



Celebrating Community in Tehachapi and East Kern County

(661) 822-8188

www.theLoopNewspaper.com

2025 RATE CARD

Color Rates	1 Issue Rate:	7 Issue Rate:	13 Issue Rate:	26 Issue Rate:
Sixteenth <small>2.39" WIDE X 3"</small>	\$196	\$156	\$147	\$137
Eighth Page <small>5" WIDE X 3"</small>	\$323	\$258	\$242	\$226
Quarter Page <small>BLOCK 5" W X 6.22" WIDE 10.15" W X 3"</small>	\$554	\$443	\$416	\$388
Half Page <small>WIDE 10.15" W X 6.22" TALL 5" W X 12.7"</small>	\$906	\$725	\$680	\$634
FULL Page <small>10.15" WIDE X 12.7"</small>	\$1718	\$1374	\$1289	\$1203
Front Page <small>5" WIDE X 4"</small>	\$613	\$490	\$460	\$429

Black & White Rates	1 Issue Rate:	7 Issue Rate:	13 Issue Rate:	26 Issue Rate:
Sixteenth <small>2.39" WIDE X 3"</small>	\$154	\$123	\$116	\$108
Eighth Page <small>5" WIDE X 3"</small>	\$265	\$212	\$199	\$186
Quarter Page <small>BLOCK 5" W X 6.22" WIDE 10.15" W X 3"</small>	\$412	\$330	\$309	\$288
Half Page <small>WIDE 10.15" W X 6.22" TALL 5" W X 12.7"</small>	\$739	\$591	\$554	\$517
FULL Page <small>10.15" WIDE X 12.7"</small>	\$1328	\$1062	\$996	\$930

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	\$109 Per Listing/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 \$170 for 5 issues (prepaid) \$270 for 8 issues (prepaid)
Business Directory <small>2.25"W X 1.5"</small>	Full Color: \$65 per issue \$190 for 5 issues (prepaid) \$270 for 7 issues (prepaid)

Classifieds

\$18 for 15 words and \$18 per 1" tall photo.

Display Classifieds

\$18 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 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 your ad has been designed you will incur a \$50 design charge.

The Loop Newspaper

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