

DURHAM'S #1 NEWSPAPER

The Central

THE VOICE OF DURHAM REGION

Your Community. Your Voice. Your Newspaper.

SURVIVED COVID, HARSH ECONOMIC TIMES, AND NEVER QUIT.

Through every challenge. **WE KEPT PRINTING.**

WE ARE TIME TESTED
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Committed to Excellence in Journalism.

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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
Newsprint is alive and thriving. Be careful of advertising in FREE newspapers. By their own admittance they have no readership.



Striving for a Plastic Free July

By Lorraine Roulston

The Plastic Free Foundation partners with the corporate, philanthropic and community sectors to help affect the behaviour change required to create a healthier environment. With the help of aligned partners, they aim to become world leaders striving to be free from plastic waste.

If, or when, we face a shortage of oil, will we begin to see plastic items prioritized? Less plastic toys, no inner plastic film on takeout coffee cups, and the gradual decreasing single-use food containers? It's an anti-plastic challenge for you to tackle! My plastic rant questions the following:

- Why are 5 avocados in a plastic net bag cheaper than purchasing them loose?
- Who decided that loose mushrooms should be in a single-use air tight container where they decompose quicker?
- Why are children's birthday party loot bags still popular? Generally, they contain 30 seconds of enjoyment from a little plastic toy, wrapped individual candies, plastic stickers, and a couple of magic markers.

Will dental floss ever be PFC free? Most floss comes packaged in a plastic case. The floss is coated with Perfluorochemicals (PFCs) which is the non-stick coating found on teflon pans. Switch to a natural floss like silk

Why do some grocery shoppers place bananas or a melon into a small plastic bag?
 Storing leftover food in glass jars or glass snap-ware containers is a healthier option than using plastic tubs. Want to phase out plastic wrap? One solution is reusable beeswax wrap, or simply scoop that bit of food in a bowl and refrigerate covered with a plate!

Soap bars are wrapped in paper or sold without packaging. Using a bar of soap that was handled by someone else is just one small way to strengthen your immune system. Will soap bars make a comeback?

When did Chiclets gum switch from a boxboard container to one that has each piece surrounded by a plastic bubble? Did you know that chewing gum contains plastic particles? A new study revealed that microplastics are being found in saliva. How many women know that many menstrual products are made of plastic? Best to opt for organic cotton tampons or switch to reusable menstrual cups.

Can you say goodbye to your pink plastic razors? If so, swapping to a stainless steel safety razor with replaceable blades will last a lifetime, and save money.

Did you know that you can go without using shampoo for weeks once your hair is accustomed to not being shampooed every 3 days or so? Shampoo bars can replace plastic bottles. You can wash your hair with a tablespoon of baking soda in a cup of water. Test out the No Shampoo method.

Will board games ever come without little plastic markers? Players can find items around the house such as coins, buttons, and bread tabs to use instead.

Are you ready to take the July Plastic Free Challenge?

Thinking of Making a Move? Experience Counts!

- ✓ **HONEST**
- ✓ **PROFESSIONAL**
- ✓ **EXPERIENCED (20+ yrs)**
- ✓ **HARDWORKING**

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