



NORTH HALTON'S ONLY TRULY INDEPENDENT DAILY MULTIMEDIA NEWSGROUP

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Are your marketing dollars reaching your targeted consumer?

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Papers dumped on the lawn

Halton Hills - Acton: That's a question Acton's NEW Tanner advertisers can only answer. Recently many residents in the community of Acton have been forced to retrieve the The New Tanner, which many single resident dwellers are finding discarded on their lawns. In the picture above, no sooner had the resident retrieved a soggy paper from their lawn which was then left out to dry a week earlier, another was dumped on the ground for the homeowner to retrieve.

The Georgetown Independent and its Acton Free Press are both distributed under the banner of The Independent & Free Press, published by Metroland, who delivers two issues a week to Acton. Acton's Tanner, published by Acton's own Ted Tyler, has been competing for a share of the Halton Hills market which has resulted in both publications, spamming the small community of about 5000, with an obscene news-to-advert ratio of print media, three times a week.

It now appears, possibly in an effort to stay competitive and cut-back-cost, Tyler's Tanner is forcing its homeowners to pick-up its trash from where it was dumped, on peoples lawns and driveways. The resident of the home pictured above, stated; "It was bad enough that I've been forced to deal with this unsolicited nepotistic publication of "the Dude", now I've got to retrieve it off my lawn", chuckling as he added; "well at least the plastic packaging will make it easier to redirect the soggy packages to the lawn of the publisher who lives down the street".

On a more serious note, the question local businesses should be asking themselves, is; are advertising dollars spent on a publication that's left on people's lawns -- worth as much to advertisers who pay to have their messages delivered to community homeowner's doors? The Herald has always been, not just a proponent but a leader in 'Green media'. Most Medias today offer their product online, which, if good enough, is sought out by consumers. The 'NEW' Tanner, unfortunately, appears to be struggling to simply deliver its product to its consumer's doors, let alone providing the community with an alternative delivery source. If publications can afford to discard their products on the lawns of our homes, than perhaps it is time The Ontario Waste Diversion Act was ammended to force these publications whose unsolicited products end up in our Blue Boxes, to pay municipalities the cost for recycling.