

# **Advertising Rate Sheet - 2025**

## 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 10,200+ 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.

# 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

## **LARGEST AD SIZE:**

#### 5 cols x 12 inches

Recommended so there is text on the page to hold reader.

1 issue - \$1,080 + \$100 color each time

3 issues - \$960 per issue / \$2,880 total

6 issues - \$840 per issue / \$5,040 total

#### 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

10 issues - \$720 per issue / \$7,200 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

#### 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

#### 2 columns x 2 inches

2 columns x 3 inches

3 issues - \$96 / \$288 total

6 issues - \$84 / \$504 total

10 issues - \$72 / \$720 total

1 issue - \$108

3 issues - \$64 / \$150 total

6 issues - \$56 / \$336 total

10 issues - \$48 / \$480 total

+ \$25 color each time

1 issue - \$72

+ \$20 color each time

### **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

2 col. - 3.7 inches

3 col. - 5.63 inches

4 col. - 7.58 inches

5 col. - 9.5 inches

30 to 35% paid ads

#### Circulation

10,300+ copies to 30,000+ readers

#### **Editorial Deadline**

Third Wednesday

#### Ad Deadline

3rd Fridays\* Publish by 1st Wednesdays\* \* Exceptions

#### Ad Deadlines

2025: 1/17, 2/14, 3/21, 4/18, 5/23, 8/22, 9/19, 10/17, 11/21, 12/19

#### Other Common Sizes

1 col x 4 inches • 2 x 4  $3 \times 4 \text{ or } 2 \times 6$  $2 \times 7 \cdot 3 \times 5$ 

2 x 8 • 3 x 8 • 3 x 10 1/4 page: 4 x 5 or 5 x 4 1/2 page: 4 x 10 • 5 x 8

# Online Rates

180 x 180 px: \$100/month 180 x 240 px: \$150/month (see page 3)

#### 1 column x 1 inch 1 issue - \$18

3 issues - \$16 / \$48 total 6 issues - \$14 / \$84 total 10 issues - \$12 / \$120 total

# 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



12/08/21

Adam with a Contant East Contant Eight	One issue@\$18/column inch
Advertising Order Form for The Fig Tree	Three issues@\$16/column inch
Name	☐ Six issues@\$14/column inch
1 (41116	☐ 10 issues@\$12/column inch
Company	☐ Sponsor: \$20, \$50, \$350/year
Address	Bulk order/year: 10 - \$45, 15 - \$54, 25 - \$80, 50 - \$100, 100+ \$1.25/copy
CityState/Zip	Color
PhoneE-mail	Payment enclosed \$ (Payment = # inches x rate x # issues)
Ad Size Issues_ (Indicate issue: Jan - Ja, Feb - F, March - Mr, April - A, May - My, June - Ju, Sept - S, Oct - O, Nov - N, Dec	MAIL TO: The Fig Tree  1323 S. Perry St. • Spokane, WA 99202  (509) 535-1813 • 535-4112  ads@thefigtree.org

## **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.

