

**THE OSHAWA/DURHAM**

*Proudly Serving Durham Since 1995*

# CENTRAL

**DURHAM'S LARGEST AND OLDEST INDEPENDENTLY OWNED NEWSPAPER**



**PROVEN  
TESTED  
RELIABLE  
ADVERTISING  
NO OTHER  
NEWSPAPER  
COMES CLOSE**

THE OSHAWA/DURHAM  
**CENTRAL**

**NEWSPAPER**

IF YOU ARE  
SERIOUS ABOUT  
RESULTS  
ADVERTISE WITH  
DURHAM'S



**ADVERTISER  
LARGEST  
CLASSIFIED  
SECTION  
100%**

**ADVERTISER  
SATISFACTION  
GUARANTEE**

**WE ARE  
NUMBER  
ONE**

## THIS IS WHY WE ARE NUMBER ONE

**THE OSHAWA DURHAM CENTRAL NEWSPAPER**

**www.ocal.com**

Founded in 1995, based out of downtown Oshawa, a weekly publication serving/distributed across the Greater Durham Region to over **450** retail outlets. Including all major retailers including **WALMART** - **SOBEY** - **REXALL** - **ESSO** - **CIRCLE K**, to name a few. The Central publishes every Monday a total of **65,000** hard copies, deadlines Friday 5pm. **All advertisers are also included online and on all our social media.**

### **WHY CONSIDER ADVERTISING IN DURHAM'S #1 ADVERTISER:**

- The Central was the **FIRST** newspaper across the planet to publish an online edition, today an online readership of over **600,000** daily hits.
  - Hard copy readership is made up of **100%** paid subscription. Paid circulation are proof that we have a strong captive readership.
  - **30,000 - 35,000** paid subscribers, the rest are sold throughout Durham.
- The Central is environment friendly, all copies not distributed at the end of each week are re-distributed to targeted neighborhoods at no charge on a promotional basis. This means **100% DISTRIBUTION** and a further assurance that advertisers ad are seen.

- When you advertise with the Central. We assure your satisfaction 100%. From design of your ads to placement. We are there every step of the way.

**TODAY THE CENTRAL HAS THE LARGEST CLASSIFIED SECTION  
WIDEST RANGE OF ADVERTISERS OF ALL PAPERS**

### **THE CENTRAL OFFICES IN THE UNITED STATES**

The West Virginia Central Newspaper founded in 2000 with offices in Wheeling, West Virginia serving the Greater Ohio Valley with an extensive circulation. Members of the Wheeling/Weirton/Wetzel county chamber of commerce.

### **Other services:**

#### **CENTRAL BUSINESS CONSULTING:**

If your business is doing well why not make it great. The Central offers business evaluation services. Nothing is left un-checked. Our business analysis is totally confidential and discrete. Having problems. Stuck in a rut? **WE CAN GET YOU OUT.** Call us today for a **FREE** consultation.

#### **SOCIAL MEDIA**

Does your business have a web page? **WE CAN SET YOU UP IN 24HRS.**  
Do you have a social media presence? **WE CAN GET YOU IN THE GAME IN 1HR.**  
Do you want to be at the top of search engines? **WE CAN GET YOU THERE.**

The Oshawa Durham Central Newspaper is the leader in social media technologies.

From Public Relations to Political campaigns and revenue generating needs. We cover them all.

#### **CENTRAL DISTRIBUTION SERVICES:**

Central distribution services offers door to door of your flyers and books. From printing to door delivery. Call for details.

*From all of us as at The CENTRAL NEWSPAPER we extend our warmest thank you for considering allowing us the opportunity to earn your business. Joe. L Ingino*

**The Central  
Newspaper  
Available At**



**And 400 Other  
Locations Across  
Durham**



**136 Simcoe St. North, Suite #4 Oshawa. ON**

**Tel: (905)432-2657 Fax: (905)404-0887**

**Email: newspaper@ocal.com**

**www.ocal.com**



**Serving: Pickering, Ajax, Whitby, Oshawa, Clarington and Port Perry**

## The Oshawa/Durham Central Newspaper

**Durham's Ambassador To The World~Durham's Largest And Oldest Independently Owned Newspaper**

# The Oshawa/Durham CENTRAL

NEWSPAPER

136 Simcoe Street., North. Suite 4 - Oshawa, Ontario. Canada L1G-4S7

Tel:(905)432-2657 Fax(905)404-0887

Email: [newspaper@ocentral.com](mailto:newspaper@ocentral.com) On the web: [www.ocentral.com](http://www.ocentral.com)

PROUD SUPPORTER OF LOCAL CLUBS:



## ADVERTISING RATE CARD

**TWO THIRDS PAGE:**  
**\$1900 9X13**



**HALF PAGE:**  
**\$1600**  
**10.5X8.5**



**ONE THIRD PAGE**  
**\$1200**  
**8X6**



**QUARTER**  
**PAGE:**  
**\$600**  
**5X7**



**EIGHTH PAGE:**  
**\$400**  
**3X5**



**SIXTEENTH PAGE:**  
**\$250**  
**3X2**



**FULL PAGE:**  
**\$2550.**

Working Area  
H ~ 15.25 inch  
W ~ 10.25 inch



# DURHAM'S LARGEST CLASSIFIED SECTION



## The **CENTRAL CLASSIFIEDS**

The World Is Reading



### **Classified Rates:**

Prices Listed Are Base On 1 Column X 14 Agate Lines or one inch.

<b>1 INSERTIONS</b>	<b>\$50.00</b>
<b>4 INSERTIONS</b>	<b>\$175.00</b>



### **Classified Boxed Ad Rates:**

Minimum Size 5 Lines (Approximately 20 - 25 Words)

Each additional line .90

<b>1 INSERTIONS</b>	<b>\$90.00</b>
<b>4 INSERTIONS</b>	<b>\$300.00</b>

#### **Regular Classified Ad**

Oshawa, 1,2,3 Bedroom  
Apartments available from  
mid-January. Electric heat,  
washer / dryer on each floor.  
Very quiet exclusive, adult  
building. NO PETS. Call  
(905) 579-9016. 8152-1-8-1

#### **Display Advertising**

Oshawa, 1,2,3 Bedroom  
Apartments available from mid-  
January. Electric heat, washer /  
dryer on each floor. Very quiet  
exclusive, adult building. NO  
PETS. Call (905) 579-9016.  
8152-1-8-1

## **HERE IS HOW TO REACH US:**

136 Simcoe Street North, Suite 4., Oshawa Ontario Canada L1H 4G6

Tel:(905)432-2657 Fax:(905)404-0887

Email: newspaper@ocentral.com

**IF RESULTS ARE IMPORTANT TO YOU  
ADVERTISE IN DURHAM'S LARGEST CLASSIFIED SECTION  
BOTH ON HARD COPY AND ON LINE**

# **WWW.OCENTRAL.COM**



# THE CENTRAL IS A FULL MEDIA COMPANY

The Central Newspaper is a full service media company. From business consulting on a one on one. To creating creative marketing platforms utilizing the latest online technologies.

## PROFESSIONAL WEB PAGES



### Our Professionals Will Assist You With:

- Web Design/Domain Registration.
- Professional Social Media Campaigns
- SEO optimization
- GOOGLE ranking campaigns
- On line marketing and promotions

**WE GET YOU NOTICED**



**HAVE A WEB PAGE?**  
We Can Manage It For You  
Professionally

**905.432.2657**



## GUARANTEED DELIVERY OF FLYER SERVICES



**FLYER** DISTRIBUTION  
**10** CENTS

ANYWHERE IN DURHAM YOU PICK THE AREA  
You supply us the flyer we deliver - Printing EXTRA ask your agent  
SAME ROUTES AS CANADA POST. YOU PICK THEM WE DO THEM  
GUARANTEED DELIVERY



## VIRTUAL REALITY AUGMENTED REALITY ARTIFICIAL INTELLIGENCE

**CAN BE INCORPORATED INTO YOUR WORLD**

These New Technologies Are Exceptionally Beneficial As A Marketing Tool. For Training. Allow Potential Clients The Opportunity To Experience Your Product.

**TODAY THOUSANDS OF INSTITUTIONS AND BUSINESS ARE USING Virtual Reality, Augmented and Artificial Intelligence For All Kinds Of Practical Uses.**

Our Information Technology Professionals Will Meet With You To Access Your Needs.  
Call Us Today For A Free Consultation

# 905-441-2657

**Virtual reality (VR)** is an artificial environment that is created with software and presented to the user in such a way that the user suspends belief and accepts it as a real environment. On a computer, virtual reality is primarily experienced through two of the five senses: sight and sound. (Exceptional for Educational/Medical/Emergency Services/Training).

**Augmented reality (AR)** is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory. (Exceptional as a Promotional Tool/BUSINESS/Commerce. Instruction Manual step by step instruction for your business. Great tool to display manuals and instructions on how to use any apparatus).

**Artificial intelligence (AI)** is the ability of a computer program or a machine to think and learn. It is also a field of study which tries to make computers "smart". ... As machines become increasingly capable, mental facilities once thought to require intelligence are removed from the definition. (Exceptional Good Tool For Optimizing Virtual Reality and Augmented Platforms. Great way to enhance data bases to become self generating. (AI) is the new science being used in all commercial and industrial applications).

**Virtual Tours (360 VideoTechnology. VT)** Virtual tours are a link between two or more 360-degree panoramas that allow the viewer to move from one interactive photo to the other. This works on all devices, whether it's a desktop or laptop computer, a tablet, phone or a VR headset like Google Cardboard, Samsung Gear VR, and Oculus Rift. This is the most fun way to view 360 degree virtual tours.

This technology is exceptional productive for realtors and anyone that requires to showcase large spacious areas without actual having to be there. The 360 VT technology is like being at a particular place without being there.

**ALL FOUR TECHNOLOGIES MAY BE COMBINED FOR SPECIFIC APPLICATIONS.**

We Write Custom Code To Accommodate Clients Needs. Excellent For Training Purposes. Teaching Tool. Marketing and Promotions.  
WE SPECIALIZE IN ACCESSIBILITY GOVERNMENT COMPLIANCE PROGRAMS. FREE QUOTE

**Call Us Today: 905-432-2657**

## GET NOTICE - EXCEPTIONAL RATES ON SIGNS



AFFORDABLE  
ADVERTISING

## GREAT FOR GRAND OPENINGS

WE STRATEGICALLY CAN PLACED THEM ANY MUNICIPALITY



<http://www.ocal.com/>

# THE WAVE RADIO

DURHAM CITY CENTRAL RADIO

***"THE WAVE"***

**CANADA'S FIRST**

**COMMERCIAL INTERNET RADIO**

***Commissioned in 1998***

The WAVE Radio was Canada's first Commercial Internet Radio with a world wide listenership.

The primary listenership base stems from Canada, United States, Europe, Australia and across the globe.

The WAVE Radio is fully interactive and in real time.

Our advertisers are local, regional, national.

Advertisers are taking advantage of this new media.

Now radio is International with millions of potential listeners.

NOW you have access to the same exposure that Multi-million dollar advertisers utilize.

480,000 listeners per day exposure

Potential of Millions of viewers

## **RATES:**

**\$5.00/30 second spot.**

**We produce and broadcast.**

**Special packages:**

**600 spots for \$600.**

**20 - 30 sec spots per day.**



**WORLD'S FIRST ONLINE RADIO - THE WORLD IS LISTENING!!!**

# THE WAVE RADIO

# CENTRAL DISTRIBUTION SERVICES

GET  
NOTICED  
~ DOOR ~  
HANGERS  
**150,000**

PRINTED  
DISTRIBUTED  
THROUGH  
DURHAM  
FULL COLOR  
WE DO ALL  
THE ART  
WORK  
FROM AS  
LOW AS  
**\$450**  
PER  
4 inch by  
1 3/4 inch  
Space  
BLANKET  
COVERAGE  
ACROSS  
DURHAM  
REGION  
BOOK  
IT  
TODAY!!!



**GREAT RATES**

**GREAT VALUE**

**GREAT EXPOSURE**



**FLYER**  
DISTRIBUTION  
FROM 10 CENTS  
ANYWHERE IN DURHAM  
YOU PICK THE AREA

You supply us the flyer we deliver  
Printing EXTRA ask your agent

Central Distribution offers distribution of 8.5 x 5.5 full color on glossy paper to

## 200,000 HOMES

for as low as two cents. Clients must sign up for all 200,000 no exceptions or deductions. Bulk printing is a great tool for the trades, home improvements, medical, legal and special promotional items.

This very unique vehicle guarantees you full blanket coverage of all Durham Region, Newcastle and bordering Scarborough. The delivery is guaranteed and certified to be true.

**ALL PACKAGES ON THIS NOTICE ALSO HAVE THE OPTION OF  
BEING POSTED ON OUR WEB SITE AT [www.ocentral.com](http://www.ocentral.com)**  
for no extra charge.

Links to clients web site available at a minimal charge ask your advertising consultant.

## RESTAURANT PLACEMATS

Get your name out to 20,000 people for only **\$250** per 2.5 x 1 3/4 size display. These restaurant placemats will be circulated to all participating Durham area restaurants.

The great value of this product is that it has a long shelf life with ongoing daily exposure.

Imagine walking into your favorite restaurant and there is your ad displayed so that everyone can view. How many times have you gone into a restaurant and had to wait for your order to be prepared. Now restaurant patrons have something to keep their eyes entertained. **GREAT VALUE ~ GREAT EXPOSURE...**

**Book your space today.**

**Ask your Advertising consultant for details...**