

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 to 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.

SUPPORT A LOCAL SMALL BUSINESS
MAKING A HUGE DIFFERENCE
ACROSS DURHAM

**SUBSCRIBE
TODAY!!!**

**100% SUBSCRIPTION
GOES TO YOUR CARRIER**

The Central Newspaper
Durham #1 Newspaper
For A Reason... Subscribe and Find Out



DURHAM #1
COMMERCIAL
CLEANER
CALL US
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 spot-
less 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.



INSURED, BONDED & TRUSTED
IN DURHAM AND
SURROUNDING AREAS FOR
OVER 20 YEARS

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

FREE ESTIMATE
905-427-8062
or email info@maid-mart.com or
visit us at www.maid-mart.com

Ford government
celebrates
milestones while
Ontarians still can't
find a family doctor

QUEEN'S PARK — As the Ford government marks one year of its Primary Care Action Plan with self-congratulations and new targets, Ontario NDP Leader Marit Stiles and Shadow Minister for Mental Health and Addictions with responsibility for Primary Care Dr. Robin Lennox say the government's announcements do not match the reality that many are facing across the province.

Stiles says the government is long on press releases but short on results, as Ontarians continue to face undeniable challenges.

"Ontarians are being told this plan is working, but folks are still waiting hours in emergency rooms and hundreds of thousands of families still don't have a family doctor," said Stiles. "If Health Care Connect is supposedly fixed, the government should act like it and actually tell people how to access care."

Stiles also questioned the government's ability to actually meet its targets.

"The government can announce targets all it wants, but those targets don't match the reality on the ground," said Stiles. "Half of Ontario's municipalities still don't have family doctors taking new patients. The real work is creating new primary care teams in communities that have none, and that work isn't happening at the scale required. Health care workers are burning out, while this government acts like the crisis is over."

Dr. Lennox said the government is overstating progress while ignoring the scope of the problem.

"The Health Care Connect waitlist represents only about 11% of people who need primary care – it's the tip of the iceberg. Focusing on that alone is not ambitious enough," said Lennox. "Being attached to a pen does not mean people can get timely appointments or access care close to home, and without that, outcomes will not improve."

Lennox also warned the government is failing to address the workforce crisis needed to make team-based care work.

"We all agree team-based care is the right model, but there is no physician recruitment or retention plan, and nurses in community care are still paid less than their hospital counterparts," said Lennox. "When half of family doctors are considering leaving practice in the next five years, these teams will not succeed unless the government acts now to make family medicine sustainable" After decades of neglect by Liberal and Conservative governments, people need real action. That means funding that actually flows to communities, a province-wide recruitment strategy, and honesty about how serious this crisis still is.