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NEWSPRINT VS ONLINE POSTING

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

Newsprint is alive and thriving. Be careful of advertising in FREE newspapers. By their own admittance they have no readership.

Health Department marks World No Tobacco Day

Whitby, Ontario – World No Tobacco Day was May 31, and Durham Region Health Department is supported the World Health Organization's (WHO) message revealing how tobacco and nicotine industries design their products to get young people stuck in a cycle of addiction. These industries continue to target young people through flavoured products, social media and other marketing tactics that contribute to increased use and addiction.

Started by the WHO in 1987, World No Tobacco Day is recognized annually to raise awareness about the dangers of tobacco use and to highlight efforts needed to reduce tobacco-related harms. This year's theme focuses on countering industry manipulation and advocating for stronger public health policies including banning flavours that make tobacco and nicotine products

more appealing to youth.

In Ontario, tobacco is responsible for 16,000 deaths every year and vaping continues to be a growing trend among youth. As of 2023, the Ontario Student Drug Use and Health Survey found that 13.4 per cent of Ontario students in grades 7 to 12 have reported vaping in the past year. According to the WHO, despite significant progress in global tobacco control, the tobacco and nicotine industries continue to adapt their strategies to attract and retain consumers. These efforts undermine public health and target vulnerable groups, particularly youth.

E-cigarettes are especially concerning for young people because exposure to nicotine during adolescence increases the risk of addiction. Many e-cigarettes contain added candy and fruit

flavours that are designed to appeal to young people. Social media and marketing strategies by the tobacco industry are often used to attract young people to begin vaping.

"The potential health impacts of vaping remain a concern due to limited evidence on the long-term effects of vapour exposure," said Ann-Marie Ho, a public health nurse with the Health Department.

"Sugars, flavours and cooling agents all mask the harshness of nicotine so you inhale more and get addicted faster. The cycle of addiction can be broken. We encourage individuals to connect with their health care providers about various strategies that can help them quit smoking or vaping."

Aerosols generated by e-cigarettes contain ultrafine particles and chemical compounds that go deep into the

lungs. Health risks include: Lung Damage: Vaping can cause coughing, wheezing, and chronic obstructive pulmonary disease (COPD). In severe cases, it can trigger collapsed lungs or lead to EVALI, a life-threatening lung injury. Nicotine Addiction: Vapes frequently contain massive concentrations of nicotine. A single device can deliver as much nicotine as multiple packs of traditional cigarettes, leading to severe dependency.

Cardiovascular Risks: The chemical cocktail in vapes elevates blood pressure and narrows arteries, increasing the long-term risk of heart disease.

Brain Development: In youth and young adults, nicotine alters brain architecture, impairing memory, concentration, and impulse control, while raising the risk of future substance abuse.

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