



# Advertising Rate Sheet - 2019

## 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-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 - \$280

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

**SPECIAL - ONLINE AD 1/2 off monthly rate on page 3 with placement of print ad(s)**

### 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



- 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

## Hunger today arises from chronic poverty



**By Mary Stang**  
As a president of CEO's Second Harvest and over 25 years in food banks and food pantries, I know that the number of people who are hungry is on the rise. It's not just those who are struggling to get by, it's those who are struggling to get by in a way that is sustainable. It's not just those who are struggling to get by, it's those who are struggling to get by in a way that is sustainable. It's not just those who are struggling to get by, it's those who are struggling to get by in a way that is sustainable.

## Cradled baby's feet convey love



**By Mary Stang**  
When I was a kid, I remember the feeling of being held. It was a feeling of love and protection. It was a feeling of being safe. It was a feeling of being loved. It was a feeling of being safe. It was a feeling of being loved. It was a feeling of being safe. It was a feeling of being loved.

## Music has powerful influence on lives



**By Mary Stang**  
Key Publishing, 1970s, started the idea of a monthly newspaper for the Inland Northwest. It was a newspaper that was focused on the lives of the people in the Inland Northwest. It was a newspaper that was focused on the lives of the people in the Inland Northwest. It was a newspaper that was focused on the lives of the people in the Inland Northwest.

## ESL teacher understands students' plight



**By Mary Stang**  
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## Diversity enriches higher education



**By Mary Stang**  
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## Post-fire generosity amazes, continues



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## Tribes seek to restore salmon runs



**By Mary Stang**  
The idea of a monthly newspaper for the Inland Northwest was a dream that was shared by many people. It was a dream that was shared by many people. It was a dream that was shared by many people. It was a dream that was shared by many people.

## Kizuri brings world to Spokane



**By Mary Stang**  
Kizuri is a woman who has brought the world to Spokane. She is a woman who has brought the world to Spokane. She is a woman who has brought the world to Spokane. She is a woman who has brought the world to Spokane.

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  
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 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