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 9,500+ copies by first Wednesdays* of September to June, to more than 26,000 readers—52% in greater Spokane, 14% in Eastern Washington, 16% in Central Washington, 14% in North Idaho, and 4% around the state and nation. 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

new column width - 1.76 inches
2 col. - 3.7 inches
3 col. - 5.633 inches
4 col. - 7.757 inches
5 col. - 9.5 inches

36% paid ads

Circulation
9,500+ copies
to 26,000 readers

Ad Deadline
Confirm size by 3rd Fridays*
Copy by 4th Mondays*
Publish 1st Wednesdays*
* Exceptions coming up

Editorial & Ad Deadlines
2022: 1/21, 2/11, 3/18, 4/22, 5/20, 8/19, 9/16, 10/21, 11/18, 12/16
*Publish by or before first Wednesdays

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 • 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 120 px: $60/month
180 x 180 px: $100/month
180 x 270 px: $140/month
(see page 3)
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

Advertising Order Form for The Fig Tree

Name ____________________________________________
Company ____________________________________________
Address ____________________________________________
City ___________________ State/Zip ________________
Phone ___________________ E-mail __________________

Ad Size ___________ Issues
(Please indicate issue: Jan - Ja, Feb - F, March - Mr, April - A, May - My, June - Ju, Sept - S, Oct - O, Nov - N, Dec

■ One issue @$18/column inch
■ Three issues @$16/column inch
■ Six issues @$14/column inch
■ 10 issues @$12/column inch
■ Sponsor: $20, $50, $350/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
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(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.

180 px x 180 px  
$100

180 px x 200 px  
$125

180 px x 420 px 
$240

180 px x 300 px  
$175

180 px x 240 px  
$150