



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

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

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 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 / \$192 total

6 issues - \$56 / \$336 total

10 issues - \$48 / \$480 total

+ \$20 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

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 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 180 px: \$100/month

180 x 240 px: \$150/month

(see page 3)

independent, nonprofit media: monthly newspaper
and website covering
faith and nonprofit news in the Inland Northwest



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