editorial & Ad Deadlines

2018: 9/21, 10/19,

11/16, 12/21

2019: 1/18, 2/15, 3/22,

4/19, 5/24, 8/23, 9/20

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

240 x 80 px: \$40/month

240 x 120 px: \$60/month

240 x 180 px: \$90/month

(see page 3)

Online Fig Tree Ad Sizes and Rates

Rates are per month with a link to your email, website or a flier.
Ads run on the more than 1,200 pages of our website.

240 px x 80 px
\$40

240 px x 120 px
\$60

240 px x 160 px
\$80

240 px x 180 px
\$90

240 px x 240 px
\$120

240 px x 320 px
\$160

240 px x 400 px
\$200

240 px x 480 px
\$240

240 px x 560 px
\$280