



Celebrating Community in Tehachapi and East Kern County

(661) 822-8188

www.theLoopNewspaper.com

2021

RATE CARD

Color Rates	1 Issue Rate:	7 Issue Rate:	13 Issue Rate:	26 Issue Rate:
Sixteenth <small>2.39" WIDE X 3"</small>	\$155	\$124	\$117	\$108
Eighth Page <small>5" WIDE X 3"</small>	\$253	\$202	\$190	\$177
Quarter Page <small>HORIZONTAL 5" W X 6.22" VERTICAL 10.15" W X 3"</small>	\$435	\$350	\$327	\$305
Half Page <small>HORIZONTAL 10.15" W X 6.22" VERTICAL 5" W X 12.7"</small>	\$715	\$573	\$537	\$500
FULL Page <small>10.15" WIDE X 12.7"</small>	\$1353	\$1082	\$1015	\$947

Black & White Rates	1 Issue Rate:	7 Issue Rate:	13 Issue Rate:	26 Issue Rate:
Sixteenth <small>2.39" WIDE X 3"</small>	\$121	\$97	\$90	\$85
Eighth Page <small>5" WIDE X 3"</small>	\$210	\$168	\$157	\$147
Quarter Page <small>HORIZONTAL 5" W X 6.22" VERTICAL 10.15" W X 3"</small>	\$325	\$260	\$244	\$228
Half Page <small>HORIZONTAL 10.15" W X 6.22" VERTICAL 5" W X 12.7"</small>	\$583	\$466	\$438	\$408
FULL Page <small>10.15" WIDE X 12.7"</small>	\$1045	\$836	\$784	\$732

The "Rule of Seven" is the concept that consistent advertising helps build relationships with your customers.

At The Loop Newspaper we combine repetition with PR so your ad has even more impact. Advertise and let The Loop help you tell your story.

Ask your salesperson for details.

Special Sections

Real Estate	\$80 Per Listing for 2 issue run <small>ADS BEGIN THE FIRST ISSUE OF THE MONTH</small>
Business Directory <small>2.25" W X 1.5"</small>	Black & White: \$40 per issue \$140 for 5 issues (prepaid) \$225 for 8 issues (prepaid)
Business Directory <small>2.25" W X 1.5"</small>	Full Color: \$50 per issue \$160 for 5 issues (prepaid) \$225 for 7 issues (prepaid)

Premium Positions Full Color

Quarter Front	\$530	<small>5" WIDE X 4"</small>
Quarter Back	\$490	<small>5" W X 6.22"</small>
Half Back	\$760	<small>HORIZONTAL 10.15" W X 6.22" VERTICAL 5" W X 12.7"</small>

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 35% discount*** on single issue rate
*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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