



Advertising Rate Sheet - 2024

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- to 16-page, tabloid newspaper circulates 10,000+ copies by first Wednesdays* of September to June, to more than 30,000 readers—75% in greater Spokane, 9% in Eastern

Washington, 6% in Central Washington, 8% in North Idaho, and 1% around the state and nation. The website averages 6,000 unique visitors, 14,000 visits, 40,000 page views, and 125,000+ hits each month.

Copies go to individuals who request it. Like public broadcasting, *The Fig Tree* is available free and many readers donate to support the nonprofit. Bulk orders of 10-100 go to congregations, agencies, businesses and stores.

Sample Sizes

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

1 issue - \$360

3 issues - \$320 per issue / \$960 total

6 issues - \$280 per issue / \$1,680 total

10 issues - \$240 per issue / \$2,400 total

+ \$75 color each time

LARGEST AD SIZE:

5 cols x 12 inches

Recommended so there is text on the page to hold reader.

1 issue - \$1,080 + \$100 color each time

3 issues - \$960 per issue / \$2,880 total

6 issues - \$840 per issue / \$5,040 total

10 issues - \$720 per issue / \$7,200 total

1 column x 2 inches

1 issue - \$36

3 issues - \$32 / \$96 total

6 issues - \$28 / \$168 total

10 issues - \$24 / \$240 total

+ \$10 color each time

2 columns x 5 inches (10 inches or 1/8 page)

1 issue - \$180

3 issues - \$160 / \$480 total

6 issues - \$140 / \$840 total

10 issues - \$120 / \$1,200 total

+ \$50 color each time

1 column x 3 inches

1 issue - \$54

3 issues - \$48 / \$192 total

6 issues - \$42 / \$252 total

10 issues - \$36 / \$360 total

+ \$15 color each time

2 columns x 3 inches

1 issue - \$108

3 issues - \$96 / \$288 total

6 issues - \$84 / \$504 total

10 issues - \$72 / \$720 total

+ \$25 color each time

2 columns x 2 inches

1 issue - \$72

3 issues - \$64 / \$192 total

6 issues - \$56 / \$336 total

10 issues - \$48 / \$480 total

+ \$20 color each time

1 column x 1 inch

1 issue - \$18

3 issues - \$16 / \$48 total

6 issues - \$14 / \$84 total

10 issues - \$12 / \$120 total

Basic Rate

\$18 per column inch

Discount Rates

\$16/col. inch - 3 issues

\$14/col. inch - 6 issues

\$12/col. inch - 10 issues

Color

See 'Sample Sizes' (left)

Rates based on size

Page Specifications

8 to 16 pages

16 inches deep

Column width - 1.76 inches

2 col. - 3.7 inches

3 col. - 5.633 inches

4 col. - 7.757 inches

5 col. - 9.5 inches

38% paid ads

Circulation

10,300+ copies

to 28,000 readers

Editorial Deadline

Third Wednesday

Ad Deadline

3rd Fridays*

Publish 1st Wednesdays*

* Exceptions

Ad Deadlines

2024: 1/19, 2/16, 3/22,

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

10/18, 11/22, 12/20

*Publish by or before

first Wednesdays

Other Common Sizes

1 col x 4 inches • 2 x 4

3 x 4 or 2 x 6

2 x 7 • 3 x 5

2 x 8 • 3 x 8 • 3 x 10

1/4 page: 4 x 5 or 5 x 4

1/2 page: 4 x 10 • 5 x 8

Online Rates

180 x 180 px: \$100/month

180 x 240 px: \$150/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

Pastor sees opportunities in chaos

By Mary Stamp
The Fig Tree is excited to receive an article about how our community is coping with the challenges of the COVID-19 pandemic. Our readers will be inspired by the stories of faith and hope that are being shared in our community.



Malden resident leads recovery

By Kim Kaylor-Henry
When tragedy struck Malden on Feb. 10, 2020, resident Steve Hildman, who is now recovering from the COVID-19 pandemic, began working on his recovery. He was working on his recovery when he was struck by the COVID-19 virus. He was working on his recovery when he was struck by the COVID-19 virus. He was working on his recovery when he was struck by the COVID-19 virus.



Renters' plight stirs passion, action

By Mary Stamp
Renters' plight stirs passion, action. The COVID-19 pandemic has created a crisis for many renters, who are struggling to pay their rent. The COVID-19 pandemic has created a crisis for many renters, who are struggling to pay their rent. The COVID-19 pandemic has created a crisis for many renters, who are struggling to pay their rent.



Bookstore uplifts literacy, diversity

By Mary Stamp
A new month-long book drive is under way at the Malden Public Library. The drive is aimed at providing books to children and young adults. The drive is aimed at providing books to children and young adults. The drive is aimed at providing books to children and young adults.



Art can transform people's lives

By Mary Stamp
The Black Lives Matter mural in Malden is a powerful statement. It is a statement of hope and resilience. It is a statement of hope and resilience. It is a statement of hope and resilience. It is a statement of hope and resilience.



FAN leader has changed policies, lives

By Mary Stamp
Paul Hines has stepped out of the shadows and into the spotlight. He has become a leader in the FAN community. He has become a leader in the FAN community. He has become a leader in the FAN community.



Compassion helps reduce suffering

By Kellie Paul
Sally and I were blessed to meet a woman who has a heart of compassion. She has a heart of compassion. She has a heart of compassion. She has a heart of compassion. She has a heart of compassion.



Intercultural contacts embody theology

By Mary Stamp
Rosa, Carpe's half-sister, is a woman of many talents. She is a woman of many talents. She is a woman of many talents. She is a woman of many talents. She is a woman of many talents.



12/08/21

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 - D)

- One issue@ \$18/column inch
- Three issues@ \$16/column inch
- Six issues@ \$14/column inch
- 10 issues@ \$12/column inch
- Sponsor: \$20, \$50, \$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
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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.

180 px x 180 px
\$100

180 px x 200 px
\$125

180 px x 420 px
\$240

180 px x 300 px
\$175

180 px x 240 px
\$150