



From our customers and readers:

"I've actually had people walk in with the *Compass* in their hand with my ad. I've told other small business owners to advertise in it because it has worked so well for us. We use the *Compass* because we focus on a five-mile radius, which the *Compass* covers. Our advertising dollars are limited and I think we're getting the best value for our bucks. I recommend advertising in the *Compass* to other small businesses because it works for us."

Yvonne Bichanich
KK Storage
1745 S Kinnickinnic Ave, Bay View
Bay View

"Tons of people take copies of the *Compass*. We get a stack every month and they're always gone. Tons of them."

Nicki House, Office Manager
Bay View Dental Care
3380 S Kinnickinnic Ave, Bay View

"I think the people in Bay View are very connected to Bay View. There are some who don't even live here anymore but they are still connected to Bay View. The *Compass* is not generic. It focuses on the personal. I loved that about it from the first issue I picked up. I find it more informative about Bay View people, businesses, and new business. I think people pick up the *Compass* because it helps them feel connected to Bay View."

Patti Uttke
Rudy Uttke & Sons, Inc.
4209 S Howell Ave, Bay View

"I advertise in the *Compass* because when I do, it works. People bring in the ad. It brings in new customers. Another reason I use the *Compass* is that Bay View is a close-knit community and the *Compass* is too. People like a paper that is about their community and the *Compass* is. I don't need a website. I know people in the area pick up the *Compass* and see my ad."

Dan Marty
Bay View Hair Studio and Tanning Salon
3062 S Delaware, Bay View

Thank you for the opportunity to comment on your newspaper. The *Compass* is wonderful addition to life in Bay View, which remains a community in its own right. Your newspaper adds to this important sense of community as it focuses on local issues and news. Because we do not have a large marketing budget, the ads we place in your newspaper enable us to be more focused on the Bay View audience. We appreciate the opportunity very much and look forward to your continuing service.

Ron Zeilinger,
Marketing Team,
St Ann Center for Intergenerational Care
St. Francis

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