## Sample Sizes

<table>
<thead>
<tr>
<th>1 column x 2 inches</th>
<th>2 columns x 5 inches (10 inches or 1/8 page)</th>
<th>2 columns x 3 inches</th>
<th>1 column x 1 inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 issue - $28</td>
<td>1 issue - $140</td>
<td>1 issue - $84</td>
<td>1 issue - $14</td>
</tr>
<tr>
<td>3 issues - $25 / $75 total</td>
<td>3 issues - $125 / $375 total</td>
<td>3 issues - $75 / $225 total</td>
<td>3 issues - $12.50 / $37.50 total</td>
</tr>
<tr>
<td>6 issues - $23 / $138 total</td>
<td>6 issues - $115 / $690 total</td>
<td>6 issues - $69 / $414 total</td>
<td>6 issues - $11.50 / $69 total</td>
</tr>
<tr>
<td>10 issues - $20 / $200 total</td>
<td>10 issues - $100 / $1,000 total</td>
<td>10 issues - $60 / $600 total</td>
<td>10 issues - $10 / $100 total</td>
</tr>
</tbody>
</table>

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

Call for rates on other sizes

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

(see page 3)

### Disclosed Rates
- 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

### Other Common Sizes
- 1 x 4 = $56 • 2 x 4 = $112
- 3 x 4 or 2 x 6 = $168
- 3 x 7 = $196 • 3 x 5 = $210
- 2 x 8 = $224 • 3 x 8 = $356
- 3 x 10 = $420
- 4 x 5 = $280 (1/4)
- 4 x 10 = $560 (1/2)

### 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 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.
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)

MAIL TO: The Fig Tree
1323 S. Perry St. • Spokane, W A 99202
(509) 535-1813 • 535-4112
ads@thefigtree.org

12/16/13
Online Fig Tree Ad Sizes and Rates
Rates are per month with a link to your email or website.
Ads run on the more than 1,200 pages of our website.