

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.

THURSDAY NITE

WEEKLY FUN DARTS

SOCIAL!

@ 7:30

Open To Everyone!



Sir William Stephenson, Branch 1937

Legion

"The Friendly Branch"

1251 Simcoe Street North, Unit 16, Oshawa, Ontario L1G 4K1

DURHAM #1

COMMERCIAL

CLEANER

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TODAY FOR A

FREE QUOTE

We Beat Or Match Competitors Rates

Commercial Cleaning

Where Clean Means Business

Tired of dusty desks and streaky floors? Let BRL Commercial Cleaning transform your workspace into a spotless sanctuary.

We specialize in:

Office & Retail Cleaning

Industrial & Warehouse Maintenance

Eco-Friendly Products & Practices

Flexible Scheduling to Fit Your Needs

Your business deserves a clean that impresses. Trust BRL to deliver consistency, quality, and a fresh start—every single time.

Call today for a free quote and let BRL Commercial Cleaning do the dirty work, so you don't have to.

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CLEANING 24/7 Available Day or Night Experience The Difference - CALL US TODAY

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THE DIRTY SHWA TOLD TO TAKE A BATH BEFORE SHOWING UP FOR A GENERALS GAME

Oshawa - Only in Oshawa patrons are asked to take showers before showing up for a Generals game. In other words. 'YOU STINK' Oshawa fans.

Oshawa Generals season ticket holders are being asked to shower before game time by General administration.

An email went out to all season ticket holders on Tuesday afternoon, asking them to "be mindful of personal cleanliness while sharing our space with fellow fans".

The message read:

We're thrilled to have you with us each and every game and appreciate the energy you bring to the arena. To help ensure a clean, comfortable, and enjoyable experience for everyone, we kindly ask for your cooperation with a few simple hygiene practices. Please make use of the hand-sanitizing stations located throughout the arena, cover coughs and sneezes, and be mindful of personal cleanliness while sharing our space with fellow fans.

If you're feeling unwell, we encourage you to take care of yourself and cheer us on from home when possible. **If you went to the gym or did something that produced body odor, please shower before attending the game.** These small actions make a big difference in keeping our community healthy and our events running smoothly.

Thank you for your understanding, your respect for one another, and for being such an important part of our fan family. Enjoy the remainder of the season!

In other words you General fans stink. Does this mean that they will be sending out 'stink' police out to inspect crowds. Anyone with body smell will be asked to leave?

According to Generals management, an email went out because it is flu season and that they have also received numerous complaints from season ticket holders about the odor.

Season ticket holders spend anywhere from \$634 – \$1,187 depending on the seating option they choose for one to three season ticket options.

The Oshawa Generals are sending a real stinker of a message to their fan core. Those that pay good money for season tickets. This latest public relations blunder will surely cost the General a few fans if nothing their reputation.