

CENTRAL NEWSPAPER
SUPPORTS
VIMY RIDGE

**HONOURING COURAGE.
REMEMBERING SACRIFICE.**

We remember the bravery of the Canadian forces who fought at **Vimy Ridge** — a defining moment in Canada's history.

- 🇨🇦 Their courage shaped our country
- 🇨🇦 Their sacrifice will never be forgotten
- 🇨🇦 Their legacy lives on in every generation

We Will Remember Them

THE CENTRAL NEWSPAPER
DURHAM'S INDEPENDENT VOICE

Lest We Forget

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.

BEAR AND CAYOTE WARNING

DURHAM - With spring comes the wild life. Across the region Coyotes are always a concern as bears.

Oshawa community members may notice an increase in coyote sightings or activity at this time of the year as coyotes start denning to raise their pups in spring.

Winter months are the mating period for coyotes, while in spring they seek out a den to rear their pups. To minimize encounters during this time, residents and property owners are encouraged to wildlife proof their property to prevent coyotes from denning.

If you suspect a coyote den is nearby:

contact Service Oshawa online at service.oshawa.ca, by email to service@oshawa.ca or by telephone at 905-436-3311 avoid the area, keep your dog on a leash no longer than 6 feet in length.

How can I prevent coyotes from visiting my yard?

Remove food sources: secure garbage, keep pet food indoors, clean up bird seed and fallen fruit.

Keep your yard tidy: trim vegetation, pick up dog waste, and clean your outdoor cooking area.

Secure buildings: seal gaps under decks, porches, sheds, and your home.

Protect pets: leash dogs, supervise them outside, and bring pets in at night.

What do I do if I encounter a coyote?

Stop and pick up small children and pets.

Stand still, never run from or turn your back on a coyote.

Make yourself big, wave your arms above your head.

Be loud and assertive.

Slowly back away, keeping an eye on the animal.

If you see it, report it!

The City uses coyote sighting

reports to monitor common locations and determine if neighbourhood specific communications should be sent or signage posted.

The Ontario government and the Ontario Provincial Police (OPP) are reminding the public to stay safe and prevent attracting black bears as they come out of hibernation.

During this time of year, there is little natural food for bears, causing them to search for other food sources, including garbage and bird feed.

To help protect our communities and keep residents safe, follow these simple and effective precautions:

Never feed or approach bears. Store garbage in waste containers with tight-fitting lids, preferably indoors.

Wait until pickup day to put out garbage for collection

Remove bird feeders for the spring and summer (instead you can offer birds natural

alternatives such as flowers, nesting boxes or fresh water) Clean food residue from outdoor barbecue grills and grease traps after each use. Keep dogs on leash and store pet food indoors.

Alert your neighbours about bear activity and share these Bear Wise tips to reduce attractants in your community. It is important to know how to handle a bear encounter, and who to call if you encounter one. The province operates a non-emergency, toll-free Bear Wise reporting line at 1-866-514-2327. The line operates from April 1 to November 30 and is available 24/7.

If a bear is posing an immediate threat by showing threatening or aggressive behaviour, remain calm and call 911 or your local police department.



THE FLYER EXPERTS FOR DURHAM

FAST ✓ EASY ✓ AFFORDABLE ✓

CALL NOW FOR

14¢ FLYER DISTRIBUTION

905-432-2657