

# Berkeley Heights

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## BENCHES FROM THIN-FILM PLASTICS - COLLECTION RESUMES

Submitted by Berkeley Heights Environmental Commission

Since June 2018 when the Berkeley Heights Environmental Commission started the program of collecting thin film plastics in Trex® bins around town, the Township has collectively amassed a total of 12,805 pounds of thin-film plastics. Thanks to the community members who contributed their plastics to these bins, as well as to the volunteers, organizations, and businesses around town who delivered these plastics from these bins to Trex® partner store locations, Berkeley Heights has now earned a total of 17 Trex® benches.

The Trex® Company sources a portion of its raw materials for its outdoor decking products from the plastics it receives from its distributors. Trex® then uses these plastics in its manufacturing process. So, essentially, the plastics dropped off at the bins in town help produce the Trex® benches our town has received.

Because Vegan Fest was cancelled this year due to COVID-19, the Berkeley Heights Environmental Commission (BHEC) resolved to use funds that would otherwise have gone toward the event instead for engraving each bench earned with the name of the group or business responsible for delivering the collected plastics to partner stores. Most of the engraved benches now reside in the Lower Columbia Park tennis courts. Other benches appear outside the doors of local businesses, such as Taylor Rental and Smith Chiropractic, whose owners “adopted” a bin.

According to Dr. Patrick Smith, “I have always believed strongly in the importance of recycling and plastics are a particularly important resource to recycle. So, when Smith Chiropractic was asked to help host a plastics bin, we partnered with Paul Neuwirth at Taylor Rental, who has the perfect collection site. Together, we have recycled several thousand pounds of thin-film plastics. Our hopes are to collect thousand more pounds, helping to provide free sustainable benches to our community, and making our world a little better place for now and for the next generation.”

At this time, the BHEC is resuming the town-wide thin-film plastics collection. “The



(above) Bench at Smith Chiropractic on Snyder Avenue.

Environmental Commission truly appreciates it that Taylor Rental and the Wharton Institute for the Performing Arts are stepping up to take in thin-film plastics,” said Environmental Commission Chair Richard Leister. “It is clear that many residents are interested in this recycling effort.” The public can drop off their clean plastics (plastic grocery bags, produce bags, bread bags, case overwrap, dry cleaning bags, newspaper sleeves, ice bags, wood pellet bags, Ziplock® & other re-sealable bags, produce bags, bubble wrap, salt bags, and cereal bags) at the bin located inside Taylor Rental, located on Springfield Avenue ([taylorrentalbh.com](http://taylorrentalbh.com)). Wharton Institute for the Performing Arts will also be accepting thin film plastics from those who come for lessons or rehearsals ([whartonarts.org/](http://whartonarts.org/)).

The benches, as well as the thin film plastics collection program itself, are helping our local businesses attract customers while enabling them to give back to the community. Says Paul Neuwirth, owner of Taylor Rental who proudly displays his Trex bench outside his store, “Taylor Rental welcomes the opportunity to collect thin film plastics for recycling. A lot of our customers are surprised the first time they enter our building not only by the variety of items you can rent but with the size of our party store. So getting people in the door is a priority. To be able to do that as well as help the environment and build benches for the town is a triple bonus.”

For more information about the thin-film plastics collection program in Berkeley Heights, please visit the BHEC website, at [berkeleyheights.gov/379/Recycling-Thin-Film-Plastics](http://berkeleyheights.gov/379/Recycling-Thin-Film-Plastics).

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Merry Christmas and Happy Holidays to all!



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# BUMBLES DOLLS DONATED TO SAGE ELDERCARE'S OLDER ADULT CLIENTS

*Submitted by Cindy Potters*

SAGE Eldercare’s clients got a special gift in November: handmade Bumbles Dolls. Bumbles were created in 2014 by Max Loeffler of Summit. The dolls were inspired by his sister who was in the hospital for an extended period, Loeffler explained. She always carried her favorite doll around the house and at the hospital. Like the Velveteen Rabbit, she loved it so much, she hugged the face right off. Bumbles do not have faces either.

Loeffler was 17-years-old when he started the organization. His mom, Vanessa, siblings, and various volunteers, have helped over the years to scout fabric, sew dolls and make deliveries.

Since the beginning, Bumbles has collaborated with well known brands, such as Prada, and delivered to many nonprofits including: NJ Institute of Diabetes, hurricane victims in the Bahamas, Ronald McDonald House, Fort Bragg (special camouflage fabric had been donated), Overlook Foundation and Bonds of Courage. They have delivered approximately 2,000 dolls in six years. Loeffler said he is so busy, Bumbles is his full time job.

The introduction to SAGE came from Loeffler’s grandfather, who is a SAGE Meals on Wheels client. “SAGE has had such a big impact on the community,” Loeffler said. “It felt good to give back, especially during COVID-19.” Dozens of dolls were distributed between Meals on Wheels and Spend-A-Day participants. Many of the recipients are alone and isolated. The dolls were greatly appreciated.

“We are so grateful that Max chose SAGE as a nonprofit to donate to,” said Interim Director, Marianne Kranz. “The look on the faces of our clients when the Bumbles were delivered was priceless. We thank Max and his family for their support and commitment to helping others.”

To learn more about Bumbles Dolls visit: [Bumblesdolls.com](http://Bumblesdolls.com)

Since 1954, SAGE Eldercare has been helping make the communities it serves amazing places to age. The non-profit organization provides a wide array of information, support, and services designed to help individuals lead the most independent and active lives possible. For more information, please call 908-273-5550 or visit [sageeldercare.org](http://sageeldercare.org).



(above) SAGE Meals on Wheels clients holding dolls, made and donated by Bumbles Dolls in Summit.



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## FIRE DEPARTMENT ACCEPTS DELIVERY OF NEW TOWER-1 TRUCK

### WARNING: SPOTTED LANTERNFLY ARE NOW IN BERKELEY HEIGHTS

The Environmental Commission is warning residents that the spotted lanternfly has been sighted in Berkeley Heights near Governor Livingston High School. This highly invasive pest feeds on many plants, including grapevines and ornamentals. Its presence in the Township has been reported to the State of New Jersey.

If you think you have seen SLF on your property you can report it to the NJ State Department of Agriculture by emailing [slf-plantindustry@ag.nj.gov](mailto:slf-plantindustry@ag.nj.gov) or by calling 609-406-6943.

The Department appreciates residents reporting the addresses of Spotted Lanternfly sightings and assisting us in keeping this pest from spreading. While we will not return confirmation calls and emails at this time, the information provided to us is important in our mission against the Spotted Lanternfly.

If you are able to eliminate the Spotted Lanternfly, please do so.

On November 2nd the Berkeley Heights Fire Department accepted delivery of the new Tower-1. This new truck will replace a 25-year-old ladder truck. The new Tower-1 is a mid-mount, which will be a departure from the previous rear mount.

The reasons for this change are the new buildings that will soon be built in the Township. Many of the new buildings will be closer to the street which necessitates a shorter more compact aerial ladder.

Some of the other advantages that come with

a mid-mount are the vehicles center of gravity which is greatly improved resulting in better handling and safer driving. With the bucket at the rear instead of the front, the driver will have greater visibility, as well as a lower overall height.

The new Tower-1 will be placed in service after all of the equipment is mounted and members have been trained in its operation.

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2  
*Frozen Family Night*

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December 13<sup>th</sup>

For details please give us a call or visit us online.

## CONTACT TRACING

Submitted by Berkeley Heights Communication Committee

Berkeley Heights and other towns cannot get their numbers under control if people do not cooperate with contact tracers. For COVID-19, the ability to scale our contact tracing capability is absolutely crucial to break the chain of transmission, slow community spread and restart the economy. Contact tracing is a long-standing process; if you're getting called, it's because you tested positive for COVID-19 or may have come into close contact with someone who has. Contact tracing goes hand in hand with testing. It is part of the process of supporting patients with suspected or confirmed infection. Here's how it works.

Contact tracers will reach out via phone, text message, or letters dropped off at your door. Contact tracers will provide their name, agency, and a phone number. If you have any doubts about the legitimacy of your conversation with a contact tracer, you may hang up and call your local health department. Our Berkeley Heights Health Officer can be contacted at: (908) 518-5620. You should also feel free to request the name and ID of anyone who calls.

To ensure you have the care you need and the support to keep you and your family safe, you may be asked:

To confirm your date of birth, address, or other basic information.

Discuss any symptoms you may have had, whether you were hospitalized, or any underlying health conditions that might put you at greater risk.

Details about your living situation so you can be informed on how to safely self-isolate or self-quarantine.

If you are uninsured, so we can give you additional information about free testing and care.

You may also be asked about your job to determine if you are a health care worker or essential worker and therefore must comply with additional safety requirements.

If you tested positive for COVID-19:

A contact tracer will work with you to identify your close contacts - anyone you spent 15 minutes or more with over a 24-hour period and were within 6 feet of while you were infectious (2 days before onset of symptoms to 10 days after).

If you don't have symptoms, we'll ask about your activity during the two days before your diagnosis.

We will also ask for the phone numbers of anyone you tell us about, so they can be called and cared for.

What a Contact Tracer Will NOT Ask...

A contact tracer will never ask for your social

security number.

A contact tracer will never ask for confidential financial information like your bank or credit card number.

A contact tracer will never ask about your immigration status and ICE will not be notified about your location.

The information you share will not be used for the purposes of law enforcement or immigration enforcement in any way.

The information you share will not negatively affect your public charge assessment or be used to deny access to health care or any other essential service.

Your cell phone is never tracked, a GPS location is not followed, and geolocation data is not collected or used.

If someone is requesting personal information covered above, it is likely a scam. You can report these calls online to the New Jersey Division of Consumer Affairs or by calling 973-504-6240.

Your information is confidential. Neither your name or your COVID status will not be released to your contacts, or your COVID-19 status; that information will only be known to public health officials and our local health departments.

Follow Berkeley Heights Communications Committee on Facebook @BerkeleyHeightsCommunicationsCommittee

## ANNOUNCING THE NEW OFFICE OF DR. EDWARD SOMMA IN BERKELEY HEIGHTS

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After graduating from medical school, Dr Somma served his internship in Internal Medicine at Trinitas Regional Medical Center. He then completed his residency in Internal Medicine at Seton Hall Post Graduate School of Medicine, where he was elected Chief Resident of Internal Medicine in his final year.

Dr. Somma has been in practice in Union and Middlesex counties for over 20 years, with an emphasis on excellence and compassion for his patients. He has served as the physician for the Elizabeth Fire Department, the Board of Health of Hillside and has served the Board of Education for Woodbridge NJ. He was granted the Humanitarian of the Year Award by Trinitas Health Foundation in May 2014, for his dedication to the community and his outstanding service to the goals of the Foundation.

Dr. Somma has special interests in various fields of Internal Medicine, including diabetes, obesity, cardiovascular diseases and arthritis/rheumatology. He has represented to major pharmaceutical companies, such as Schering-Plough and Pfizer, in a consulting and educational role for his peers. Dr. Somma has been a clinical educator for Seton Hall's Physician Assistant Program as an Associate Professor of Medicine for their Internal Medicine program.

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### CHILDREN'S STORY TIMES AND PROGRAMS: Story Time Online

Enjoy a new story every week read by staff & teen volunteers on the library's Facebook page <https://www.facebook.com/BerkeleyHeightsLibrary/>

#### Tuesday Morning Story Time (Ages 2- 5)

Tuesday at 10:30 am

Outside at 110 Roosevelt - weather permitting

#### Crafts-on-the-Go

Pick up a new craft kit at the library every week - just ring the Bell!

#### Prenda Code Club (Ages 2 - 6)

One of our new online resources for elementary - middle school age children. Prenda Code Club is a self-guided online program that teaches coding through a game-like learning experience and includes projects such as building websites, apps, video games, animations and more. Go to [bhplnj.org](http://bhplnj.org) and under the dropdown menu, select Young Readers then Resources for Students.

Questions about children's programs? Call or email [childrens@bhplnj.org](mailto:childrens@bhplnj.org)

Check the library's events calendar at [www.bhplnj.org/events](http://www.bhplnj.org/events) for program changes and additions.

### ADULT PROGRAMS:

#### Online Book Club

Friday, 12/4 at 10:30 a.m.

Tuesday, 12/8 at 7:15 p.m.

Currently, the library is offering an online Book

Group that meets via Zoom and discusses ebooks/e-audiobooks available from Hoopla.

The selection for December is An American Marriage by Tayari Jones.

In addition to the many holiday books & DVDs for adults and children owned by the library (check our catalog at: [catalog.bhplnj.org](http://catalog.bhplnj.org)), the library's website can link you to various online resources that can help you celebrate the holidays. Holiday themed ebooks and e-audiobooks can be found on eLibraryNJ (Libby or Overdrive app) & Hoopla, digital magazines on RBDigital, music on Freegal & Hoopla, films on Kanopy & Hoopla, crafts on Creativebug and holiday food on A to Z World Food! Go to the dropdown menu at [bhplnj.org](http://bhplnj.org) and select Services then Research Databases and scroll down to the Databases By Name section or use the Digital Content links for quick access.

Please call or email [reference@bhplnj.org](mailto:reference@bhplnj.org) for questions about the book group or using BHPL's online resources!

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# BLOOD DONORS URGENTLY NEEDED CHRONIC SHORTAGES THREATEN HEALTHCARE SYSTEM AS POTENTIAL SECOND WAVE LOOMS

New Jersey Blood Services, a division of New York Blood Center (NYBC), wants to increase blood donations for area hospitals. The COVID-19 pandemic has created a chronic shortage across the country that shows no sign of improving. This is particularly dangerous given the looming uncertainty surrounding the pandemic's trajectory over the course of the next few months.

Blood is urgently needed. The region's healthcare system requires 1,500 donations each day to treat patients ranging from trauma victims and cancer patients to newborn babies and their mothers. Prior to the pandemic, blood drives were held at businesses, high schools, colleges and community groups. Most of those groups have had to cancel their blood drives due to COVID-19. Donations are at just 65% of pre-pandemic levels - well below what is needed by hospitals and patients in our area.

"This is an incredibly challenging time for our communities. We are now relying on people seeking out a place to donate. So far, that is not happening at the level we need," said Andrea H. Cefarelli, Senior Executive Director of Recruitment & Marketing for New York Blood Center.

We are asking our community to visit our

donor centers or to find a convenient community blood drive to donate. "The Covid-19 pandemic has created blood shortages for all New Jersey and NY hospital systems, said Cefarelli. Donated blood is essential for trauma and surgery patients in need. We encourage healthy New Jersey residents, aged 16 to 75, to donate blood at NJBS blood drives and donation sites now. Visit NYBC.org or Call 1-800-933-BLOOD (2566) to make an appointment today."

## HOW NEW JERSEY RESIDENTS CAN HELP:

To make an appointment to donate blood, visit [donate.nybc.org/donor/schedules/zip](https://donate.nybc.org/donor/schedules/zip).

NYBC also needs more partners to step up and help host drives in large venues. If you have a space available and would like to host a blood drive, please sign up at [nybloodcenter.org](https://nybloodcenter.org).

For information on the extra precautions being taken to help prevent the person-to-person spread of COVID-19, visit our website.

## ABOUT NEW YORK BLOOD CENTER

Founded in 1964, New York Blood Center (NYBC) is a nonprofit organization that is one of the largest independent, community-based blood centers in the world. NYBC, along with its operating divisions Community Blood Center of Kansas City, Missouri (CBC), Innovative Blood Resources (IBR), Blood Bank of Delmarva (BBD), and Rhode Island Blood Center (RIBC), collect approximately 4,000 units of blood products each day and serve local communities of more than 75 million people in the Tri-State area (NY, NJ, CT), Mid Atlantic area (PA, DE, MD, VA), Missouri and Kansas, Minnesota, Nebraska, Rhode Island, and Southern New England. NYBC and its operating divisions also provide a wide array of transfusion-related medical services to over 500 hospitals nationally, including Comprehensive Cell Solutions, the National Center for Blood Group Genomics, the National Cord Blood Program, and the Lindsley F. Kimball Research Institute, which — among other milestones — developed a practical screening method for hepatitis B as well as a safe, effective and affordable vaccine, and a patented solvent detergent plasma process innovating blood-purification technology worldwide.

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## POSTAL INSPECTION SERVICE LISTS SCAMS TARGETING VETERANS; OFFERS VALUABLE INFORMATION TO PROTECT AGAINST THEM

Operation Protect Veterans, a joint crime prevention program created by the U.S. Postal Inspection Service and AARP, is alerting the more than 17 million U.S. veterans to scams specifically targeting them.

### THESE INCLUDE:

**Secret Veterans Benefits Scam:** Veterans are told they qualify for "secret" government programs or benefits that offer thousands of dollars. But first, they attempt to collect personal information or a fee.

**Pension Poaching Scam:** Scammers often offer veterans lump sum payments up front, in exchange for signing over all their future monthly benefit checks.

**Bogus Employment Scam:** Scammers post fake job descriptions to collect personal information from a veteran's job application, or they charge an employment fee.

**VA Loan Scams:** Offers to refinance VA loans at extremely low rates.

**Update Your File Scam:** An imposter, claiming to be from a government agency, attempts to get a veteran's personal information to "update their file," so they can maintain their benefits.

**Aid and Attendance Scam:** Veterans (or their family members) receive an offer to move their assets into a living trust so that they can qualify for financial assisted living benefits.

According to research conducted by AARP, veterans are twice as likely as the general public to be victims of scams. What can veterans – and those who care about them – do to prevent being taken advantage of by scammers?

The Postal Inspection Service advises every veteran do the following:

Visit the Postal Inspection Service's website (uspis.gov) to learn about scams targeting

veterans and what they can do to prevent becoming a victim.

Check out any offer with a trusted family member, friend or your local veteran's affairs office before acting.

Don't be pressured into acting immediately. If you are dealing with a legitimate outfit, they won't try to pressure you to act before having a chance to check it out and think about it. If they do, just say "no" and hang up.

Get an answering machine and caller ID display. Then, let the machine answer the phone for you. If you don't recognize the person leaving a message, don't pick up the phone!

Contact your telephone service provider, and ask them what kind of services they offer to help you block unwanted calls.

Report if you believe you have been the victim of a scam. Contact your local police or AARP (protectveterans@aarp.org or 877-908-3360).

Get credible information on how to qualify for veterans' benefits by contacting your state veterans' affairs agency. Visit nasdva.us, and click on "Links."

"Veterans have access to special benefits and share a special bond that scammers know and use to take advantage of them," said Chief Postal Inspector Gary Barksdale. "The Postal Inspection Service works hard every day to stop scams targeting veterans, but we need everyone to become better informed, so they can help spread the knowledge to the veterans they know and love. I encourage all Americans to make this Veteran's Day not only a day of remembrance and thanks for our veterans, but also to make it the start of learning about, and helping to spread information on scams targeting veterans."

For more information on scams targeting veterans and other scams, visit uspis.gov.

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## THE GIFT OF SIGHT: SAYING YES! CAN CHANGE SOMEONE'S LIFE

"I am passionate about spreading the important lifesaving and enhancing message of organ and tissue donation because I know the powerful impact it can have," said Peter DeSarno, member of the New Providence Lions and double cornea transplant recipient. "It is an honor to bring together two organizations (The Lions Club and Eversight) that do so much good and have personally impacted my life".

That was the way the presentation at the November 4 New Providence Lions Club meeting began as members heard the personal story of one of its own members receiving the gift of sight and discussed the 50-year history of Eye Banking in New Jersey with Jennifer Rosenblatt, Director of Philanthropy at Eversight.

Peter went on to share that when he was in high school, he was diagnosed with a condition called Keratoconus that affected both of his eyes and at the age of 24. He then received two cornea transplants that restored his vision and forever changed his life.

The gift of his first donor cornea in his left eye came to him with the assistance of the Lions Eye Bank of Texas. The second transplant in his right eye was procured with the assistance of the Lions Eye Bank of New Jersey (now Eversight) working in conjunction with the New Providence based, NJ Sharing Network.

Peter put his experience into perspective by saying that today he looks out of the eyes of two other individuals. Peter explained that unfortunately he has not been able to make contact with and thank his donor families. He said what he does know is that they were two heroic human beings who came from two loving, caring and generous families who in their darkest hour displayed an incredible amount of love and compassion in providing him with the gift of sight. He said that he doesn't think humanity gets any more beautiful than that.

The Lions Club's work in fighting blindness goes back many years. In 1925, as an ambassador for the newly formed American Foundation for the Blind, Helen Keller addressed the Lions Club International Convention in Cedar Point, Ohio hoping that the Lions would partner with the American Foundation for the Blind and lend their support as an organization to those who had lost their sight.

It was at that convention where she appealed to the Lions and challenged them to become "knights of the blind in this crusade against darkness."

She had no idea just how far the association would take her challenge. Before the convention was over, the association dedicated itself to making Keller's dream a reality and the Lions would become Keller's Knights of the Blind.

Since 1925, millions of lives have been changed through the vision-related work of Lions around the world, and today the association is as dedicated as ever to hastening the day when no one should suffer unnecessarily from vision problems. Lions work to end preventable blindness and aid the visually impaired through eye centers and hospitals, medicines and surgeries, eye glasses and eye banks.

Jennifer Rosenblatt, Director of Philanthropy of Eversight, shared with the New Providence Lions Club an inspiring presentation about the Eye Bank in New Jersey and the work of her organization. Specifically, the work at Eversight to restore sight and prevent blindness through the healing power of donation, transplantation and research.

From its home in Clark, NJ, Eversight proudly partners with NJ Sharing Network, Lions Clubs, surgeons, businesses and philanthropists throughout New Jersey to advance its mission.

In 2019, Eversight worked with the families of 882 New Jersey residents who gave the gift of



(above, left) Jennifer Rosenblatt, Director of Philanthropy of Eversight, shared with the New Providence Lions Club an inspiring presentation about the Eye Banking in New Jersey and the work of her organization.

(above, right) Peter DeSarno, member of the New Providence Lions and double cornea transplant recipient, recently shared his personal story with the Lions Club.

sight for transplantation, research and education. Through outreach and programs, Eversight provided donated tissue for 8,176 sight-restoring corneal transplants in 2019 in New Jersey and around the world.

Saying "yes" to donation can change someone's life.

For details about donation visit [eversightvision.org/our-work/donation](http://eversightvision.org/our-work/donation).

For how to register to become a donor, visit [eversightvision.org/get-involved/#join-registry](http://eversightvision.org/get-involved/#join-registry).

The New Providence Lions Club is a 501(c)3 organization, giving back to the community 100% of the proceeds raised. Being a Lion empowers you to help others in a way that no one person could alone. The Lions are dedicated to helping others. Lions make a difference! For more information/membership please email [info@nplions.org](mailto:info@nplions.org) and visit [nplions.org](http://nplions.org).

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*Join us online only this Advent and Christmas*

**Service of the Word - Advent Sundays**  
Special Liturgy at 10:00 a.m.  
November 29, December 6, 13 and 20

**Midweek Service - Advent Wednesdays**  
Liturgy and Music of the Season at 12 noon  
December 2, 9 and 16

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**Online Christmas Services**  
Christmas Eve with Choir, Bells and Strings  
Thursday, December 24 at 5:00 p.m.  
Christmas Day - Nativity of Our Lord  
Friday, December 25 at 10:00 a.m.  
Service of Lessons and Carols  
Sunday, December 27 at 10:00 a.m.  
Sunday, January 3 at 10:00 a.m.

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*All services are streamed on Facebook at  
Faith Lutheran, New Providence*

*Join us online Sundays at 10:00 a.m. All are welcome!*

## ARM PAIN

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# Marketing Toolbox

Renna Media offers a full range of marketing services, in print and online, hyper-local to regional, for every budget and market size.

## NEWSPAPER ADVERTS

We mail 135,000 newspapers to every home and business in 21 towns. You can advertise in any number of towns. ads start at \$60.

## FULL COLOR PRINTING

We print flyers and menus, full color, two sided, on coated stock for only \$35 per thousand.

## DIRECT MAIL

Insert your flyer into the newspapers and get it mailed to every home and business for \$60 per thousand and as low as \$30 per thousand for higher quantities.

## ONLINE MARKETING

Online ads and press releases designed and placed to drive traffic to your website and get your phone ringing.

## SOCIAL MEDIA

We can design and/or manage your social media campaign from passive to aggressive plans customized to work within your budget.

## WEBSITE AND SEO SERVICES

Start with an audit/analysis of your website giving you a report and recommendations for \$250.

It is highly recommended to have a marketing plan and budget before spending.

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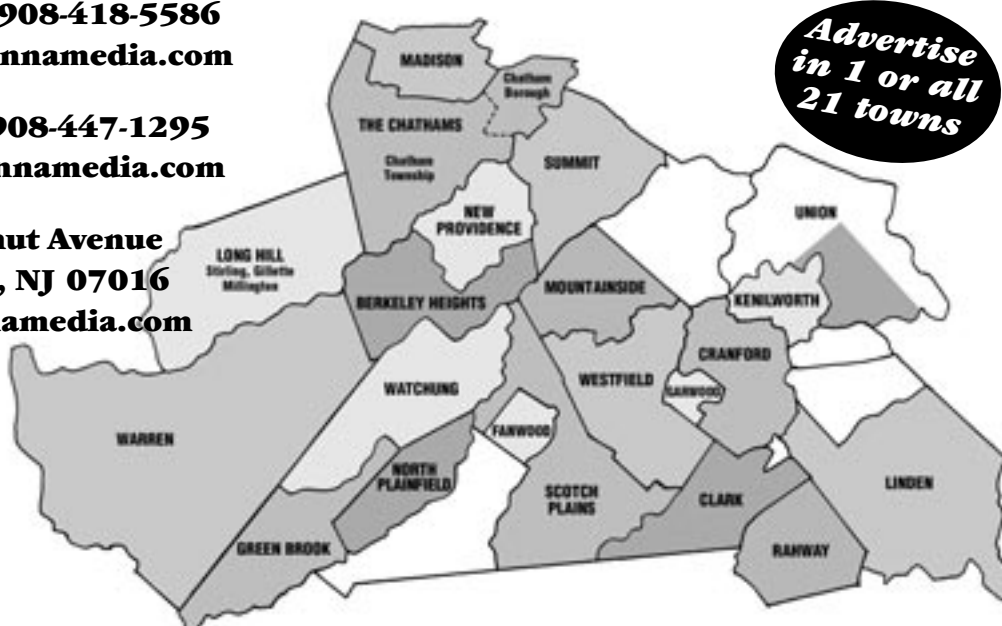
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*Advertise in 1 or all 21 towns*



Berkeley Heights COMMUNITY NEWS	THE CHATHAMS NJ	Clark Monthly	CRANFORD MONTHLY NJ	Fanwood Post NJ	Garwood Times NJ	Green Brook Gazette NJ
Qty: 4,800 Mailed to every home and business. Zip: 07922	Qty: 7,400 Mailed to every home and business. Zip: 07928	Qty: 6,700 Mailed to every home and business. Zip: 07066	Qty: 9,800 Mailed to every home and business. Zip: 07016	Qty: 3,000 Mailed to every home and business. Zip: 07023	Qty: 2,200 Mailed to every home and business. Zip: 07027	Qty: 3,000 Mailed to every home and business. Zip: 08812
KENILWORTH NJ	Life in LINDEN NJ	Long Hill LEADER NJ	MADISON MONTHLY NJ	MOUNTAIN VIEW NJ	New Providence NEWS NJ	The PRIDE of North Plainfield NJ
Qty: 3,600 Mailed to every home and business. Zip: 07033	Qty: 17,400 Mailed to every home and business. Zip: 07036	Qty: 3,600 Mailed to every home and business in Gillette, Millington and Stirling. Zip: 07933, 07946, 07980	Qty: 6,300 Mailed to every home and business. Zip: 07940	Qty: 2,900 Mailed to every home and business. Zip: 07092	Qty: 4,900 Mailed to every home and business. Zip: 07974	Qty: 8,300 Mailed to every home and business. Zip: 07060, 07062, 07063
OUR TOWN RAHWAY NJ	Scotch Plains NJ WHAT'S HAPPENING MONTHLY	Summit NJ & Times	Spirit of UNION NJ	WARREN MONTHLY NJ	Watchung Post NJ	Westfield NJ MONTHLY
Qty: 12,400 Mailed to every home and business. Zip: 07065	Qty: 9,600 Mailed to every home and business. Zip: 07076	Qty: 9,600 Mailed to every home and business. Zip: 07901	Qty: 5,500 5,000 mailed to homes and businesses. Zip: 07083	Qty: 6,200 Mailed to every home and business. Zip: 07059	Qty: 2,800 Mailed to every home and business. Zip: 07069	Qty: 11,800 Mailed to every home and business. Zip: 07090

### NEWSPAPER AD RATES

Rates are per month. Artwork included in price. Newspapers are black on white.

Units	Size	RATE FOR ANY 1 NEWSPAPER	RATE FOR ANY 3 NEWSPAPERS	RATE FOR ANY 6 NEWSPAPERS	RATE FOR ANY 9 NEWSPAPERS	RATE FOR ANY 12 NEWSPAPERS	RATE FOR ANY 15 NEWSPAPERS	RATE FOR ANY 18 NEWSPAPERS	RATE FOR ALL 21 NEWSPAPERS
1 Unit (Business card)	3.25" x 2"	\$60	\$150	\$250	\$350	\$400	\$450	\$500	\$550
2 Units	6.5" x 2" or 3.25" x 4"	\$100	\$250	\$400	\$500	\$600	\$700	\$800	\$900
4 Units	3.25" x 8" or 6.5" x 4"	\$180	\$450	\$700	\$900	\$1100	\$1300	\$1500	\$1700
6 Units	6.5" x 6.25" or 10" x 4"	\$240	\$600	\$900	\$1200	\$1400	\$1600	\$1800	\$2000
9 HALF PAGE	6.5" x 9" or 10" x 7"	\$320	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	\$2400
12 Units	10" x 8"	\$360	\$900	\$1200	\$1500	\$1800	\$2100	\$2400	\$2700
18 FULL PAGE	10" x 14"	\$400	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
2 PAGE SPREAD	21" x 14"	\$700							
BACK PAGE	10" x 14"	\$500							
FRONT PAGE BANNER	8.25" x 2"	\$320							
FRONT PAGE BOX	1.5" x 4.5"	\$240							

Back cover, front page banner and front box reserved on first come, first served basis. Current advertiser has right of first refusal.

### PREPAY FOR 6 MONTHS AND GET 1 FREE

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Visit [RennaMedia.com](http://RennaMedia.com) for online publications.  
Photo albums, video and advertising opportunities.

# Howdy Partners!

## Online Marketing is like the Wild West

Too many carpetbaggers are exploiting business owners, making empty promises that don't materialize.

Too many businesses are stuck in contracts with no return on investments, no way to check if the work is getting done, and needing to invest more to make things right.

The following is a guide to Renna Media services and costs that you can compare to your present provider.

I highly recommend doing an independent audit of your website!

Contact Walter Watson at [walter@www-online-enterprises.com](mailto:walter@www-online-enterprises.com)

He does a great job analysing and making recommendations.

It is only \$250 and can save you time, money and headaches.

*Thank you. - Joe Renna*

## Full Service Online Marketing



### Online Marketing Items

- Website ads and Social Media Posts, Classified ads .....\$20 per item  
- Special bulk price.....Block of 20 items \$100  
Including: Press releases / Classified Ads  
Web Page / Calendar Event / Monthly Banner ads

#### Extra Boost:

- Blast your online ad or press release to a targeted market: .....\$100
- National Press Release Distribution  
to 300 to 500 news outlets .....Budget choice from \$300 to \$500.

### Website / SEO services

- Website Audit/Analysis and recommendation plan: .....\$250
- Website creation/update:.....\$2,400  
(Cost for average website: 12 pages,  
contact form, SEO friendly, responsive design)
- Website Hosting: .....\$300 per year  
Includes website hosting, software updates,  
monthly website content updates
- SEO Services:.....average cost \$1,000 - \$2,000 per month  
Custom tailored solutions:  
Google Ranking, Local SEO, Social Marketing

### Video advertising

#### Production:

- Product placement \$250
- 30-second commercial \$500
- 3-minute spot \$1,000
- 30-minute show \$1,500
- 3-hour shoot - \$2,000

**Do not commit to a service  
unless you have a solid  
marketing plan and budget.**

Your plan should work on paper before you  
spend dime one. Don't waste money just  
trying something. There is no magic bullet.  
**Call Joe for a free consultation.**

**Call Joe Renna 908-447-1295**  
**Email: [JoeRenna@RennaMedia.com](mailto:JoeRenna@RennaMedia.com)**

## RENT ASSISTANCE AVAILABLE

Are you a Union County resident in danger of eviction because you are struggling to meet your rent payments? You may be eligible for rent assistance through Community Access Unlimited.

People who have fallen behind on their rent payments may be eligible for up to three months of back rent assistance. Applicants must already be at least one month behind on their rent payments.

Contact Community Access Unlimited at [info@caunj.org](mailto:info@caunj.org) to inquire about this program. Landlords or any person who knows a renter who is struggling are encouraged to let tenants know about this program.

CAU is a Union County-based, statewide nonprofit that works to integrate people with disabilities and youth at risk into the general community through comprehensive supports.

Funding for this program has been provided by the City of Elizabeth and Union County.

To learn more about CAU, visit [caunj.org](http://caunj.org) or follow the agency on Facebook, Twitter and Instagram. Learn more about supporting the agency and become a monthly donor at [caunj.org/support-us/](http://caunj.org/support-us/).

### ABOUT COMMUNITY ACCESS UNLIMITED

Community Access Unlimited (CAU), celebrating more than 40 years in 2020, supports people with special needs in achieving real lives in the community. CAU provides support and gives voice to adults and youth who traditionally have little support and no voice in society. CAU helps people with housing, life skills, employment, money management, socialization and civic activities. CAU also supports opportunities for advocacy through training in assertiveness, decision-making and civil rights. CAU currently serves more than 4,000 individuals and families, with the number served growing each year.

For more information about CAU and its services, contact us by phone at 908.354.3040, online at [www.cauj.org](http://www.cauj.org) or by mail at 80 West Grand Street, Elizabeth, NJ 07202.





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