



Celebrating Community in Tehachapi and East Kern County

(661) 822-8188

www.theLoopNewspaper.com

2023 RATE CARD

Color Rates	1 Issue Rate:	7 Issue Rate:	13 Issue Rate:	26 Issue Rate:
Sixteenth <small>2.39" WIDE X 3"</small>	\$170	\$136	\$127	\$113
Eighth Page <small>5" WIDE X 3"</small>	\$280	\$224	\$210	\$196
Quarter Page <small>HORIZONTAL 5" W X 6.22" VERTICAL 10.15" W X 3"</small>	\$480	\$380	\$360	\$312
Half Page <small>HORIZONTAL 10.15" W X 6.22" VERTICAL 5" W X 12.7"</small>	\$785	\$628	\$589	\$550
FULL Page <small>10.15" WIDE X 12.7"</small>	\$1488	\$1190	\$1116	\$1040
Front Page <small>5" WIDE X 4"</small>	\$530	\$424	\$398	N/A

Black & White Rates	1 Issue Rate:	7 Issue Rate:	13 Issue Rate:	26 Issue Rate:
Sixteenth <small>2.39" WIDE X 3"</small>	\$133	\$107	\$100	\$90
Eighth Page <small>5" WIDE X 3"</small>	\$230	\$184	\$172	\$161
Quarter Page <small>HORIZONTAL 5" W X 6.22" VERTICAL 10.15" W X 3"</small>	\$357	\$285	\$265	\$250
Half Page <small>HORIZONTAL 10.15" W X 6.22" VERTICAL 5" W X 12.7"</small>	\$640	\$512	\$480	\$450
FULL Page <small>10.15" WIDE X 12.7"</small>	\$1150	\$920	\$860	\$800

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

Your ad will have even more impact when you combine repetition with value-added article space.

Ask your salesperson for details.

Prices listed are per issue.

Special Sections	
Real Estate	\$90 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: \$50 per issue \$150 for 5 issues (prepaid) \$240 for 8 issues (prepaid)
Business Directory <small>2.25" W X 1.5"</small>	Full Color: \$60 per issue \$170 for 5 issues (prepaid) \$240 for 7 issues (prepaid)

Classifieds

\$15 for 15 words and \$15 per 1" tall photo.

Display Classifieds

\$15 per column inch (1.75" W X 1")

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.
- Nonprofit 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.*
- **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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