

ROYAL LEPAGE

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NICOLE McDONALD

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Municipality of Clarington

Clarington has earned a reputation among the unsheltered community as a place that cares – even earning the nickname “Care-ington.” In 2025, that reputation rang true in many ways as we pursued our ongoing dedication to community health and safety: Our firefighters answered 877 emergency calls within an average of just 1 minute and 34 seconds from alarm to wheels rolling, including the Fosterbrooke long-term care home evacuation and the tragic fire in downtown Bowmanville. More than 140 residents gathered in December for a powerful community conversation about homelessness in Clarington. The Animal Shelter cared for more than 250 of our furriest residents, including 4 goats! We recognized the urgent need for family physicians to meet the needs of our growing population and launched the new Physician Recruitment Incentive Program to attract family doctors locally. We continued supporting the Bowmanville Hospital Foundation redevelopment project and recognized the opening of Marigold Hospice Care as part of our commitment to bringing high-quality, compassionate health care closer to home.

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.

CHARTWELL

Five unique communities. One trusted name.

Chartwell has retirement residences in Pickering, Ajax, Whitby, Oshawa, and Bowmanville—each offering its own unique lifestyle and setting. From peaceful greenspace and vibrant social life to urban convenience and personalized care, there’s a welcoming Chartwell community perfect for your loved one in your preferred Durham neighbourhood.

Visit Chartwell.com to book your tour.

- CHARTWELL HARWOOD**
240 Old Harwood Avenue, Ajax | 289-608-8364
- CHARTWELL BOWMANVILLE CREEK**
105 Queen Street, Bowmanville | 289-223-4936
- CHARTWELL WYNFIELD**
431 Woodmount Drive, Oshawa | 289-634-7776
- CHARTWELL PICKERING CITY CENTRE**
1801 Valley Farm Road, Pickering | 289-631-1944
- CHARTWELL COLONIAL**
101 Manning Road, Whitby | 289-638-3531



VISIT TODAY FOR A PERSONALIZED QUOTE!



Juanita Nathan



It was an honour to meet with the Roni's Heart & Hope Foundation, and I want to make sure every person in Pickering-Brooklin knows about the remarkable work they are doing. Roni Antonroy's story is an extraordinary example of resilience. Born in 1997, he received a life-saving heart transplant at just one month old at SickKids Hospital. He beat Lymphoma at age seven. He served as a York Regional Police Auxiliary Constable. He competed as a transplant athlete at the World Transplant Games. And when end-stage kidney failure struck in 2023, he faced it with the same unshakeable faith and courage that defined every chapter of his life. He passed away in 2024 but his spirit lives on. His family and friends have channelled that spirit into Roni's Heart & Hope Foundation, a community-rooted organization dedicated to empowering children and families through education, healthcare support, and meaningful initiatives. They've raised funds for SickKids' Christmas wish list, run basketball clinics, and recently traveled to Mannar, Sri Lanka to support children and families on the ground. This is what it looks like when grief is transformed into purpose. When one life's legacy ripples outward into the world in the most beautiful way. I am proud to stand behind this foundation and the community it uplifts. I encourage everyone to visit ronisheartandhope.org to learn more about this truly meaningful initiative and the incredible legacy behind it.

Juanita Nathan

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