

**The Fig Tree**

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**Advertising Rate Sheet - 2019**

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 7,800 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 congregations, agencies and businesses that donate.

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**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

1 column x 2 inches
- 1 issue - $28
- 3 issues - $25 / $75 total
- 6 issues - $23 / $138 total
- 10 issues - $20 / $200 total

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

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

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

2 columns x 2 inches
- 1 issue - $56
- 3 issues - $50 / $150 total
- 6 issues - $46 / $276 total
- 10 issues - $40 / $400 total

2 columns x 3 inches
- 1 issue - $84
- 3 issues - $75 / $225 total
- 6 issues - $69 / $414 total
- 10 issues - $60 / $600 total

1 column x 2 inches (1/4 page)
- 1 issue - $14
- 3 issues - $12.50/$37.50 total
- 6 issues - $11.50 / $69 total
- 10 issues - $10 / $100 total

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

**Other Color Rates:**
- 1 col. x 1 inch $5
- 2 col. x 4 inches $40
- Half page $100

**Special - Online Ad** 1/2 off monthly rate on page 3 with placement of print ad(s)

**Online Rates**
- 240 x 80 px: $40/month
- 240 x 120 px: $60/month
- 240 x 180 px: $90/month

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**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**

**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)

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**Discount Rates**
- $12.50/col. inch - 3 issues
- $11.50/col. inch - 6 issues
- $10/col. inch - 10 issues

**Basic Rate**
- $14 per column inch

**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

**Online Rates**
- 240 x 80 px: $40/month
- 240 x 120 px: $60/month
- 240 x 180 px: $90/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

Advertising Order Form for The Fig Tree

Name _________________________________________
Company ______________________________________
Address ________________________________________
City ________________________State/Zip ___________
Phone ____________________E-mail _______________

Ad Size ______________ Issues_____________________

❑ One issue@$14/column inch
❑ Three issues@$12.50/column inch
❑ Six issues@$11.50/column inch
❑ 10 issues@$10/column inch
❑ Sponsor: $18, $30, $300/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)

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12/16/13
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.

**SPECIAL - 1/2 OFF WHEN RUN WITH A PRINT AD**