

PROOF IT WORKS

Below are some excerpts from thank you letters to the Gazette:

- Dear Steve, Thank you for the wonderful coverage of the Sandy Oktoberfest (2007), the cover feature story as well as the ad no doubt were responsible for the overwhelmingly success of the Friday concert and overall festival. You can count on us next year. Bud Abraham chairman—**Sandy Oktoberfest (2007)**

- I was asked to cut the ad budget from our Prudential Head office and to include our East County Gazette ad in which my comment to him was “I’d rather cut off my right arm, I’ll pay for it myself if I need to. It’s by far the best advertising we have going.” Steve Summer, (503) 668-8050—**Prudential Realty, Sandy (2004)**

- Just a note to thank you for the great write up and ad in the Gazette. The month it came out (the Gazette) we were up 700%. That’s right. I never dreamed your paper didn’t just bring us business it made our business. Look forward to another great year—Randy Hamm (503) 668-7749, **R&L Small Engine Repair (2002)**

- To Whom It May Concern, We tried all the other local newspapers with the exact same ad and did nothing. Our total with the Gazette in August was over 450 coupons. This is the best response out of any newspaper I have advertised in, including the Oregonian. Very pleased!—**Don Brouillette, Larry’s Butcher Shop, Sandy (2003)**

- The coupons and new customers are coming in every day. I especially appreciate the expertise and assistance in creating our ad/coupon. Your rates make it possible for us to advertise in a much larger area than we could afford otherwise. Look forward to a long and prosperous relationship. ----**Pam Zeapel, Cada Corner Coffee Shop, Estacada (2003)**

- Dear East County Gazette: Since I took over here at Edward Jones I’ve advertised in every newspaper in town, even though I never got any response, that is until the Gazette came along. In one month of advertising in your newspaper we’ve had at least a dozen people stop by because of our ad. I always know and appreciate a good deal. You have created a product that is top notch in this respect. The concept of advertising is so simple: Get your name out to as many people for as little money as you can. When I heard you were issuing 17,000 newspapers I didn’t hesitate. Thanks, ----

- We just wanted you to know we received 232 coupons back from our October, 2000, ad when we got less than a dozen from all the newspapers from the same ad. I will continue to advertise and support your newspaper— **Michael Modjeski, (503) 668-7817, Calamity Janes Restaurant, Sandy (2001)**

- Hi Steve, I went to Larrie’s Butchers Shop yesterday. He opened his file drawer cabinet, pulled out a stack of coupons he had ran in your last issue. He said it’s been the best response so far. P.S. Word of mouth is still the best advertising, but.... —**Pat Ruter, (503) 668-1999, Oregon Candy Farm, Sandy (1999)**

- Just wanted you to know we receive between 100 and 150 coupons back every time we run our ad. It’s been our most effective advertising ever. In fact, when the October, 2000 issue came out, we had our biggest weekend gross sales since we’ve been open. We’ve tried all the other local newspapers and coupon books in our area and never received this kind of response! We enjoy reading each issue and love the effect it has on our business and would recommend it to anyone. Thanks again for all your staff has done—**Jack Paola, (503) 663-1394, Paola’s Corner, Boring (2000)**

- When we ran our “buy one get one free” drink coupon in your newspaper, it was the best response than from any advertising that we’ve done. I tried all the local newspapers. The other papers together don’t compare to how well your newspaper worked for me. ---- **Lindsey Mitchell, Lin’s -N-Ferno Java Bar, Sandy (2001)**

- Dear Pat, “I get the best response from The East County Gazette than all the other advertising I do. It really works!!!—**Rose Peterson, (503) 668-6740, The City Grill, Sandy (2008)**

• Dear Gazette, I would like to thank you for the chance to advertise in your newspaper. We always receive more calls when the Gazette comes out the first of the month. I will now be advertising in your newspaper. I just wish that the newspaper would come out more than once a month—**Jessica Bailey, (503) 655-5433, RS Davis Recycling, Clackamas (2003)**

• To the Gazette: At first we were hesitant about advertising in the Gazette . . . but after our first ad this month we were overwhelmed by the response. New customers keep coming into the restaurant and mention they saw our ad. We have had customers coming to Welches all the way from Oregon City. If you want to increase your business and have great exposure, as a business owner, call the Gazette. Thank you—**Sherry, (503) 622-1662, The Territory Restaurant and Lounge, Welches(2004)**

• To the Gazette: I have received a good amount of response from your newspaper and after doing previous advertising in other newspapers, I would say . . . by far this one is the best. I have gotten more response and exposure from the Gazette than I received from any of the local town newspapers. We have new clients that read your newspaper, most of them never knew we were here until they saw us in your newspaper. So I thank you all for the great ideas and for putting up with me always coming in right at deadline—**Jana B. Lamiranda, New Perspectives Hair Salon, Sandy (2002)**

• We placed an advertisement in the Business Opportunity's. Would you please remove it from your next issue? We don't have any further openings now and its time consuming for us to answer all these calls. Thanks for your help—**Dan & Betty Lippincott, Big Link, Eagle Creek (2001)**

• Wow! What a response! I almost said no when Dan came around and told me about the East County Gazette. Advertising in the Oregonian and Outlook had been less than favorable. Since my first ad came out in October issue the phone calls have been steady. Forty-percent of our phone calls and 26% of our new members since October 1st, are thanks to advertising in the Gazette. I recommend advertising in the Gazette to everyone. It's a fresh voice for Gresham—**Denine Cochran, (503) 661-7766, Curves for Women, Gresham (2004)**

• I have gotten more calls than I can count from this newspaper! Cindy Griggs received "4" calls in one day after the newspaper was released. Although that may not seem overly typical, it just happened to be the 4th of July. I've advertised in the Oregonian, the Profile, the Real Estate Book, etc., and have never gotten the response that I got from your newspaper. I will continue to advertise and support you as will the rest of the office here at Windermere! Keep up the good work . . . it can only get bigger and better! Thank you again—**Brenda Morris, (503) 668-4131, Windermere Merit Realty, Sandy (1999)**

• Hi Steve, Just a note to let you know how pleased we were with the customer response to the Spring Air flyer we inserted in your newspaper. Both stores had sales because of it. We have tried inserts in the Oregonian and received very little business from it. We will use the Gazette again—**Jim Riegelmann, (503) 665-4158, Riegelmann Appliances, Gresham and Sandy (2002)**

• Hi Pat, Attached please find my April Gazette Ad questions. This ad is working so well that we are hiring and going crazy!!! Thanks Debi. ----Debi Hambo, CMA, ABA, CB, Certified Quickbooks Advisor 503-459-1074 **Quail Oaks Financial.L.L.C., Sandy (2008)**