



Celebrating Community in Tehachapi and East Kern County

(661) 822-8188

www.theLoopNewspaper.com

2021

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

YELLOW Dates are Deadlines BLUE Dates are our Publishing Dates

AD RESERVATION/AD COPY DUE by 1 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 (approx. 1 3/4" W by 1" Tall).
SPECIAL EDITIONS: Throughout the year *The Loop* may feature specials to showcase holidays, events and topics of interest.
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 with approximately 16,000 readers per issue, 11,000+ views online per month. *The Loop* newspaper is distributed by direct mail and carrier to over 250 popular locations throughout Tehachapi & East Kern Country.

Ask about our other products:
Experience Tehachapi Magazine, our map of the Tehachapi area and The Loop Digital Network. Call us to find out how to be included in any of these publications.

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.