

# The Loop Rate Card

**The Loop is an online calendar and weekly e-bulletin promoting local music, culture and entertainment. The Loop is the only advertising vehicle of its kind in Southern Ontario.**

Voted # 1 local website by Echo Magazine readers

**www.theloop.ca**

Live Music  
Cinema/Movies  
DJs  
Theatre  
Art  
Festivals

**the LOOP**  
online calendar & free weekly email bulletin  
for local music, culture & entertainment

Things to check out this week:

- 
- 
- 
- 
- 
- 

Don't forget to subscribe to the  
**FREE** weekly email bulletin!

**SUBSCRIBE**



## The Loop is:

- An inexpensive way to promote your local business or event.
- Expands your reach by giving you an online marketing presence.
- An effective vehicle to drive traffic to your website.
- Reaches over 3,000 weekly e-bulletin subscribers and gets even more website hits.

## The Loop's Demographic

By advertising with The Loop you are focusing on a niche market. The Loop's e-bulletin subscribers and website viewers are "urban influencers" who attend local cultural events. Our recent survey indicates that they support local businesses before and after events and turn to The Loop several times a week for their local event information. Our main demographic is largely between 24 - 44. They are the educated influencers in the community. The Loop e-bulletin subscribers are a dedicated audience who look forward every week to receiving The Loop in their inbox.

## Partner With Us

Our ads are sold as a package. Advertising partners can buy ads for individual cities, multiple cities or across the entire network with ads running on both the e-bulletins and website. Partnership packages are designed to give you maximum reach.

### **Advertising Policies:**

- All ad runs begin on a Wednesday.
- Ad copy is due by 5 pm the Monday prior to the ad run.
- Ad copy is sent to [office@theloop.ca](mailto:office@theloop.ca)
- Once the ad run begins, clients will be invoiced via email.

The LOOP reserves the right to approve all copy before publication and the right to refuse or cancel any advertisement at any time if deemed to contain a racist, sexist, homophobic or otherwise prejudicial substance or tone.

The advertiser agrees that should an error occur, the Loop's liability shall not exceed (a) a corrected rerun or (b) credit for said ad.

**For further inquiries please contact your local City Rep:**

**Guelph - Don Stewart (519) 654-8389 [don@theloop.ca](mailto:don@theloop.ca)**  
**Toronto, Queen West - Bryen Dunn (416) 761-1673 [bryen@theloop.ca](mailto:bryen@theloop.ca)**

**All other cities and inquiries: Mary Cross, Publisher [office@theloop.ca](mailto:office@theloop.ca) (519) 716-0688 Skype - "theloopheadoffice"**



### **WEEKLY PARTNER**

10.5" x 2" Horizontal Ad on 1 city's e-bulletin & website for 1 week. And, text ad in the e-bulletin.

**\$199/week**

Be The Loop's local **WEEKLY PARTNER**. We allow only 1 local advertiser per week on each city's website and e-bulletin. You will get great online exposure because your message is often the only advertising that they see. These large size ads have visual impact on viewers and allow for multi-messaging. All banner ads link directly to your website to increase your traffic. The local Weekly Partner also gets a two-sentence long text ad in the e-bulletin. All text ads link directly to your website.

### **DAY/CATEGORY AD**

4" x 8" Half Page vertical ad on a Category or Day of the Week Page on 1 city's website for 1 week. Cost depends on which Day or Category chosen.

**\$40 - \$99/week**

### **HOME PAGE AD**

10.5" x 2" Horizontal Ad or 3.5" x 8" Vertical Ad on the Home Page for 1 week. This ad is seen by people from every Loop city. This page has the most hits.

**\$225/week**

### **VENUE AD**

4" x 8" Half Page Vertical Ad on our new Venue Pages. Establishments can now target new and recurring customers.

**\$149/4 weeks**

**\$249/8 weeks**

**\$600/26 weeks**

**Discounted rates** available on multiple cities, multiple ad placements and on multiple weeks.

**NETWORK PARTNER packages** are available to display ads on every city's website and weekly e-bulletin & the Home page. Contact Publisher, Mary Cross to discuss rates - [office@theloop.ca](mailto:office@theloop.ca) or (519) 716-0688.

inner Manager AE VZU: ... X | The Loop: Kitchener Waterloo ... X

www.TheLoop.ca

EMAIL BULLETIN

EVENT CALENDAR ABOUT THE LOOP SUBSCRIBE EMAIL BULLETIN ADVERTISE IN THE LOOP LIST YOUR EVENT TELL A FRIEND

THE LOOP: Hamilton/Burlington, KW/Cambridge, Guelph Music, Culture & Entertainment.  
- to view an event calendar, select your location.

Select Location: SELECT ONE

Home Page Vertical Banner Ad  
3.5"x 8" or 252 x 576 pixels (or shorter)

From: The Loop Guelph Weekly @theLoop.ca  
Sent: Wednesday, November 25, 2007 10:27 AM  
To: The Loop  
Subject: The Guelph Loop Nov. 22 - Nov. 28

the LOOP  
people's free weekly email bulletin

Subscribe  
Sponsored Listings  
\$15 will put your event here and in front of 1,500 subscribers.

93.3fm

THE WEEK OF: THURSDAY NOVEMBER 22-28, 2007

search by day: TH F S S M T W

TO VIEW THE FULL CALENDAR CLICK HERE

SEARCH BY CATEGORY: All Country | All Rock/Pop | Blues | Classical | Country | Folk/Celtic/Bluegrass | Funk/Soul | Hip-Hop/R&B | Jazz | Latin | Punk | Reggae | Soul | World | Miscellaneous | All Ages | Dance Performance | Outdoors | Festival | Film | Food/Beverage | Historical | LGBTQ/Queer | Open Calls/Opportunities | Theatre | U of Guelph | Wheelchair Accessible | Youth

--- CINEMA/MOVIES ---  
The film **CRASH** LOOP has mixed reviews. However, if you are a fan of Ang Lee, want to see what the NC-17 ratings fuss was all about or are a fan of Wong Kar Wai's brooding music Tony Leung, it may be worth screening - [Nov. 23 - 29](#)

**MORTMAGH BELLY BASH** is a cabaret event with musicians and dancers of all styles but with a focus on bellydancing - [Friday, Nov. 23](#)

**MUSIC: (FREE)**  
You can catch a FREE noon hour concert by the **SUNFARER PLAYERS**, a band whose music lies somewhere along the alt/folk continuum - [Friday, Nov. 23](#)

**MUSIC:**  
The **STYLE OF HUSTLE** is fronted by Broken Social Scene guitarist Andrew Whitehead. His band infuses altrock with Latin vibes - [Tuesday, Nov. 27](#)

**MUSIC:**  
Montrealer **C.R. AVERY** honed his lyrics through slam poetry and has created a compelling one-man band performance - [Tuesday, Nov. 27](#)

**POETRY/BOOK READING:**  
Author **YANN MARTEL** is the award winning author of **THE LIFE OF PI**. He reads from his latest - [Thursday, Nov. 22](#)

Subscribe  
Advertising  
Thanks, we're glad you are in THE LOOP

--- FREE WILL ASTROLOGY ---  
Week beginning November 22  
Copyright 2007 by Rose Breenan  
http://www.astrology.com/astrology

Horizontal Banner Ad on a city's e-bulletin  
10.5" x 2" or 756 x 144 pixels

MUSIC, CULTURE & ENTERTAINMENT

the LOOP  
online calendar & free weekly email bulletin for local music, culture & entertainment  
www.TheLoop.ca

subscribe EMAIL BULLETIN

EVENT CALENDAR ABOUT THE LOOP SUBSCRIBE EMAIL BULLETIN ADVERTISE IN THE LOOP LIST YOUR EVENT TELL A FRIEND

Arts Grass! Saturday, March 1, 2008

KW/Cambridge

EVENT CALENDAR

THE WEEK OF: THURSDAY FEBRUARY 14-20, 2008

TH	F	S	S	M	T	W
EVERY WEEK The Tinker's Wedding Giles App Bass Lions/ Monster Sho	EVERY WEEK The Tinker's Wedding Livas and Hatasas Battle of the North	EVERY WEEK Cathy Busby: Banded KW Community Orchestra The Tinker's Wedding	EVERY WEEK MOVIES - Cambridge MOVIES - Rep MOVIES - Rep Wine, Blues Festival	EVERY WEEK MOVIES - Cambridge MOVIES - Rep MOVIES - Rep Winter Blues Festival	EVERY WEEK Stomp MOVIES - Cambridge MOVIES - Rep MOVIES - Rep Chamber Ensemble	EVERY WEEK Stomp MOVIES - Cambridge MOVIES - Rep MOVIES - Rep Chamber Ensemble

Horizontal Banner Ad on a city's Website Calendar  
10.5" x 2" or 756 x 144 pixels

MUSIC, CULTURE & ENTERTAINMENT

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subscribe EMAIL BULLETIN

EVENT CALENDAR ABOUT THE LOOP SUBSCRIBE EMAIL BULLETIN ADVERTISE IN THE LOOP LIST YOUR EVENT TELL A FRIEND

EVENT CALENDAR

search for an event: search

search by week: DEC 13-24

search by month: SELECT

search by category: --CLASSICAL

-- CLASSICAL

Featured Listings

- 1/1/2008 [Quelch Symphony - River Run Centre](#)
- 1/27/2008 [KW2 Signature Series - River Run Centre](#)
- 12/17/2007 [Camping at City Council - City Hall](#)
- 12/20/2007 [Festival Of Carols - St. Johns Church, Elora](#)
- 1/20/2008 [Elora Fest. & Singers - St. Johns Church, Elora](#)
- 3/0/2008 [Elora Fest. & Singers - Knox Presbyterian Church, Elora](#)
- 3/30/2008 [EPA&G Benefit Concert - Knox Presbyterian Church, Elora](#)
- 4/25/2008 [Elora Fest. & Singers - St. Johns Church, Elora](#)

Everdale Tours  
HOME ALIVE!  
ORGANIC FARM  
MEDICINAL HERB GARDEN  
COMMUNITY CENTRE  
FOREST BOUND WALK TRAIL  
EVERDALE CADINS

Guided tours every Saturday, from June to September >>>

<< go back

Half Page Vertical Ad on a city's website Categories, Days of The Week or Venue Pages.  
4" x 8" or 288 x 576 pixels