

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.

MUNICIPAL
INTERNET
POSTINGS
DO NOT
WORK

In an age of misinformation and shrinking newsrooms, your support for credible journalism has never mattered more.

According to the 2024 Digital News Reports by the Reuters Institute, 52% of Canadians say they're willing to pay for trusted news - yet only 15% actually do.

This gap threatens... the sustainability of local news organizations like ours who work every day to report with integrity, accountability, and a deep connection to our community.

Other countries are stepping up:

Norway: 40% pay for news

Sweden: 31% pay for news

Australia: 21% pay for news

Finland: 20% pay for news

Even United States out performs Canada's support of journalism, with 22% of readers who pay for news.

Canada shouldn't fall behind

Local journalism keeps communities informed, connected, united and empowered. It shines a light on the issues that matter most - your schools, your streets, your stories.

By subscribing, you're not just getting access to trusted local news - you're helping preserve a vital public service.

CHOOSE TRUTH
CHOOSE FACTS
CHOOSE LOCAL JOURNALISM

Municipalities have opted for online posting with catastrophic failure. Every week you are missing out on important local information that affect your daily life.

Municipalities are forcing taxpayers to go on line. Taxpayers are not responding due to a series of realities:

Cost of Internet

Cost of purchasing computer/cell phone.

Lack of knowledge on use of technology.

Complex web pages full of pop-ups.

Lack of time to sit in front of a computer.

Internet is infested with all kinds of algorithms that track you.

Internet is very specific and not broad enough for public.

By supporting your local newspaper you are uniting the community around a trusted local news source.

Your support, supports local businesses and creates an atmosphere of community. Your support sends a real message to your municipality that you demand arms length accountability.

Your local newspaper is written and published by journalist that live and work in the community. Community members that you can trust.

Today, even major network news sources have fallen to bias reporting due to political interests.

Your local community newspaper is different. Your local journalist bring you articles that matter to you and your family.

Demand that your municipality publish in your local paper.

WITHOUT SUPPORT TRUTH HAS NO PLATFORM
Subscribe Today!!!

CYBER ATTACK OR GLITCH IN THE MATRIX?

DURHAM - Two weeks ago, Amazon cloud related services was unexpectedly shut down. Impacting millions of online users. From banks to social media. Reason given from Amazon. Internal technical glitch. A week ago, Microsoft main servers compromised. Once again major disruptions. Reasons... unknown. Locally in Durham. This past week experienced a temporary internet outage hit municipalities and institutions across Durham bringing systems down for a while.

"We're aware that the <http://durham.ca> and <http://DurhamRegionTransit.com> websites are experiencing technical issues. Thank you for your patience as we work with our vendors to resolve the problem," said an alert from Region of Durham. "We are aware of a major internet disruption affecting both Canada and the US. Our website will be inaccessible as this outage continues," said a Durham Regional Police Service (DRPS) notice. "If you need to report a non-emergency please contact DRPS at 905-579-1520. If there is an emergency please contact 911 immediately."

The Town of Whitby announced a temporary service disruption affecting access to the town's website. "Please be advised: The deadline for RFP submissions has been extended to Monday, November 3rd...Please do NOT submit your RFP application via email. Applications are to be submitted via the usual method on the Town of Whitby website. Thank you for your patience while we worked to restore the website and we apologize for the inconvenience."

City of Oshawa: "Please be advised that the City of Oshawa website along with all online forms and calendars is unavailable due to technical challenges. The vendor has made it a priority to resolve the issue; and we are aware that the outage is affecting most of the vendor's hosted websites," said a city alert.

The Town of Ajax's website is currently experiencing technical issues and may be temporarily slow to load or unavailable. This is due to a global service outage, and our website provider is actively working to resolve the issue, said a town notice. We apologize for the inconvenience and invite you to stay connected with us through our social media channels. You can also call 905-683-4550 or email contactus@ajax.ca with any questions," it added.

Township of Scugog: "Please be advised our website, <http://scugog.ca>, is currently experiencing technical difficulties. We are working to resolve the issue. We thank you for your patience, and advise residents to contact mail@scugog.ca for any inquiries during this time."

Township of Brock: Website Outage Notice. "The Township of Brock's website is temporarily unavailable due to a service wide outage affecting Azure services at this time. You can contact us at brock@brock.ca or 705-432-2355 in the meantime. We thank you for your patience and understanding."

Durham Region Transit: "We're aware that <http://DurhamRegionTransit.com> and <http://durham.ca> websites are experiencing technical issues. Thank you for your patience as we work with our vendors to resolve the problem."

Lakeridge Health: Impact Notice: Website Outage. "We're aware of a Microsoft outage affecting users across Canada, which is impacting access to <http://lh.ca>. Services are gradually being restored. Thank you for your patience as we work through this issue." IRONICALLY, ALL THESE ANNOUNCEMENT WERE MADE OVER THE INTERNET - OVER AN INTERNET THAT NO ONE HAD ACCESS. ONLINE HAS PROVEN TO BE A FAILURE IN KEEPING THE POPULATION INFORMED. CASE IN POINT... IMPORTANT NOTICES NO ONE RECEIVED THEM AS SYSTEM DOWN.