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Active Transportation Fund paves the way for multi-use path on Bowmanville Avenue

A \$232,560 contribution from the Government of Canada's Active Transportation Fund is supporting the construction of a 1.6-kilometre multi-use path along Bowmanville Avenue, from Baseline Road to Highway 2.

The path will be built alongside the Region of Durham's Bowmanville Avenue widening project, which began in November 2025 and is scheduled for completion in

December 2027.

The Active Transportation Fund is a national initiative that supports infrastructure for walking, cycling, and other human-powered mobility options.

Through this funding, communities can create safer, more sustainable transportation networks. The new three-metre-wide multi-use path along Bowmanville Avenue will improve connections between neigh-

bourhoods, parks, and transit routes, giving residents more options for active and environmentally friendly travel.

"This investment isn't just about paving a path - it's about connecting neighbours. By making it easier and safer to walk, cycle, or use mobility aids, we're helping everyone live healthier and feel a stronger sense of belonging. We're truly grateful to the

Government of Canada for investing in Clarington and helping us build a more connected and sustainable future," said Clarington Mayor Adrian Foster.

"By investing in active transportation, communities can build, revitalize, and extend local trails, making them safer and more enjoyable for everyone.

This means people can get outside, stay active, and

have more environmentally friendly options for getting to work, school, recreation centres, and local businesses," said the Honourable Gregor Robertson, Minister of Housing and Infrastructure and Minister responsible for Pacific Economic Development Canada.

Clarington is actively working through its draft Active Transportation Master Plan, which is currently in development and anticipated to be completed in 2026.



Todd McCarthy
Pleased for the opportunity to meet with Class 21 of the Advanced Agricultural Leadership Program. These emerging leaders - supported by the roinstitute - play an essential role in driving innovation and building a strong future for Ontario's agriculture and rural communities! Thank you for the insightful discussion and I look forward to continue working together to keep Ontario's agriculture sector strong, competitive and growing.

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.



MERRY CHRISTMAS & HAPPY NEW YEAR TO ALL!!!

Joe Ingino
Editor/Publisher
Central Newspapers



THANK YOU !

For Making Us #1 Across The Region 30+ Years And Counting

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