



Ajax Pickering
Hospital
Foundation

Every year, thanks to the generosity of our donors, the Ajax Pickering Hospital Foundation is able to provide Xmas baskets and special gifts to the 70+ clients of the Assertive Community Assessment Team (ACTT), who live in the community but still need support in their mental health journey. Here are Maria and Pauline from Phoenix A.M.D. International Inc.. This company - headed by Dawn & Albert - is an amazing donor to and supporter of the Ajax Pickering Hospital. These two wonderful women were delivering the varied items that some of the ACTT clients had put on their Xmas wish list. No request was too small or too outlandish for them... including fulfilling the wish of one client to just have a gift of shortbread in a red tin! Thank you to everyone at Phoenix A.M.D. International Inc. for spreading the generosity of the season, and bringing smiles to the faces of people you might never meet.



Juanita Nathan

I left my meeting with Luke's Place deeply moved by their compassion and strength. Their team works tirelessly to provide safety, legal advocacy, and hope for women and families escaping Domestic Violence. In Pickering-Brooklin and across Durham, their efforts remind us that empathy and action can create a future free from violence. Thank you, Luke's Place, for being a beacon of support in our community.



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Ducks Unlimited
Canada

DUC and Watersheds Canada build
10 new wetlands to support Great
Lakes water quality

December 04, 2025 Ontario

"This is a tremendous achievement. With the leadership of our partners and the support of Ontario's Great Lakes Local Action Fund, we are working as a team to protect the Great Lakes for future generations."

Todd McCarthy
Minister of the Environment,
Conservation, and Parks

Thanks to Ontario's Great Lakes Local Action Fund, these restored wetlands will help filter water, reduce flooding, strengthen resilience, and create vital habitat for wildlife. I'm proud to join Ducks Unlimited Canada and Watersheds Canada in celebrating these new wetlands across Eastern and Central Ontario - an important boost for Great Lakes water quality!

NEWSPRINT VS ONLINE
POSTING

While printing has risen to serve as a prominent form of communication with online publishing speeding quickly to meet the needs of the literate world, there are still, and will remain to be, significant differences between print and on-line publishing. Online and print publishing are significantly different.

What is the difference between online and print publishing?

Online and print publishing are significantly different. Choosing what medium to publish in depends on such factors as your publishing goals, the amount of money you have to spend, and the kinds of resources that are available to you.

Are print newspapers better than online newspapers?

Here are some of the major benefits and drawbacks of both print and online newspapers. Print newspaper pro: It's physical. The feeling of a warm newspaper right off the press is one of my favorite feelings, and the fact that a print newspaper can be physically held in your hands is a huge pro for print editions.

The other great thing about print newspaper is that the source is trustworthy and community know. Information in print is more reliable and accurate. Print copies also tend to be more beneficial to advertisers as it gets their product or service right in the hands of the consumer. News print also tends to have a lingering affect as newspaper are not normally read and erased or tossed. Newspaper on the average are seen by 2.5 people per household.

Difference between paid news print paper and free newspapers.

Paid circulation newspapers is the most reliable and effective means of publishing. Paid for newspaper have a captive audience that look forward to getting their copy of the paper on a particular day of the week. Or in some cases daily. Paid circulation have proven through history to be the most effective vehicle for advertisers. Costs, depend on number of copies published and or market reaches. In newsprint you truly get what you paid for.

What is an online newspaper?

An online newspaper (or electronic news or electronic news publication) is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. Reputable newspaper have stayed away from offering free online newspaper. Instead, they ask for a subscription to read a version of the newspaper. Normally just news briefs. Online publication, has only taken off in the last 10 years. The reason. Cheap to produce. In general advertisers that rely on this type of media. Their ads never gets notices as most of the advertisers are filed in part of the web page offering the news.

In today's online climate. Information posted as trusted news outlets must be taken with a grain of salt. Sources are sketchy and reporting at time is skewed towards a political hidden agenda.

The other important thing about online only newspapers is that by their own admittance in not printing hard copy. These online newspaper can't generate a strong enough readership to justify the printing cost of hard copy.

Economic difference:

In print newspaper only cost \$1.00/wk to \$3.00/wk. Online, newspaper need to be accessed through a computer or smart phone. Internet service needs to be in place. This, for many making it an impossible access as many are economically suffering.

Advertisers:

Like they say. 'You get what you paid for.' Online, may be cheaper than in print copy. But you also get what you paid for. In newsprint it goes directly to your customers hands, then it is up to you to offer the right sale to attract them.

Rule of thumb for online advertiser. If the consumer can't get to your ad in 3 clicks. You lost the interest. In print advertising. Curiosity always has readers coming back. Online, once you closed that page it is gone for ever.

THINK BEFORE YOU ADVERTISE ONLINE