

The Loop

Celebrating Community in Tehachapi and East Kern County

(661) 822-8188

www.theLoopNewspaper.com

2019

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					1	2					1	2		1	2	3	4	5	6		
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28			28	29	30	31				28	29	30				
													31														

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						1		1	2	3	4	5	6				1	2	3		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	31
							30																				

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	2	3	4	5	6	7		1	2	3	4	5					1	2	1	2	3	4	5	6	7		
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	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.

2019 Special Editions

JULY - Summer Fun Guide/4th of July

AUGUST - Mountain Festival

SEPTEMBER - Autumn Fun Guide

NOVEMBER - Winter Fun Guide/Shop Local