



Celebrating Community in Tehachapi and East Kern County

**(661) 822-8188**

[www.theLoopNewspaper.com](http://www.theLoopNewspaper.com)

# 2022

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

**Deadlines (every other Friday)**

**Publishing Dates (every other Saturday)**

**AD RESERVATION IS DUE by 1 p.m. on Deadline Date** (see every other Friday highlighted yellow above)

**CANCELLATION FEE:** If you cancel your ad after your ad has been designed and approved you will incur a \$50 charge.

### APPROVING YOUR AD

- **Approving the ad proof is the advertiser's responsibility.** *The Loop* and Hilltop Publishers are not responsible for checking 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 future proofs.*
- Colors may vary from proof to newsprint due to printing process factors.

**NOTE:** Ad design is included in our rates as an added value, but we will add a **\$35 design fee** per proof after the **first revised** proof if changes are excessive. We will bring this to your attention at this point.

### READERSHIP

*The Loop* is printed biweekly with approximately 20,000 readers per issue, 8,000+ views online per month. The newspaper is distributed by carrier to over 250 popular locations throughout Tehachapi & East Kern County. We also have over 300 paid subscribers.

### SPECIAL EDITIONS AND OTHER PROJECTS

Throughout the year *The Loop* features specials to showcase holidays, events and topics of interest. We also publish a map of the Tehachapi area, menus for select local restaurants, and we now offer *The Loop Digital Network*. (Special Edition themes and print dates are subject to change.) **Ask your salesperson for details or call us at (661) 822-8188.**

*The Loop is a family-run, community newspaper that has been bringing Tehachapi and neighboring communities together since 2001.*