

Know why Google thinks print ads are the smart way to go?

It appears that advertising has gone full circle finally. The Internet connected us with the world but disconnected us from our target audience in local markets. Even Google agrees! If you are not taking advantage of local print advertising for your business you are missing huge opportunities, right now.

Business owners focused on translating an advertising campaign into greater profit need to ask themselves: "Where are my target buyers? What is the best medium to reach them? And can I afford to launch an effective campaign using this medium?"

During a panel discussion recently at the Newspaper Association of America's annual convention in New York, Google Print Ads Director Tom Phillips commented "We think there's all kinds of value there that's really untapped," Phillips said of the print editions of newspapers. "We actually think it's an underappreciated medium."

Phillips argued that it's misleading to compare the number of readers of a print paper to the number of unique visitors at a paper's Web site. "Readers of the [print edition] are reading that newspaper 20 minutes every day," he said. "Not cover to cover, but they're reading a

lot of pages. [That represents] a lot of impressions, a lot of news, a lot of information flows, a lot of marketer exposures."

If you are a business thinking of advertising in *The Independent* do a little market research for yourself. There are three easy research techniques: First, ask people that you know in town if they read *The Independent* and whether they read the entire paper. Second, call some of the advertisers you see in *The Independent* and ask them how it's going for them. Third, go to any of the coffee shops or restaurants in town where *The Independent* is distributed and watch people read the paper.

This is not rocket science, it is just good common sense. If you want to target the audience for your business, the local paper is a perfect medium. Be patient and make sure your ad copy focuses on benefits and features. Last and most important, have a consistent presence where people see your brand on a regular basis and build local brand equity. More in the next issue on "brand equity".

For more information on advertising in *The Independent*, email clark@the-independent.net.

Vernonia council approves ordinances

Vernonia's city council had a full agenda for the November 7 meeting. Council authorized City Administrator Bill Haack the go-ahead to publish a Request for Proposal to find an engineering firm for the wastewater project. The city is waiting for the results of some drilling to determine the soil composition between the sewer lagoons and the river, to help determine the type of wastewater system to use, but is lining up the engineering firm now to be ready to start the next phase of the project.

Council discussed two planning issues, before sending both back to the city planner, Carole Connell. One was a request for an extension on the use of an RV at Vernonia Community Church; the other was a request from a resident to graze his horses on an unpaved right-of-way to keep grass down. In both cases, council wanted more information from the planner before making decisions.

Ordinances 878 and 879 had second readings by title only, with approval by council. Ordinance 878 establishes the Budget Committee and rescinds the previous 1924 ordinance. Ordinance 879 rescinds 852, which was approved after the 2007 flood to allow usually non-permitted placement of temporary structures (the

FEMA trailers, etc.).

The city received a Warning Letter from the Department of Environmental Quality (DEQ) as a result of the broken sewer force main on Riverside Dr. earlier this year. "The Department does not intend to take formal enforcement action," the letter said, as a result of the discharge of an estimated 8,000 gallons of sewage into the Nehalem River.

Council went into executive session (closed to the public) to discuss employment issues, real estate transactions and legal counsel issues. They took no action when they returned to open session, adjourning at 9:50 p.m.

In other business, council:

- approved a discounted rate for use of the Vernonia Community Learning Center for a 12 week Hebrew Language Class,

- approved a plan to cut some trees near the caretaker's house at the airport. Pihl Logging will fell the trees and the Vernonia Freewheelers will cut the wood and clean up,

- authorized Haack to create a Health Reimbursement Account (HRA) and a Voluntary Employees' Beneficiary Association (VEBA) for non-union city employees,

- passed Resolution 28-11 changing the fees at the cemetery, primarily due to pass-

through charges from contractors,

- set November 9 and 14, as dates to hold goal setting work sessions.

The next regular council meeting will be on November 21, starting at 7:00 p.m., at city hall.

Columbia county election results

Suzanne Bonamici (D) and Rob Cornilles (R) were the big winners in the 1st District Congressional primary, in both Columbia County and statewide.

With statewide voter turnout at 44.17 percent, Bonamici took 65.26 percent of the statewide Democratic vote, which includes 52.63 percent of the Columbia County Democratic votes.

Cornilles won 72.70 percent of the statewide Republican ballots, including 66.52 percent of those cast by Republicans in Columbia County.

The election results will be certified by the state later this month.

Bonamici and Cornilles will face off in a Special General Election to be held January 31, 2012. Ballots will be mailed January 13-17. The winner will replace Congressman David Wu, who resigned earlier this year.


Meyer's Auto Body, Inc



"Give us a crack at it"

503-429-0248
493 Bridge St, Vernonia, OR

DO IT NOW!



Autos
Pickups
SUVs
Vans
Boats
RVs

Buy New or Used
2.011%* APR
Introductory Rate For 6 Months
90-Days No Payments!

Move Loan to Wauna FCU
2.011%* APR
Introductory Rate For 6 Months
90-Days No Payments
or, 1% Cash Rebate
For amount of Loan

800-773-3236 waunafcu.org

NCUA

*APR=Annual Percentage Rate and is subject to change. Rates & financing are offered based on applicant's credit worthiness and term of the loan. Financing offered to Wauna FCU members only. Contact waunafcu.org for membership details. Special Terms: Auto, Truck, SUV, Van, Boat, RV (Purchase new or used) — 2.011% APR is an introductory rate for the first 6-months of the loan term. After the introductory period, the standard rate of the loan term will apply. Borrower also qualifies for no payments during first 90 days of the loan. Auto, Truck, SUV, Van, Boat, RV (refinanced from elsewhere to WFCU) — qualifying loans will receive 2.011% APR introductory rate for the first 6 months of the loan. After the introductory period, the standard rate of the loan term will apply. Borrower may choose to receive either a 1% cash Rebate for the actual amount of the loan refinanced to Wauna FCU (Wauna FCU will pay the title transfer fee up to \$77) or a 90-day no payment period at the beginning of the loan term. Regular rates start at 2.96% APR for auto, truck, SUV, van, with up to 84 months to repay, and 7.50% APR for boats and RVs with up to 180 months to repay. Loan payment example: a loan amount of \$30,000 at 5.99% APR for 84 months would require a monthly payment of \$436 until the loan is paid off. This special financing offer ends December 31, 2011.