

Why advertise in OCN?

- **OCN is mailed FREE to every resident and business in the Tri-Lakes area.** We mail more than 16,100 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.** For the past 14 years, *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 takes ads only from Tri-Lakes area businesses.** In *OCN*, your ad won't be competing for attention with ads from Colorado Springs and Castle Rock. This policy was adopted at the founding of *OCN* in 2001 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 program, *OCN* advertisers have saved more than \$37,000!
- **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!

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 and B&E Filling Station 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!"

Paula Brady, 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 new 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.

Peter Yarrow at TLCA, Aug. 21

On Aug. 21, Peter Yarrow of the folk group Peter, Paul, & Mary entertained the sold-out audience at the Tri-Lakes Center for the Arts (TLCA) with songs, stories, and encouragement to make a statement. Recalling when Peter, Paul & Mary sang at the march on Washington in 1963, Yarrow said that as they sang the people in attendance were "saying the words with us, and together we were making a statement together." He encouraged the audience to make a statement and "be an instrument" of change. He continued that "change happens when people say it is the right thing to do." Noting "music speaks louder than words" and "hearing someone sing takes off their mask," he encouraged audience participation throughout the evening with songs including *Leaving on a Jet Plane*, *We Shall Not Be Moved*, and *Puff the Magic Dragon*. Besides performing worldwide, Yarrow spoke of his work with Operation Respect, a nonprofit education and advocacy organization he co-founded in 1999. It seeks a "safer, more respectful, and bully-free environments for children and youth." Information on upcoming events at the TLCA is at www.trilakesarts.org.



Above: Peter Yarrow leads a group of audience members in the singing of *Puff the Magic Dragon*, which he co-wrote in 1959 while attending Cornell University. Photo by David Futey.

Heartsaver CPR First Aid, Aug. 22



Above: Teri Stephens administered CPR and heat stroke first aid to an "infant" who had been left in a hot car at the Heartsaver class held Aug. 22. Students practiced multiple real-life scenarios as directed by EMT Instructor Carley Lehman. The class highlighted how first aid, cardiopulmonary resuscitation (CPR), and the use of an Automatic External Defibrillator (AED) can allow regular people to help save lives. Contact Tri-Lakes United Methodist Church Emergency Preparedness Group at epg@tlumc.org, or check with your local fire district, to find out when the next class will be offered. Ask about Community Emergency Response Training (CERT) classes coming this fall, too. Photo by Susan McCreedy.