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The Oshawa Central Newspaper



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To: Municipality Marketing Coordinator

Date: September 10, 2024

Let this be a formal request for support. As a local small business. We appreciate every client that we can earn. In our attempt to unite our community under one Regional newspaper. Each municipality is being asked for the same level of support.

All municipalities pride themselves in supporting local businesses. As they should, small businesses are the heart beat of all our communities.

Both the Region and each municipality play a key role in the Regions success. The Central Newspaper as the only in print publication serving all of Durham Region is requesting support.

The Central can work with each municipalities needs or we may offer a co-op advertising package. By now it is a well documented fact that social media does not work as a public awareness vehicle. Look at the likes and comments. Minimal. Electronic billboards have proven to have minimal impact on informing the public at large as they are very geographically inclined. Web pages, in general are very difficult to navigate and most people feel frustrated when surfing through the endless pages.

Community newspapers are making a come back as they have a proven record to unite taxpayers under one local, trustworthy, reliable news organization. Not to mention meeting all Provincial guidelines.

As such the Central Newspaper is such organization. The Central has a proven 29 years plus record.

The Central as the only in print newspaper needs your support.

We all have to work together.

The Central proposes the following: Participating municipalities would get billed, \$2,550/mth. This will give each municipality the equivalent of a full page for that particular month. Municipalities may use the space as they need or once a month run a full page with all the local listings. What this will do. Is create focus place for the community to turn to and keep informed. The cost to the consumer is only one dollar per week. The Central makes it very affordable and the consumer has this document/newspaper in their house and may view it at any time. NO COMPUTERS, NO INTERNET, NO HARD TO NAVIGATE WEB PAGES.

Thanking you in advance for living up to the Region and municipal code of **'SUPPORT LOCAL SMALL BUSINESSES'** and in the name of community unity by extending your support to the Central.

If the presented package does not meet your budgets. The Central may sit with you to accommodate your budgetary needs.

Thanking you again

Joe Ingino
Editor/Publisher
Central newspapers