



# Advertising Rate Sheet - 2019

## The Fig Tree

Mail: 1323 S. Perry St, Spokane WA 99202

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Mary Stamp - Editor

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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.

## Sample Sizes

### 3 columns x 6.67 inches (20 inches or 1/4 page)

1 issue - \$28

3 issues - \$250 per issue / \$750 total

6 issues - \$230 per / \$1,380 total

10 issues - \$200 per / \$2,000 total

+ \$75 color

NOTE: full color costs \$175 to run on four pages. To run full color, we need to sell enough color ads to meet that rate.

### 1 column x 2 inches

1 issue - \$28

3 issues - \$25 / \$75 total

6 issues - \$23 / \$138 total

10 issues - \$20 / \$200 total

+ \$10 color

### 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

+ \$50 color

### 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

+ \$15 color

### 2 columns x 3 inches

1 issue - \$84

3 issues - \$75 / \$225 total

6 issues - \$69 / \$414 total

10 issues - \$60 / \$600 total

+ \$25 color

### 2 columns x 2 inches

1 issue - \$56

3 issues - \$50 / \$150 total

6 issues - \$46 / \$276 total

10 issues - \$40 / \$400 total

+ \$20 color

### 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

Call for rates on other sizes

### 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

2019: 1/18, 2/15, 3/22,

4/19, 5/24, 8/23, 9/20,

10/18, 11/15, 12/20

### 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)

### 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



## Hunger today arises from chronic poverty



**By Mary Stang**  
As a presentation of the 2015 National Hunger and Homelessness Report Card, the National Council on Public Housing and the National Housing Conference released their annual report on the number of people who are living in food insecurity in recent years.  
The report found that while the number of people who are living in food insecurity has decreased since 2012, the report says that there are still more than 12 million people in food insecurity in the United States.  
Mary Stang, who is the executive director of the National Council on Public Housing, says that the report is a stark reminder of the need for action.

## Cradled baby's feet convey love



**By Mary Stang**  
When a baby is born, the love of a mother flows over the child. It is a love that is unconditional and that is the foundation of a child's life.  
The love of a mother is a love that is not just for the child, but for the world. It is a love that is shared with others and that is the foundation of a community.  
The love of a mother is a love that is not just for the child, but for the world. It is a love that is shared with others and that is the foundation of a community.

...the second largest provider of at-home services for all ages, says Françoise Huchard-Hunt, 35 years old. ...  
...and have 12 staff members on an on-call basis and 170 staff on a 24-hour basis for 1700 reports.  
...in a major shift from being a "one-size-fits-all" organization to one that is more personalized, says Huchard-Hunt. ...  
...starting in 1991 in Spokane. The program has grown from health and safety home.

## Music has powerful influence on lives



**By Mary Stang**  
Key Publishing, which is a Spokane-based publisher of music-related materials for quality education in Spokane, says that music has a powerful influence on lives.  
The company says that music is a powerful force that can change lives and that it is a powerful tool for education.  
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## ESL teacher understands students' plight



**By Mary Stang**  
When an ESL teacher enters a classroom, they bring with them a wealth of knowledge and a heart for their students.  
The teacher says that understanding the plight of their students is the key to helping them succeed.  
The teacher says that understanding the plight of their students is the key to helping them succeed.

...including Spokane, Coeur d'Alene, Lewiston, Blaine, and other cities in the region. ...  
...for those who may be looking for a new home. ...  
...and other services. ...  
...in her area. ...

## Diversity enriches higher education



**By Mary Stang**  
As a student at the University of Idaho, I have seen how diversity enriches higher education.  
The university says that diversity is a key to success in the 21st century.  
The university says that diversity is a key to success in the 21st century.

## Post-fire generosity amazes, continues



**By Mary Stang**  
A small business owner in Spokane has found that the generosity of others has been a source of strength in the wake of a fire.  
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...the "good" will have a long-term impact on the community. ...  
...and the fact that the fire was so close to home. ...  
...and the fact that the fire was so close to home. ...

## Tribes seek to restore salmon runs



**By Mary Stang**  
The Upper Columbia United Tribes is working to restore salmon runs in the region.  
The tribes say that salmon is a vital part of their culture and that restoring the runs is a priority.  
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## Kizuri brings world to Spokane



**By Mary Stang**  
Kizuri, a woman from the Democratic Republic of Congo, has brought a piece of her world to Spokane.  
The woman says that she loves Spokane and that she is proud to be a part of the community.  
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...plans to open a store in October. ...  
...and the fact that she is a refugee. ...  
...and the fact that she is a refugee. ...

- 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

12/16/13

## Advertising Order Form for The Fig Tree

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Ad Size \_\_\_\_\_ Issues \_\_\_\_\_

(Indicate issue: Jan - Ja, Feb - F, March - Mr, April - A, May - My, June - Ju, Sept - S, Oct - O, Nov - N, Dec)

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, WA 99202

(509) 535-1813 • 535-4112

ads@thefigtree.org

## 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.

240 px x 80 px  
\$40

240 px x 120 px  
\$60

240 px x 160 px  
\$80

240 px x 180 px  
\$90

240 px x 240 px  
\$120

240 px x 320 px  
\$160

240 px x 400 px  
\$200

240 px x 480 px  
\$240

240 px x 560 px  
\$280