

# Statewide Classified Ads Produce Results...

- \* "We average about \$1,000 worth of business booked for each \$125 ad placed," says Alyce and Duane Thomson, owners of Beachcombers Haven Vacation Rentals at Gleneden Beach.

"Three days after we placed our first ad, we booked \$1,700 worth of business. We've had really good luck! There's been a lot of response from Eastern Oregon from areas like Baker, Burns, and Pendleton."

Their business is only two years old and Statewide Classified Ads gave them the added boost to increase their sales efforts.

- \* Bill Zilverberg of Zilverberg's Silver Mountain Products thinks the service relieves him of a lot of extra work. "It's easy to place an ad and send payment to just one place—it cuts my workload!"

Since 1969, the family-owned Silver Mountain Products company has designed and manufactured fruit presses. The presses can be used to extract juice from apples, pears, grapes, berries and other fruit.

- \* "I'm after the do-it-yourself market and people who are willing to come to Portland to get the best deal on a satellite system," says Ralph Owen, Galaxie Satellite.

"Every time I run a Statewide Classified Ad, I get response from all over the state and even from towns around the borders of Washington, Idaho and California. I've owned my own ad agency and placed radio and tv ads. But, the Statewide Classified gives me the best response for the dollar of any medium I've used!"

- \* "When I first started advertising, I would need to use 10 letters, 10 envelopes, 10 stamps and 10 checks just for 10 newspapers, according to Austin Healy of Nationwide Autofinders, a car hotline network. "Now I only need one letter, one envelope, one stamp and one check. It's great!"

I've received tremendous response with the program," Healy says. When people contact Nationwide Autofinders, Healy will log the name of the newspaper where the person spotted the ad. One ad generated response from 20 to 30 different newspapers.

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Since its beginning in March 1983, Oregon Newspaper Publishers Association's Statewide Classified Advertising Program has generated excellent response from a wide variety of advertisers. Coastal motel/resort rentals have been steady advertisers along with a car hotline network for antique, classic and special interest cars, commercial property, satellite television equipment, trailers for sale, auctions, metal buildings, special events, and many more.