



Celebrating Community in Tehachapi and East Kern County

(661) 822-8188

www.theLoopNewspaper.com

2024 RATE CARD

| Color Rates | 1 Issue Rate: | 7 Issue Rate: | 13 Issue Rate: | 26 Issue Rate: |
|--|---------------|---------------|----------------|----------------|
| Sixteenth <small>2.39" WIDE X 3"</small> | \$187 | \$150 | \$140 | \$131 |
| Eighth Page <small>5" WIDE X 3"</small> | \$308 | \$246 | \$231 | \$216 |
| Quarter Page <small>BLOCK 5" W X 6.22" WIDE 10.15" W X 3"</small> | \$528 | \$422 | \$396 | \$370 |
| Half Page <small>WIDE 10.15" W X 6.22" TALL 5" W X 12.7"</small> | \$863 | \$690 | \$647 | \$604 |
| FULL Page <small>10.15" WIDE X 12.7"</small> | \$1636 | \$1308 | \$1227 | \$1144 |
| Front Page <small>5" WIDE X 4"</small> | \$583 | \$466 | \$437 | \$408 |

| Black & White Rates | 1 Issue Rate: | 7 Issue Rate: | 13 Issue Rate: | 26 Issue Rate: |
|--|---------------|---------------|----------------|----------------|
| Sixteenth <small>2.39" WIDE X 3"</small> | \$146 | \$117 | \$109 | \$102 |
| Eighth Page <small>5" WIDE X 3"</small> | \$253 | \$202 | \$190 | \$172 |
| Quarter Page <small>BLOCK 5" W X 6.22" WIDE 10.15" W X 3"</small> | \$392 | \$314 | \$294 | \$274 |
| Half Page <small>WIDE 10.15" W X 6.22" TALL 5" W X 12.7"</small> | \$704 | \$562 | \$528 | \$493 |
| FULL Page <small>10.15" WIDE X 12.7"</small> | \$1265 | \$1012 | \$949 | \$885 |

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 | \$99 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: \$55 per issue \$165 for 5 issues (prepaid) \$264 for 8 issues (prepaid) |
| Business Directory <small>2.25" W X 1.5"</small> | Full Color: \$65 per issue \$187 for 5 issues (prepaid) \$264 for 7 issues (prepaid) |

Classifieds

\$16.50 for 15 words and \$16.50 per 1" tall photo.

Display Classifieds

\$16.50 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)(3) 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 \$50 design charge.

The Loop Newspaper

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