

TAKE THE
THREE SECOND
TEST!!!

Turn to any page in this newspaper.

Look at any ad for the count of three. Then turn page.

Tell me what you remember of that ad or page?

Can you recall product?

Can you recall phone number?

Can you recall what was advertised?

Can you recall address?

Can you recall company name?

Can you recall any pictures?

Can you recall any logos?

If little or nothing. You just proven why

BUS ADVERTISING, BILL BOARDS

ELECTRONIC ROAD SIDE SIGNS do not work.

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making.

When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained and clear as for bus advertising. Many try to put too much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule. Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.

Online advertising/social media. Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

Then what is the answer?

Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy.

The bottom line is that newsprint advertising has decades of proven success.

WHY: People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.

Information in news print is reliable and comes from a source known in the community.

Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.

Online information has become unreliable and manipulative as it plays on people's weaknesses.

There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information.

Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away.

MUNICIPAL INTERNET POSTINGS DO NOT WORK

In an age of misinformation and shrinking newsrooms, your support for credible journalism has never mattered more.

According to the 2024 Digital News Reports by the Reuters Institute, 52% of Canadians say they're willing to pay for trusted news - yet only 15% actually do.

This gap threatens... the sustainability of local news organizations like ours who work every day to report with integrity, accountability, and a deep connection to our community.

Other countries are stepping up:

Norway: 40% pay for news

Sweden: 31% pay for news

Australia: 21% pay for news

Finland: 20% pay for news

Even United States out performs Canada's support of journalism, with 22% of readers who pay for news.

Canada shouldn't fall behind

Local journalism keeps communities informed, connected, united and empowered. It shines a light on the issues that matter most - your schools, your streets, your stories.

By subscribing, you're not just getting access to trusted local news - you're helping preserve a vital public service.

CHOOSE TRUTH CHOOSE FACTS CHOOSE LOCAL JOURNALISM

Municipalities have opted for online posting with catastrophic failure. Every week you are missing out on important local information that affect your daily life.

Municipalities are forcing taxpayers to go on line. Taxpayers are not responding due to a series of realities:

Cost of Internet

Cost of purchasing computer/cell phone.

Lack of knowledge on use of technology.

Complex web pages full of pop-ups.

Lack of time to sit in front of a computer.

Internet is infested with all kinds of algorithms that track you.

Internet is very specific and not broad enough for public.

By supporting your local newspaper you are uniting the community around a trusted local news source.

Your support, supports local businesses and creates an atmosphere of community. Your support sends a real message to your municipality that you demand arms length accountability.

Your local newspaper is written and published by journalist that live and work in the community. Community members that you can trust.

Today, even major network news sources have fallen to bias reporting due to political interests.

Your local community newspaper is different. Your local journalist bring you articles that matter to you and your family.

Demand that your municipality publish in your local paper.

WITHOUT SUPPORT TRUTH HAS NO PLATFORM Subscribe Today!!!

Durham Children's Aid Foundation Launches Re-Imagined Holiday Hope: The Greatest Gift Is the Power to Choose

Durham Region, ON — Durham Children's Aid Foundation has launched a re-imagined Holiday Hope campaign, inviting the community to come together to create a season defined by dignity, belonging, and joy for local families. This year marks a powerful shift in how support is delivered. Through the new Holiday Hope Shop, families supported by Durham Children's Aid Society will personally choose gifts and essentials for their children (at no cost) in a bright, welcoming space filled by community generosity. It's a transformation from giving to families, to giving with them. "Holiday Hope has always brought warmth and connection to children and youth across Durham," says Julie Van Hartingsveldt, CFRE, Executive Director of DCAF. "This re-imagined model deepens that spirit. When caregivers are empowered to choose what's right for their children, it restores confidence, pride, and hope, and that sense of stability ripples through an entire home."

- Key 2025 Holiday Hope Highlights:** Wrap for Hope at the Oshawa Centre (Dec 1–24)
- DCAF has been selected as the official charity partner for the Oshawa Centre Gift Wrapping Station. The Centre is providing the space and materials, while Foundation volunteers wrap gifts, greet shoppers, and raise funds and awareness for Holiday Hope. Holiday Hope Shop Opens (Dec 10) The Holiday Hope Shop will welcome hundreds of families to choose gifts and essentials for their children in a festive environment that celebrates choice, belonging, and community. (Visual access by appointment only to protect privacy.)
- General Motors Holiday Hope Drop-Off (Dec 2) GM Canada employees will deliver hundreds of toys and gift cards collected through their internal Holiday Hope Drive to help stock the Shop before it opens a signature example of corporate citizenship in action. Oshawa Generals "Holiday Hope Game" Presented by Petley-Hare Insurance Brokers (Dec 12, 7:05 p.m.)
- The Generals will dedicate their home game against the Ottawa 67's to Holiday Hope, featuring in-game fundraising, special recognition for community partners, and a celebration of local giving.
- How the Community Can Get Involved**
- Shop for a Child or Youth: Choose the age and gender you'd like to support and use the posted wish list for inspiration.
 - Donate: Every \$50 fills a shelf with toys, essentials, and hope for local families.
 - Host a Drive: Workplaces, schools, and clubs can collect toys or gift cards by December 9.
 - Volunteer: Sign up for Wrap for Hope shifts at the Oshawa Centre (Dec 1–24).

NEWSPRINT VS ONLINE
PUBLISHING

While printing has risen to serve as a prominent form of communication with online publishing speeding quickly to meet the needs of the literate world, there are still, and will remain to be, significant differences between print and on-line publishing. Online and print publishing are significantly different.

What is the difference between online and print publishing?

Online and print publishing are significantly different. Choosing what medium to publish in depends on such factors as your publishing goals, the amount of money you have to spend, and the kinds of resources that are available to you.

Are print newspapers better than online newspapers?

Here are some of the major benefits and drawbacks of both print and online newspapers. Print newspaper pro: It's physical. The feeling of a warm newspaper right off the press is one of my favorite feelings, and the fact that a print newspaper can be physically held in your hands is a huge pro for print editions.

The other great thing about print newspaper is that the source is trustworthy and community know. Information in print is more reliable and accurate. Print copies also tend to be more beneficial to advertisers as it gets their product or service right in the hands of the consumer. News print also tends to have a lingering affect as newspaper are not normally read and erased or tossed. Newspaper on the average are seen by 2.5 people per household.

Difference between paid news print paper and free newspapers.

Paid circulation newspapers is the most reliable and effective means of publishing. Paid for newspaper have a captive audience that look forward to getting their copy of the paper on a particular day of the week. Or in some cases daily. Paid circulation have proven through history to be the most effective vehicle for advertisers. Costs, depend on number of copies published and or market reaches. In newsprint you truly get what you paid for.

What is an online newspaper?

An online newspaper (or electronic news or electronic news publication) is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. Reputable newspaper have stayed away from offering free online newspaper. Instead, they ask for a subscription to read a version of the newspaper. Normally just news briefs. Online publication, has only taken off in the last 10 years. The reason. Cheap to produce. In general advertisers that rely on this type of media. Their ads never gets notices as most of the advertisers are filed in part of the web page offering the news.

In today's online climate. Information posted as trusted news outlets must be taken with a grain of salt. Sources are sketchy and reporting at time is skewed towards a political hidden agenda.

The other important thing about online only newspapers is that by their own admittance in not printing hard copy. These online newspaper can't generate a strong enough readership to justify the printing cost of hard copy.

Economic difference:

In print newspaper only cost \$1.00/wk to \$3.00/wk. Online, newspaper need to be accessed through a computer or smart phone. Internet service needs to be in place. This, for many making it an impossible access as many are economically suffering.

Advertisers:

Like they say. 'You get what you paid for.' Online, may be cheaper than in print copy. But you also get what you paid for. In newsprint it goes directly to your customers hands, then it is up to you to offer the right sale to attract them.

Rule of thumb for online advertiser. If the consumer can't get to your ad in 3 clicks. You lost the interest.

In print advertising. Curiosity always has readers coming back. Online, once you closed that page it is gone for ever.

THINK BEFORE YOU ADVERTISE ONLINE