

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.ocentral.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 tuesday 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, proof of 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**, a further assurance that advertisers ad are seen.

- When you advertise with the Central. We assure you 100% satisfaction. From design of your ads to placement. We are here 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 fund raising 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@ocentral.com

www.ocentral.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 On the web: 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.

1 INSERTIONS \$50.00
4 INSERTIONS \$175.00



Classified Boxed Ad Rates:

Minimum Size 5 Lines (Approximately 20 - 25 Words)
Each additional line .90

1 INSERTIONS \$90.00
4 INSERTIONS \$300.00

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



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

360° VIDEO

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



GET IN and Drive
0% 24 mo
Maxleigh

FOR ALL YOUR SIGNAGE NEEDS

FOR SALE
Dory Meyer
818 555 0100

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 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...