

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.

SUPPORT A LOCAL SMALL BUSINESS  
MAKING A HUGE DIFFERENCE  
ACROSS DURHAM

100% SUBSCRIPTION  
GOES TO YOUR CARRIER  
The Central Newspaper  
Durham #1 Newspaper  
For A Reason... Subscribe and Find Out

**Simcoe Closure:  
Increased risk of  
people-vehicular  
conflict**

An Oshawa councillor has pointed out that the risk to both people and vehicles has increased in the area around the closed Simcoe Street bridge over the Canadian Pacific Kansas City (CPKC) railway line.

The bridge was closed for a two-year period for replacement to enable more rail tracks for the GO train extension to Bowmanville in Clarington.

“With the closure of Simcoe Street South, we are seeing a major increase in the amount of traffic using Olive Avenue to bypass the closure and gain access to Ritson Road South,” said Councillor Brian Nicholson in a press release.

“In addition, the Michael Starr Trail which crosses both Cowan Park and Olive Avenue has been designated as the major north-south pedestrian route during the closure,” he pointed out.

The councillor has requested the City of Oshawa and the Region of Durham to work collaboratively to install a crosswalk or a signalized pedestrian crossing across Olive Avenue where the Michael Starr Trail crosses Olive Avenue.

“This is an ongoing and growing risk situation and should be given the highest consideration by both the City of Oshawa and the Region of Durham. Time is certainly a critical factor in responding to this request,” Nicholson added.

**Mill Street Request**

In another email to the City of Oshawa, the councillor said that the traffic detours imposed on Oshawa residents is causing increased safety issues for neighbouring communities, one of which is the neighbourhood bordering Mill Street.

“We are seeing a major increase in the amount of traffic using Mill Street to bypass the [Simcoe] closure and gain access westward. In addition, pedestrians and, especially children going to school, find issues trying to cross Mill Street at Centre Street South. This area also provides access to those using the Joe Kolodzie Oshawa Creek Bike Path,” Nicholson wrote.

He requested that the City of Oshawa investigate the possibility of adding a school crossing guard or installing a crosswalk or a signalized pedestrian crossing across Mill Street at Centre Street South during the period of the Simcoe Street South closure.

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