

Good Times Helps Businesses Grow



"Through the years, we have found the GOOD TIMES consistently delivers the best results for our marketing budget of any local paper, making it one of our primary go-to sources for local print advertising."

Datta Khalsa Broker/Owner, Main Street Realtors

"I opened my skin care boutique salon on a wish and a prayer in March. Partnering with GoodTimes was the best decision I could have made! My ad really helped me get the word out to the community and now my appointment book is filling up, and I am so happy to be working at my dream job!"

Paige Lepinski Complexions Skin Care, Santa Cruz



"I couldn't be happier with the response my coupon in Good Times receives. Since the first day it appeared I have had a steady stream of customers coming in with the coupon. I've had over 40 redeemed in one month, and many new customers added to our list of regulars. Good Times has been our marketing partner for years and based on the results, they will continue to be for years to come."

Paul Salazar Auto Express, Santa Cruz

"Supporting local businesses by reaching new visitor markets in the Bay Area is a priority for Visit Santa Cruz County. Collaborating with the Good Times' Metro Newsgroup and their out-of-county e-marketing program has helped us to effectively reach these markets, increase overnight visitation, and extend the Let's Cruz brand. Locally-owned businesses with whom we partner have responded favorably to our efforts and Good Times has been a key way we are able to serve both our visitors and the Santa Cruz area community."

Gary Green Director of Cooperative Marketing, Visit Santa Cruz County



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1101 Pacific Avenue Suite 320, Santa Cruz, CA 95060 831.458.1100



“The Good Times ad has had a perfect impact: People are walking in the door devouring fresh cinnamon rolls, surprised by our huge beautiful organic local salads, and ordering sand dabs all day! The Good Times has really been an implicit part of making our good times roll!”

Art Russell and Rachel Wisotsky Your Place, Santa Cruz

“Brew Cruz is a new business and we ran our first ads in Good Times’ Holiday Gift Guide. We advertised gift certificates and received lots of emails from people wanting to buy them. Now, that’s what I call good advertising, and certainly money worth spending!”

Annie Pautsch Brew Cruz, Santa Cruz



“I am thrilled with the response we are getting from our Good Times ads. We are seeing many new faces coming through our doors daily. We’ve been in business for 25 years and with Good Times’ help we have reached a whole new customer base.”

Patrick Bingham Westside Beauty Supply, Santa Cruz, Capitola, Scotts Valley

“We have advertised with Good Times for many years and are proud to say that we have always received good service, as well as excellent responses to the ads. We are very proud to be associated with this company!”

Thunderbird Real Estate



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