

The Loop

Celebrating Community in Tehachapi and East Kern County

(661) 822-8188

www.theLoopNewspaper.com

2018

RATE CARD

| Color Rates | 1 Issue Rate: | 6 Issue Rate: | 13 Issue Rate: | 26 Issue Rate: |
|--|---------------|---------------|----------------|----------------|
| Sixteenth <i>2.39" WIDE X 3"</i> | \$140 | | | \$105 |
| Eighth Page <i>5" WIDE X 3"</i> | \$230 | \$180 | \$170 | \$160 |
| Quarter Page <i>HORIZONTAL 5" W X 6.22"</i> <i>VERTICAL 10.25" W X 3"</i> | \$395 | \$320 | \$310 | \$290 |
| Half Page <i>HORIZONTAL 10.25" W X 6.22"</i> <i>VERTICAL 5" W X 12.5"</i> | \$650 | \$530 | \$505 | \$475 |
| FULL Page <i>10.25" WIDE X 12.5"</i> | \$1230 | \$1035 | \$980 | \$925 |

| Black & White Rates | 1 Issue Rate: | 6 Issue Rate: | 13 Issue Rate: | 26 Issue Rate: |
|--|---------------|---------------|----------------|----------------|
| Sixteenth <i>2.39" WIDE X 3"</i> | \$110 | | | \$75 |
| Eighth Page <i>5" WIDE X 3"</i> | \$190 | \$140 | \$135 | \$125 |
| Quarter Page <i>HORIZONTAL 5" W X 6.22"</i> <i>VERTICAL 10.25" W X 3"</i> | \$295 | \$235 | \$225 | \$210 |
| Half Page <i>HORIZONTAL 10.25" W X 6.22"</i> <i>VERTICAL 5" W X 12.5"</i> | \$530 | \$425 | \$405 | \$380 |
| FULL Page <i>10.25" WIDE X 12.5"</i> | \$950 | \$785 | \$745 | \$705 |

• Select articles & events available online at www.theLoopNewspaper.com. Web advertising may be available, talk to your sales representative for details.

| Special Sections | |
|--|--|
| Real Estate | \$70 Per Listing for 2 issue run <i>ADS BEGIN THE FIRST ISSUE OF THE MONTH</i> |
| Coupon | \$35/Issue or \$60 for 2 issues |
| Feature Directory <i>2.38" W X 3.49"</i> | Call for rates. Available in select issues, discounted rates available. |
| Business Directory <i>2.25" W X 1.5"</i> | Black & White: \$40 per issue \$140 for 5 issues (prepaid) \$225 for 8 issues (prepaid) |
| Business Directory <i>2.25" W X 1.5"</i> | Full Color: \$50 per issue \$160 for 5 issues (prepaid) \$225 for 7 issues (prepaid) |

| Premium Positions Full Color | | |
|---------------------------------|-------|--|
| Quarter Front | \$485 | <i>5" WIDE X 4"</i> |
| Eighth Front | \$285 | <i>5" W X 1.9"</i> |
| Quarter Back | \$445 | <i>5" W X 6.22"</i> |
| Half Back | \$690 | <i>HORIZONTAL 10.25" W X 6.22"</i> <i>VERTICAL 5" W X 12.5"</i> |

Prices listed are per issue.

Find out about events before they happen and be included in the fun!

- The Loop is a family-run **community** newspaper that promotes upcoming events and happenings, local columnists, and community news.
- Be sure to ask your sales rep about current promotions.
- Non-Profit 501(c)3s get an **automatic** 40% discount*!
**Does not apply to Special Sections. Discounts cannot be combined.*
- Staggering of ads is available for multiple issue rates.
Pick the issues you want to be in!
- *Discounts and multiple issue rates cannot be combined.*
- **Classifieds** are \$10 for 15 words and \$10 per 1" tall photo.
Display Classifieds are \$10 per column inch (1.75" W X 1")
- **Cancellation** - If you cancel after deadline and/or after ad has been designed you will incur a \$35 design charge.

The Loop Newspaper

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