



Mountain Chalet

COLORADO SPRINGS

30th Anniversary

Since 1968

PHOTO BY SEAN CAYTON PHOTOGRAPHY

The Smart Alternative

We're a charter advertiser of the *Indy's* - at least says the plaque on our wall dated January '94. When the *Indy* arrived, we were a one paper town (since the *Gazette* bought the *Sun*, closed it, cancelled my advertising contract, and raised my rates). *Indy* readers are a younger, more active demographic than the *Gazette*, and they have an affinity with downtown & the west side. The *Indy* has a longer shelf life than the *Gazette* - more people read each issue and it hangs around for a week instead of being recycled at day's end. There is more local content and in-depth reporting about our community in the *Indy*. The *Gazette* brings stuff in from the wire and makes no attempt to put a local spin on it.

— Dan Foster
Mountain Chalet

Be the
Independent type!

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