

The Loop

Celebrating Community in Tehachapi and East Kern County

(661) 822-8188


www.theLoopNewspaper.com

2018

DEADLINE & PRINT DATES

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3					1	2	3	1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	4	5	6	7	8	9	10	8	9	10	11	12	13	14
14	15	16	17	18	19	20	11	12	13	14	15	16	17	11	12	13	14	15	16	17	15	16	17	18	19	20	21
21	22	23	24	25	26	27	18	19	20	21	22	23	24	18	19	20	21	22	23	24	22	23	24	25	26	27	28
28	29	30	31				25	26	27	28				25	26	27	28	29	30	31	29	30					
May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	1	2	3	4	5	6	7				1	2	3	4	
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				26	27	28	29	30	31		
September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1		1	2	3	4	5	6					1	2	3							1
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	23	24	25	26	27	28	29	
30														30	31					30	31						

 **YELLOW** Dates are Deadlines

 **BLUE** Dates are our Publishing Dates

AD RESERVATION/AD COPY DUE by 4 p.m. on Deadline Day (see yellow dates above)

CANCELLATION FEE: If you cancel your ad after deadline and/or after your ad has been designed you will incur a \$35 charge.

CLASSIFIEDS: \$10 per each 15 words • \$10 per 1" tall photo. **DISPLAY CLASSIFIEDS:** \$10 per column inch (1 3/4" W by 1" Tall).

SPECIAL EDITIONS: Throughout the year *The Loop* features specials to showcase holidays, events and topics of interest. All ads in the special editions are **full color only**. Call for details and rates: (661) 822-8188 (Special Editions themes are subject to change)

PROOFING

Approving the ad proof is the advertiser's responsibility. *The Loop* and Hilltop Publishers cannot be responsible to proof your work for any typographical errors, omissions or mistakes. **Look over your proof carefully and thoroughly!**

Clearly convey any changes as to paragraph, line, or other location – this helps to ensure accuracy. Voice any concerns about the content, design or colors from the start. *Be sure these changes are reflected in any future proofs.*

NOTE: Ad design is included in our rates as an added value, but excessive additional changes made after the **first revised** proof may acquire a **\$35 design fee** per updated proof. Make sure to look over your proof carefully & thoroughly the first time you see it.

READERSHIP: *The Loop* is printed biweekly (every other week) with approximately 17,000 readers per issue, including 3,000 online. *The Loop* newspaper is distributed by direct mail and carrier to over 250 popular locations throughout Tehachapi & East Kern Country.

The Loop is a family-run community newspaper that has been bringing Tehachapi and neighboring communities together since 2001. We feature upcoming events and happenings, local columnists, and community news.

2018 Special Editions

JULY - Summer Fun Guide/4th of July

AUGUST - Mountain Festival

SEPTEMBER - Autumn Fun Guide

NOVEMBER - Winter Fun Guide/Shop Local