

## Why Advertise in Our Community News?

- **OCN is mailed free to every resident and business in the Tri-Lakes area.**

We mail approximately 16,000 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. 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 13 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 trustworthy medium like community newspapers lends credibility to the advertiser.

- **OCN only publishes advertisements from Tri-Lakes area businesses.**

In *OCN*, your advertisement won't be competing for attention with ads from Colorado Springs or 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 our monthly publication schedule help stretch your advertising budget.**

*OCN* offers one of the lowest ad cost per printed copy of any local newspaper. Since *OCN* is a monthly publication, your ad will be in reader's hands for a month- more than four times longer that of the local papers. Many of our advertisers tell us that they are still getting calls in the third and fourth weeks of the month!

- **OCN does not use contracts.**

You are not tied down. Adjust your advertising month-to-month to meet your changing needs. Our advertisers choose us because they see the benefit in it, not because they are bound by a contract that they signed months before.

- **OCN offers a Frequent Advertiser Bonus rewards program (FAB).**

To reward frequent advertisers, *OCN* allows you to earn up to 10% of your ad cost as a reward that 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 \$29,000! \*\***

- **You are supporting a good thing!**

Your advertising dollars support a unique, all-volunteer, Tri-Lakes-area-focused effort to present detailed, factual, local news to all Tri-Lakes area residents and businesses.

For information, contact John Heiser at (719) 488-3455 or [ads@ocn.me](mailto:ads@ocn.me).

## Why Advertise Now?

In tough economic times, the businesses that continue or expand their advertising can take market share from those competitors that stop or reduce 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 results in that much more in sales 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 their advertising budgets. At least six different studies conducted during recessionary periods from 1960 through 1990 found the same correlation. Recent studies by today's marketing experts are drawing the same conclusions that advertising during economic slowdowns leads to increased market share and sales.