

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.

THURSDAY NITE
WEEKLY FUN DARTS
SOCIAL!
@ 7:30
Open To Everyone!



Legion
"The Friendly Branch"
1551 Simcoe Street North, Unit 14, Oshawa, Ontario L1G 4K1

DURHAM #1
COMMERCIAL
CLEANER
CALL US
TODAY FOR A
FREE QUOTE

We Beat Or Match Competitors Rates
Commercial Cleaning
Where Clean Means Business!

Tired of dusty desks and streaky floors? Let BRL Commercial Cleaning transform your workspace into a spotless sanctuary.

We specialize in:

- Office & Retail Cleaning
- Industrial & Warehouse Maintenance
- Eco-Friendly Products & Practices
- Flexible Scheduling to Fit Your Needs

Your business deserves a clean that impresses. Trust BRL to deliver consistency, quality, and a fresh start—every single time.

Call today for a free quote and let BRL Commercial Cleaning do the dirty work, so you don't have to.



INSURED, BONDED & TRUSTED
IN DURHAM AND
SURROUNDING AREAS FOR
OVER 20 YEARS

CLEANING 24/7 Available Day or Night
Experience The Difference - CALL US TODAY

FREE ESTIMATE
905-427-8062
or email info@maid-mart.com or
visit us at www.maid-mart.com

Regional Council
commits \$8 million
to support
affordable rental
housing
development

Whitby, Ontario – The Region of Durham invites private and public sector partners to apply for the At Home Incentive Program (AHIP), which supports the development of affordable rental housing through Regional capital funding and application support services. This year, \$8 million in funding is available through the AHIP.

To be eligible, projects must provide a minimum of five affordable housing units and may include: New construction. Converting a non-residential building to purpose-built rental housing. Adding a new affordable building to an existing site. Adding new units to an existing building. Redeveloping community housing to increase the supply of affordable housing units. The deadline to apply is April 2, at 11:59 p.m. The Region of Durham is working with private and public sector partners to create more affordable rental housing, so that more residents have a safe and affordable place to call home. This is the fourth Call for Applications; in the first three years of the program, Regional Council approved \$30.5 million in AHIP funding to help create 350 new affordable rental units in Ajax, Clarington, Oshawa, Pickering, Scugog, Uxbridge and Whitby.

Scugog clarifies visioning budget stays at \$100,000

The Township of Scugog clarified that the 50 per cent increase in the Port Perry Fairgrounds visioning exercise was due to a typing error in a report, and that its cost remains at \$100,000.

"There was a typo on a recent finance capital project status report that accidentally listed \$150K instead of \$100K for the Visioning Exercise consultation project. The correction will be formally made through an updated report coming to council on February 23, 2026," Lori Bowers, township Director Communications and Strategic Projects.

"An interim report on the fairgrounds is expected to come before council at the beginning of March...the project remains in budget with no increase expected," she added.

Oposing residents have released a statement from Port Perry Agricultural Society (PPAS) which raised concerns about conflicting information and reports that the cost of the visioning exercise may have increased to \$150,000, according to the township's capital projects status report.

The PPAS is trying to retain management of the fairgrounds and fears that the visioning exercise could lead to sale of part of lands for private development.