



Since 1987, *The Beacon* has effectively reached a 40+ market on Colorado's Western Slope teeming with loyal and enthusiastic readers. It is published at the beginning of every month and dedicated to inform, serve, educate, inspire and entertain the communities of Delta, Montrose and Mesa counties at over 300 free distribution sites.

The Beacon newspaper is locally owned and operated. Distribution is to grocery stores, restaurants, selected businesses, senior centers, retirement communities and organizations, and individual subscribers. We publish a quality, national award-winning community newspaper offering business display advertisements reaching an active 40+ market. We work hard to satisfy both our readers and our advertisers.

National Award-Winning Publication

2006 Awards

The North American Mature Publishers Association (NAMPA) awarded the Beacon Newspaper ten national awards at their convention in Washington, D.C. November 2006.

1. **Best of Show.**
2. **Calendar of Events/Second Place.**
3. **Community Service Editorial/First Place:** "Dedicated to the Environment" (6/06).
4. **Community Service Editorial/Second Place:** "Putting the Passion into Philanthropy" (3/06).
5. **How-to Feature/Second Place:** "Elderhostel Makes Learning Fun" (2/06).
6. **Travel Column/Second Place:** "Easy Excursions" (regular feature).
7. **Feature Writing/Second Place:** "Pursuing Retirement Passions" (9/05).
8. **Special Section/First Place:** Beacon Resource Directory 2006.
9. **Feature Layout/First Place:** "Moving on with Pain" (10/05).
10. **Overall Design/First Place.**

Through engaging, compelling content and design, we have developed a loyal readership. More than 45 percent of our readers keep their copies for more than two weeks and many cut out and save both articles and advertisements to share with friends and family. More than 87 percent tell us they patronize our advertisers.