

Gleneagle Golf Club gives firefighters free golf for a day



Left: From left, Donald Wescott Fire Protection District Board Director Bo McAllister and Wescott firefighters Wayne Krzmien and Brian Crawford enjoyed a free lunch following a free round of golf July 23 at the Gleneagle Golf Club. The club expressed thanks of a grateful community for the courageous firefighting efforts of the men and women involved in battling the Waldo Canyon Fire.



Right: Firefighter Mo Ayala of the Tri-Lakes Monument Fire Protection District takes part in a free lunch and round of golf at the Gleneagle Golf Club.

Why advertise now?

In tough economic times, businesses that continue or expand their advertising take market share from those that reduce or stop advertising. Businesses that gain market share during downturns tend to keep that increased market share when economic conditions improve. Each percentage point of market share gained during a recession is worth that much more as the economy improves.

A McGraw-Hill study following the 1981-1982

recession found that from 1980 to 1985, companies that maintained or increased their advertising typically grew their sales 14 times more than companies that cut back on advertising.

At least six studies conducted during recessionary periods from 1960 to 1990 found the same correlation.

Smart business owners are not cutting back on their advertising, but they are being careful about where they invest their advertising dollars.

Why advertise in OCN?

- **OCN is mailed free to every resident in the Tri-Lakes area.** We mail 15,300+ copies every month. OCN has the **highest mailed circulation** among local newspapers in El Paso County. We put copies of OCN into the hands of those people most likely to buy your products or services: local residents.
- **OCN is a primary source for Tri-Lakes area news.** For the past 11 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 only takes ads 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 the lowest ad cost 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 does not 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** program. You earn up to 10% of your ad cost as a bonus you can use to reduce the cost of future OCN advertising. The more you advertise with OCN, the more you save.
- **You are supporting a good thing:** Your advertising dollars support a unique all-volunteer, Tri-Lakes-area-focused effort to present factual, comprehensive news to all Tri-Lakes area residents.

And the best reason of all: It works!

- **Cathy Thompson, Monumental Styles & Co.** - "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!"
- **Scott Sanders, Sanders Consulting** - "I've tried advertising with other papers that cost three times as much and never get nearly the response I do from my OCN ad. Even my long standing customers tell me 'We saw your ad in OCN!'"
- **Lois Wilde, L&L Field Mowing** - "The boys were amazed at how quickly they received calls last year after their ad went into the May issue. The jobs they got from the OCN kept them busy all summer."
- **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!"
- **Kerri Bohler, 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."
- **Yukie Stauffer, Vitae Salon** - "We had great response from our ad. I really appreciate it. It is amazing to see how many people came to us with our ad from OCN and many of our clients mentioned about our ad."
- **Sarah Groh, Voice and Piano Lessons** - "Your paper has been the best press I have ever had."
- **Annie Matchett, House for Sale** - "Thanks to the ad I ran in OCN, I sold my house in Woodmoor in one month. It worked great!"
- **Kathie Kaufer, Help Wanted for Family Reunion** - "The ad yielded excellent results. Thanks!"

For advertising information, call John Heiser at 488-3455 or visit www.ocn.me



Above: Firefighters James Krupp, left, and Zach Haslett, both from Security play a free round of golf at the Gleneagle Golf Club.



Above: Firefighters Brian Gardner from Station 8 in Colorado Springs, left, and Keko Kotcher from the Air Force Academy firefighting force enjoy a free round of golf and lunch provided by the Gleneagle Golf Club on July 23 for all the heroes of the recent Waldo Canyon Fire.

Photos and captions by Bernard L. Minetti