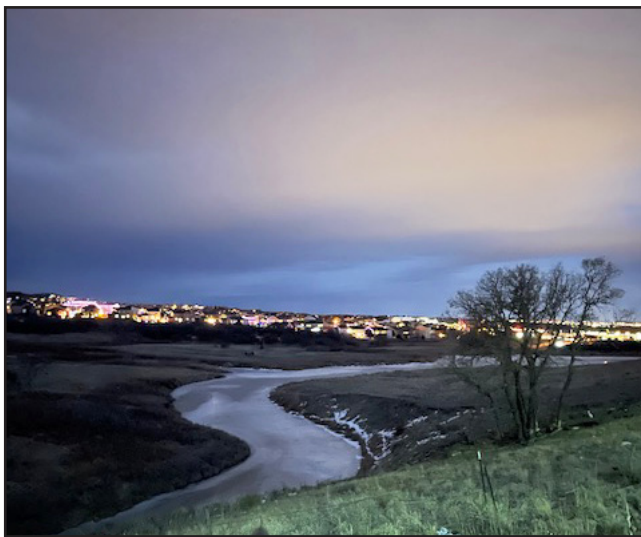


OCN photo contest winners (cont.)



Above: "Fun Footwear Yard Art" - In December, while taking my daily walk during snow flurries, I came upon this creative, playful display of shoes among some roadside Gambel oaks. *Photo by Sharon Williams.*

Right: Photo by Halsten Barszcz, an LPHS junior, took this photo of Jackson Creek behind Bear Creek Elementary school showing an icy creek and holiday lights.



Keep them coming! Send your best "Life in Tri-Lakes" photo to editor@ocn.me no later than **Jan. 22**. Please don't send more than two photos. Include names of any people in the photo, date taken, a description of the activity or location, and the name of the photographer. Call Lisa at 719-339-7831 with questions.

And we hear from our readers...

Our Community News has a loyal readership, which is truly appreciated by the all-volunteer staff. In light of this gratitude, some readers were asked when they first found OCN, where they read it, why they read it, suggestions, and also what they're up to these days.

Right: Claudia Swensen of Monument started reading OCN when it first appeared almost 20 years ago. "I read it because OCN tells us the facts about what is going on locally. It has civic news, covers important issues we need to know about, and we have such a good cultural life here for our size of a community with lots of art and events that OCN covers. I get it in my mailbox and sit on my garden swing and read it all at once, so I don't miss anything." Swensen also enjoys the monthly publication's calendar section. She is active in the community in myriad ways, sharing her wisdom at local libraries and outdoor specialty events. Her vast knowledge of alpacas includes fiber and spinning, and she says, "... Keep an eye out, I might lead an historic tour of Monument including a guest alpaca." She helps train them for hospice work and expos, taking them for walks to meet people and get used to groups. *Photo courtesy of Claudia Swensen.*



Why advertise in OCN?

- **OCN is mailed FREE to every resident and business in the Tri-Lakes area.** We mail more than 21,000 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 its founding in 2001, OCN has been presenting unbiased, detailed coverage of Tri-Lakes area governmental entities and their deliberations and actions. Credibility is key. 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 Tri-Lakes area 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 \$90,200!
- **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 businesses.

And the best reason of all: It works!

Crystal Wright, Crystal's In-Home Training - *"I have had the best success with advertising in the Our Community News for my business. 95% of my new clients are coming from this local paper, and I couldn't be more pleased. If you are thinking of advertising in the Monument area, I recommend you advertise with this paper."*

Mike Smith, Woodsmith Custom Creations - *"OCN is the only paper that works for me. I've tried other newspapers, one that comes out daily and another that comes out weekly. Compared to the results I get from advertising in the OCN the other papers are flops. I get a fairly priced ad in my targeted area with calls referencing my ad every month. It can't be beat!"*

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."*

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!"*

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."*

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