## 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 col. - 3.85 inches
- 3 col. - 5.85 inches
- 4 col. - 7.85 inches
- 5 col. - 9.85 inches

36% paid ads

## Circulation
7,800 - 8,000 copies
to 21,000+ readers

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

## Editorial & Ad Deadlines
2020: 1/17, 2/13*, 3/20, 4/17, 5/22, 8/21/ 9/18, 10/16, 11/20, 12/18
*Publish Last Weds of Jan for Feb, Feb for Mar, Sept for Oct & Oct for Nov

## 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
- 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

12/16/13

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: $20, $35, $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
1323 S. Perry St. • Spokane, WA 99202
(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.

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

- **180 px x 60 px** $40
- **180 px x 120 px** $60
- **180 px x 150 px** $80
- **180 px x 180 px** $100
- **180 px x 225 px** $120
- **180 px x 270 px** $140
- **180 px x 360 px** $180
- **180 px x 420 px** $200
- **180 px x 480 px** $240