

WMMI Geology Day, Jan. 7



Above: On Jan. 7, the Western Museum of Mining & Industry held its annual Geology Day. Visitors panned for gold, saw demonstrations of gold-processing techniques by the Gold Prospectors of Colorado, learned about fossils and geologic processes from the Colorado Springs Mineralogical Society and staff from Florissant Fossil Beds, and saw demonstrations of historic and modern-day assaying processes. A member of the Gold Prospectors of Colorado is pictured searching for gold in his pan as the last stage demonstrating a gold separation technique using a “high banker” and other equipment. The gold assayed from this material yielded over 20 ounces per ton, while typical ore deposits yield closer to 3 ounces per ton. Information on upcoming museum events, like the Writers Workshop and Science Day, can be found at www.wmmi.org. Photo by David Futey

Wal-Mart donation to TLC



Above: Tri-Lakes Cares (TLC) recently received a \$25,000 grant from the Walmart Foundation’s State Giving Program to support the organization’s mission of improving people’s lives through emergency, self-sufficiency, and relief programs. “Tri-Lakes Cares is so grateful for the continued support of the Walmart Foundation’s State Giving Program,” said Haley Chapin, TLC executive director. “These funds will be incredibly instrumental in allowing us to serve folks struggling to make ends meet. We are the only comprehensive community resource in this part of the county, so the programs and services we offer are critical to our clients.” The grant was presented to TLC during a check presentation ceremony Jan. 23 at its offices. Pictured are, from left, Haley Chapin, Jillian Smull, Kaitlyn Ward, and Lori Zarkovacki. Photo courtesy of Tri-Lakes Cares.

Why advertise in OCN?

- **OCN is mailed FREE to every resident and business in the Tri-Lakes area.** We mail more than 16,900 copies every month and put another 700 copies in stacks throughout the area. *OCN* has the largest mailed circulation and the third-largest circulation among local newspapers in El Paso County after *The Gazette* and *The Colorado Springs Independent*. We put copies of *OCN* into the hands of those people most likely to buy your products or services: local residents and businesses.
- **OCN is a primary source for Tri-Lakes area news.** Since 2001, *OCN* has been presenting unbiased, detailed coverage of Tri-Lakes area governmental entities and their deliberations and actions. Credibility is key during tough times. Advertising in a credible medium typically rubs off on the advertisers in that media.
- **OCN gives preference to Tri-Lakes area businesses.** As part of *OCN*’s long-standing commitment to encouraging the economic health of the Tri-Lakes area, we offer a significantly discounted ad rate to local businesses as a way to help local businesses like yours succeed.
- **OCN’s low ad rates and monthly publication schedule help stretch your ad budget.** *OCN* has one of the lowest ad costs per printed copy of any local publication. Since *OCN* is a monthly publication, your ad is out there for a month—more than four times longer than other local papers. Many of our advertisers tell us they’re still getting calls in the third and fourth week of the month.
- **OCN doesn’t use contracts.** You aren’t tied down. Adjust your advertising month-to-month to meet your changing needs. Our advertisers advertise with us because they see benefit in it, not because they’re bound by a contract they signed months before. To reward frequent advertisers, *OCN* has a Frequent Advertiser Bonus (FAB) rewards program. You earn up to 10% of your ad cost as a reward you can use to reduce the cost of future *OCN* advertising. The more you advertise with *OCN*, the more you save. Thanks to our FAB rewards program, *OCN* advertisers have saved more than **\$49,100!**
- **You are supporting a good thing.** Your advertising dollars support a unique all-volunteer, Tri-Lakes-focused effort to present factual, comprehensive news to all Tri-Lakes area residents.

And the best reason of all: It works!

- Randi and Dale Sehestedt, Woodmoor Handyman and Snow Plowing** - “*OCN* is the only paper we advertise in and it consistently brings us plenty of good local customers. Great paper and great people to work with.”
- Joan Powers, Powers Pet Porters** - “Your ad is a great value and I get calls nearly every month from it.”
- Melissa Riesling, LPC** - “Advertising with the *OCN* has been terrific! I have so many people tell me ‘I saw your ad!’ The *OCN* is a very affordable way to promote your business in the community.”
- Kerri Bohler, The Villa Restaurant** - “Thanks for all you have done for us. Our ad with *OCN* was the best thing we ever did for advertising. It outshines all the rest.”
- Gehu and Jenny Gonzalez, Wash ‘n’ Roll** - “...We are thrilled to be entering the new window cleaning season, and it has been a great experience to advertise with you! We feel happy to support *OCN* for how it enriches our community!”
- Valorie Havercamp, Purple Mountain Jewelry** - “I want you to know that you are truly appreciated...as is all of the great *OCN* staff! Thanks to all for what you do for the community!”
- Mary Sue Hafey, Fringe Benefits Custom Interiors** - “Since I starting advertising with *OCN* years ago, it has helped brand my company while consistently increasing my exposure and sales!”
- Elba D’Asaro, Spa Medica** - “*OCN* ads work!”
- Cathy Thompson, Johan Hair Studio** - “*OCN* is my paper of choice for advertising. The ads John has helped me design have provided a constant stream of new clients. My ads have paid for themselves many times over! Thanks John!”
- Mike Reaster, Guitar Lessons** - “Ads in *OCN* work great for me. I tried other local papers and got no response. Thanks to my ads in *OCN*, I can work from home and make a decent living. All my work comes from my ads in *OCN*.”
- Donna Mallon, Donna’s Dolphins swim school** - “This is the best advertising money I’ve spent! *OCN* is the best paper in town and readers look forward to every issue. I have seen a big response to my ad in this paper. I do not need to advertise anywhere else as my other advertising is word of mouth! Thank you *OCN* for your hard work to make this paper stand out from the rest in our community!”

For more information on advertising, go to www.ocn.me/advertise.htm or contact John Heiser at (719) 488-3455 or ads@ocn.me.