

# KENILWORTH BUSINESS + LIFE

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## STUDENTS LAUNCH NONPROFIT CLOTHING COMPANY BE NICE CO. WILL GIVE PROCEEDS FROM DEBUT LINE TO LOCAL VETERANS

*Submitted by Sheri Berkery*

It's been a cruel year. But a group of Kenilworth art students has blended fashion and compassion to offer a little comfort.

Students in the Practical Arts course at David Brearley Middle-Senior High School recently launched the Be Nice Co. clothing line and website. Their mission is to spread a much-needed positive message and to care for their community. In fact, the nonprofit company's Veterans Day launch was a nod to the Kenilworth VFW, which will benefit from the proceeds of the inaugural Be Nice Co. clothing line.

Practical Arts folds in the concepts taught in web design and multimedia art and design classes. The students' Be Nice Co. sprouted from an idea to teach some life lessons as well.

"Kids love fashion and streetwear and I wanted to take that route to give students the opportunity to be creative, learn new skill sets, but also put a positive spin on," said technology teacher Jacob Ulasevich. "Back in my first year (and still now), the simple rule of my classroom was to be nice. That year I taught and got close with all of the 8th-graders (current sophomores) and they'd always joke about how often I said it so it became a running thing with us. When the clothing idea came to me the name just seemed to work - we are a company, but we are also trying to promote being nice."

The kids are already impressing their principal, which is always a nice idea.

"It inspires you to think that a bunch of teenagers combined creative marketing with course content and technology to spread a message that the adults are always telling the kids: Be nice," said Principal Jeremy Davies.

The students are spreading the word about their orange logo-emblazoned hoodies and T-shirts on social media, where they also share inspirational quotes, messages, and videos.

"The goal that we want to be spread through the charity and the name, Be Nice Co., is to think about others. Not everyone has it easy in life, nor does anybody have a perfect life. So this charity is to help others in need and to think about other



*(above) Students in the Practical Arts course at David Brearley Middle-Senior High School launched a clothing line with a positive and charitable purpose.*

Photos by Kenilworth Public Schools

people's situations in life," said sophomore Vaughn Marranca.

The reviews on the website show that the entrepreneurs have a talent for comedy as well.

"The best thing since sliced bread, I promise!" raves a customer described as "Literally Our Teacher." And "Our Social Media Manager's Mom" notes, "My son looks really handsome in these clothes."

The community benefits from the Be Nice Co.'s positive message and cause, but the nonprofit also has been paying off for its student team.

"One major thing I always struggled with was my confidence doing pretty much anything ... like social media, emails, or even just talking to people I have never talked to before," said junior Justin Hemhauser. "Over time, I have become more present with facing my confidence like in skits, emails, conversations and pretty much everything. Be Nice Co has helped me with confidence in order to complete the projects we have had with a smile on my face and a little extra kindness in my heart."

Be Nice Co.'s first product line was for sale through December 16, with all proceeds going to the veterans group.

A focus on compassion isn't a new concept for Kenilworth Public Schools, which has expanded its Social and Emotional Learning curriculum as students struggle with increased isolation and anxiety as a result of the pandemic. The district also participated in September's "Start with Hello Week," a Sandy Hook Promise initiative that aims to prevent kids from feeling left out.

Davies said that even as the Brearley students have experienced their own challenges during the COVID-19 era, they've chosen to concentrate on others.

"These kids have been through a lot recently — rhetoric has been ugly, society has been caustic. They're looking for simplicity, peace, something nice. For the good of others. Because they know that others are wounded. These Brearley kids have empathy," Davies said.

Learn more about the Be Nice Co. at [beniceco.us/](http://beniceco.us/)

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## MARISSA SCALZO WINS MOUNTED ARCHERY CHAMPIONSHIP

Kenilworth resident Marissa Scalzo is the Amateur Intro Division Champion of the 2020 National Virtual Shootout, a mounted archery competition hosted by Horse Archery USA.

This is the first national competition that Scalzo has ranked in during her mounted archery athletic career which began in 2017. Scalzo won all three courses in her division, which boasted the largest number of competitors, securing her the title of division champion. Scalzo also ranked 8th in total points across the entire competition.

Competitors from around the country competed in three different courses set up by local Horse Archery USA clubs and the scores

were submitted along with videos of the competitors completing each course. Scalzo completed the courses at the club she is a member of, the Chelee Warriors based in Newtown, PA.

Scalzo is pleased with her performance but recognizes that improvement is always possible, "I did really well on two of the courses, but the final course was more challenging than I expected with the ground being muddy and hard to ride on. So there's plenty of space to improve on!". She is looking forward to the next competition and hopes to move up a division in the coming year.

Photos by Annelise Sforza



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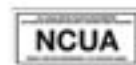
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## ROGER, FOR NEW JERSEY VETERAN COMMUNITY TO FIND SUPPORT

ROGER, a search platform for New Jersey veterans, launched on November 9th, just ahead of Veterans Day 2020. The platform was created by Backpacks For Life founders Brett D'Alessandro and Alexa Modero. After serving the Veteran community for 6 years, they found many inefficiencies and convoluted systems that prevented veterans from getting the care they need in a quick and efficient way. From lengthy intake processes to outdated information on organizations' websites, the Backpacks For Life team knew there was a better way to get veterans the care they needed.

ROGER allows veterans and their family members to search for programs, resources and care by a variety of factors such as zip code, branch of service, discharge status and income. With these customizable search features, veterans will see only the programs that they qualify for. This helps mitigate time wasted for not only veterans searching for programs that fit their needs, but also the service providers to ensure the veteran is a good fit for them.

"Navigating through resources is hard...we get it. As a veteran myself, I was often running around in circles trying to find programs that I was eligible for and that fit my needs. When we're working with veterans, every minute matters and with ROGER we can work more quickly to get veterans what they need. We're excited to bring ROGER to the NJ veteran community." - Sgt. Brett D'Alessandro, Retired

US Marine & President of Backpacks For Life

To explore ROGER, visit [www.roger.vet](http://www.roger.vet) or contact the ROGER team at [roger@backpacksforlife.org](mailto:roger@backpacksforlife.org)

Backpacks For Life is a 501(C)3 nonprofit organization that serves the homeless and at-risk

veteran community. By regularly distributing backpacks filled with essentials to veterans on the streets and providing mentorship to at-risk veterans and their families, Backpacks For Life aims to bridge the gap between veterans and the resources available to them.

## BEREAVEMENT SEMINAR ON ZOOM

*Submitted by Virginia Waters, PhD and Patti Williams, RN*

We are all navigating through especially challenging times due to the ravages of the pandemic, exhaustion from political conflict, depletion of our resources, the loneliness of increased isolation, and the unprecedented chaotic environment in which we currently exist. When you are also grieving a loss in the midst of all these stressors, life can become very dark and everyday may seem overwhelming.

As we enter the darkest time of the year, we offer a ray of light and welcome you to join the Journey Toward Wholeness bereavement seminar. The seminar, sponsored by the First Presbyterian Church of Cranford, grew out of a spark from Dr. Bruce Williams who co-created this program 20 years ago. Due to our respect for keeping our participants safe, the program has transitioned from in person to a ZOOM platform which allows us to include participants from a wider distance.

The co-leaders of the program Patti Williams,

RN, Certified Bereavement Counselor, and Virginia Waters, PhD have both personal and professional training and experience in the field of grief and loss and are joined by a team of trained facilitators who provide support and lead breakout groups for individuals with like losses.

Follow the light to find comfort, support, tools, and connection at our next seminar.

The seminar begins Sunday, January 10, 2021 for 6 consecutive weeks, from 6:30 p.m. to 8:30 p.m. Meet us on ZOOM, a meeting link will be provided upon registration. Register by calling Patti Williams at 908-709-1341.

We Welcome all who have experienced loss of any kind, in the past or present. All faiths are welcome. We also welcome all who have previously attended this Seminar to return for a refresher.

There is no cost for this seminar. We have had over 3,500 participants over 20 years. Come join us as we light up the darkness together.

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(above) "Old Man" Stein's cows  
grazing on N. 19th St.  
Source: Historic Signs, Inc.



(above) Hiller's Pond looking NW from  
Washington Ave. and 23rd St.  
Source Kenilworth Historical Society

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# WHAT, WHERE, AND WHEN IN OLD KENILWORTH: KENILWORTH 100 YEARS AGO – PART 2

The borough had four ponds. Station Pond was off the Boulevard behind what is now Access Self Storage. Hiller's Pond was just west of St. Theresa's School. Jackson Pond, about 10 acres, was the largest and covered much of the Brearley High School campus except for the building itself. The only pond remaining is Shallcross Pond in Black Brook Park. All were known for winter skating and some were known for abundant water lilies.

There were four farms. The Charles Frost farmhouse on Cross St. still stands. Silas Fink and Michael Burke farmed along Galloping Hill Rd., on lands now part of Graceland Cemetery and the Merck complex. The Dimmicke farm stood along the west side of Faitoute Ave.

It was common for locals to farm vacant land. Among the most prolific was the Vitale family of Downtown. They toiled on acres of land in today's Boright Ave. area hauling water from a creek for their crops. Many residents had mini-farms with homes built on 25 ft. X 100 ft. lots with an adjacent, vacant lot of the same size. On the empty lot they grew vegetables, had a fruit tree or two; chickens, and possibly a horse, goat, or cow which they kept in a small shed. Chickens were plentiful and dogs often ran about unleashed and unlicensed with residents clamoring for local officials to do something about it – especially when dogs terrorized their

chickens. David "Old Man" Stein of 481 Washington Ave. was a dairyman. He had numbers of cows he let roam about town freely grazing on open land. He sold milk and gave his precious butter to "special" folks.

There were only two houses of worship in 1920. The old Methodist Episcopal Church on the corner of Monroe Ave. and N. 20th St. and the original First Baptist Church on N. 8th St. near Washington Ave., primarily an African-American congregation. Catholic families often traveled by foot to St. Michael's Church in Cranford or walked or rode the trolley to the old Church of the Assumption in Roselle Park. Members of the Jewish faith typically worshipped at the old Temple Beth El in Cranford.

The Great Migration of African-Americans heading north from the South after WWI seeking jobs is reflected in Kenilworth's growth. The 1915 census indicated 45 African-Americans living here. By 1920 they rose to 144. One was Howard Anthony. He became a prominent businessman and the first African-American to serve on a New Jersey school board.

Research provided by Walter E. Boright, Ed. D., historian; Historic Signs, Inc. Persons with inquiries about this or other aspects of Kenilworth history may contact Dr. Boright at drbori@aol.com or 908-256-5200.



(above) Frost farmhouse,  
22 Cross St, still standing.  
Source: Historic Signs, Inc.



(above) Old Methodist Church,  
N. 20th St. near Monroe Ave.  
Source: Historic signs, Inc.

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Looking for joy in the new year? Love to sing? Making the most of the Zoom world, The Hickory Tree Chorus chapter of Sweet Adelines International offers a free Winter Sing series. Join the chorus via Zoom on Wednesdays in January, 7:15 to 9 p.m.

The chorus sings a variety of music, including old-fashioned love songs, Broadway, Disney, Beatles, and more. Using learning tracks and breakout rooms, singers continue to pursue their passion for singing via Zoom.

Hickory Tree is an award-winning women's

chorus singing four-part a cappella harmony in the barbershop style. We are passionate about music, performance, fun and friendship. We believe every voice counts and encourage women singers of all ages, colors, ethnicities, and orientations to visit us and share our joy of music.

Please contact the Chorus for the Zoom link for the free Winter Sing 2020 Workshops by email, [info@hickorytreechorus.org](mailto:info@hickorytreechorus.org) or call 908-377-1399. For more information visit [hickorytreechorus.org](http://hickorytreechorus.org).



(above) The Hickory Tree Chorus chapter of Sweet Adelines International is offering a free Winter Sing series. Join the chorus via Zoom on Wednesdays in January, 7:15 to 9 p.m.

## VIRTUAL PROGRAMS AT PUBLIC LIBRARY

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[facebook.com/kenilworth.public.library](https://facebook.com/kenilworth.public.library)

Programs can be viewed on the library's open Facebook page. Participants do not need to have a Facebook account in order to view programs.

### The Winter Reading Club

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### CHILDREN'S PROGRAMS

**Lap Sit for ages 0 - 24 months**

Tuesdays at 10:30 a.m.

January 5 - February 16

**Toddler Time for 2 year old children**

Wednesdays, at 10:30 a.m.

January 6 - November 17

**PJ Story Time for children ages 3 & up**

Thursdays, at 3:30 p.m.

January 7 - February 18

**New Years Grab n Go craft ages 4-8**

Check out a children's book from the Kenilworth Public Library's collection and pick up your New Year's craft kit.

Kenilworth residents may call the library beginning 1/11 to schedule a pick up time, Kenilworth and out of town residents may call 1/14-1/16 to schedule a pick up time. Crafts are available while supplies last.

## 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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## LITERACY NEW JERSEY UNION COUNTY WELCOMES NEW TUTORS

Literacy New Jersey-Union County welcomed four new volunteer tutors to the program in December.

Lawrence Russo of Cranford, Carol Ann Townsend of Summit, Kacie Yip of Summit, and Roberta Tipton of Berkeley Heights all successfully completed a rigorous, 5-week online training program and received their certificates as Literacy New Jersey tutors.

Carol Ann Townsend of Summit is volunteering to tutor ESL students. She says: "I enjoy working with students and learning about new cultures. Ms. Townsend holds a graduate degree in Political science and History.

Kacie Yip of Summit tutors two different ESL classes each week. She is currently an intern at Mount Sinai Hospital and holds a Bachelor's degree in Animal Science. "I enjoy sharing my knowledge so that others can progress in life and witnessing their improvements give me great satisfaction that I helped at least a little in their life."

Roberta Tipton of Berkeley Heights works with ESL students on Saturday afternoons. She is the Business Librarian at Rutgers University. Roberta says "I enjoy meeting new people and working together with my students."

Lawrence Russo of Cranford will be assisting adult students obtain their high school diploma.

He is currently retired, but was a science teacher for 44 years.

The tutors will engage with students in online English as a Second Language, High School Equivalency or Basic Literacy classes.

After completing the training sessions, tutors are matched with a small group of adult students from the growing waiting list of students who need to improve their literacy skills. Tutors meet with their students online for 2-hours per week.

Literacy New Jersey provides ongoing supervision and support to tutors in the form of free professional development workshops on specific topics such as Health Literacy, ESL Conversation, Small Group Instruction and Job Readiness.

To volunteer, you must be at least 18 years old, able to speak English and willing to tutor in Union County. You do not need to have any teaching experience and you do not need to speak a foreign language. The training will provide volunteers with techniques and strategies for working with adult learners, as well as sample instructional materials and activities. Literacy New Jersey is a non-profit organization.

For more information or to register, please call Literacy New Jersey at 908-486-1777 or email Barbara Bagger, Program Director at [bbagger@literacynj.org](mailto:bbagger@literacynj.org).



(above, l-r) Carol Ann Townsend of Summit, Kacie Yip of Summit, Roberta Tipton of Berkeley Heights, and Lawrence Russo of Cranford.

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# KYLE ARLINGTON KENILWORTH'S EMPLOYEE OF THE YEAR

On Kyle Arlington's first day as Superintendent of Kenilworth Public Schools, a storm dropped a half-foot of snow in the borough.

That day in March 2019 might have been an omen – or maybe it was just an opportunity for the district's new leader to jump into the crisis management skills that would soon come in handy.

Arlington's ability to steadily guide the schools through difficult times resulted in his selection as Kenilworth Borough's Employee of the Year. The honor was presented at the borough's Dec. 9 Council meeting.

"I would like to acknowledge Mr. Arlington for the tremendous success he has achieved in keeping our schools running and our children learning," Mayor Linda Karlovitch said as she presented the award. "You play a crucial role in our community and I'm grateful to you. Your work ethic and involvement is admirable and we're very lucky to have someone as devoted as you are."

Arlington took a team approach to managing the district's pandemic response. When schools closed across the state in the spring, he assembled committees to plan reopening strategies for areas including technology, scheduling and safety protocols.

Arlington has prioritized clear and regular communication with the school community to help parents, staff and students navigate changes, including short-term closures and quarantines. A weekly Superintendent's Update and new COVID-19 Dashboard are among the channels used to share information.

"It is incredible how he is able to keep

reinventing the wheel," Karlovitch said. "I don't think there is any place where policy and procedure has changed as much and as frequently as it has other than in our schools."

By expanding a focus on social and emotional learning (SEL) to support students and to help identify those who could use additional services, Kenilworth was well positioned to meet children's additional needs during the pandemic. Along with Director of Student Personnel Services Dawn Cuccolo, Arlington has also made SEL training such as teacher resiliency and psychological first aid available to staff.

Always interested in new ways to connect with students, Arlington launched a "Small Community, Big Reads" initiative over the summer. The social-media campaign continues, with teachers and administrators posting videos about their favorite books.

Promoting a love of literacy comes naturally for Arlington, who began his career in as an English teacher for the Vernon Township School District. He quickly took on leadership responsibilities, becoming Academic Chairperson of Language Arts for the district, then an Assistant Principal. Positions as the Director of Humanities and the Assistant Superintendent for Curriculum, Instruction, Personnel and Policy followed.

After serving in Vernon Township, Arlington became Assistant Superintendent at the Millburn/Short Hills School District. He has been Kenilworth's Superintendent of Schools since 2019, and also teaches as an Adjunct Professor at Montclair State University and Drew University.

Arlington's colleagues at the Kenilworth

Board of Education believe he's more than deserving of the Employee of the Year recognition.

"The Kenilworth School District is immensely proud of and grateful for the extraordinary efforts Mr. Arlington has given to his leadership role especially through this unprecedented time," said Kenilworth Board of Education President Gregg David.

The board's Vice President, Dr. Michelle Panichi, also expressed her appreciation.

"Mr. Arlington is an inspirational leader and has shown his commitment to our community and his dedication to the goal of improving education for our students."



(above) Mayor of Kenilworth Linda Karlovitch presents the Employee of the Year Award to Superintendent of Schools Kyle Arlington in a special presentation at the Borough's Town Council Meeting on Dec. 9, 2020

Photo by Borough of Kenilworth

## It's time for new dentures!



Ask about  
implant supported dentures.

### If your dentures ...

- Are loose
- Over 5 years old
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### Or ...

- You would like to improve your smile

### Then call ...

For an appointment today!  
The doctors at Dentalcare Associates  
will provide all your denture needs.

- **1 hour denture repairs**
- **3 hour lab relines laboratory on premises**
- **All repairs schedule permitting**



## OFFICE COVID-19 PRECAUTIONS

- ✓ All staff & patients screened and temperatures taken
- ✓ Intra-oral high speed suction systems
- ✓ Reduced reception seating
- ✓ Shielded reception desk
- ✓ UV wands for surfaces and equipment
- ✓ Personal protective equipment for the dental team
- ✓ Operatories with HEPA and UV-C filtration

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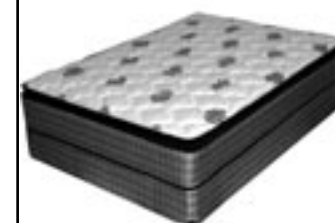
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**10% discount for all projects  
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**2 FREE BAMBOO PILLOWS**

with mattress purchase.

# 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.

**CALL JOE RENNA FOR A FREE CONSULTATION.**  
**908-447-1295**

## DRIVE LOCAL TRAFFIC TO YOUR WEBSITE

- We create a webpage advertisement
- Free ad design and copywriting
- Get unlimited clicks
- Trackable results
- Paid search engine promotions
- Posts are shared through social media

**Call Joe Renna**  
**908-447-1295**

See samples on our websites and facebook pages. →



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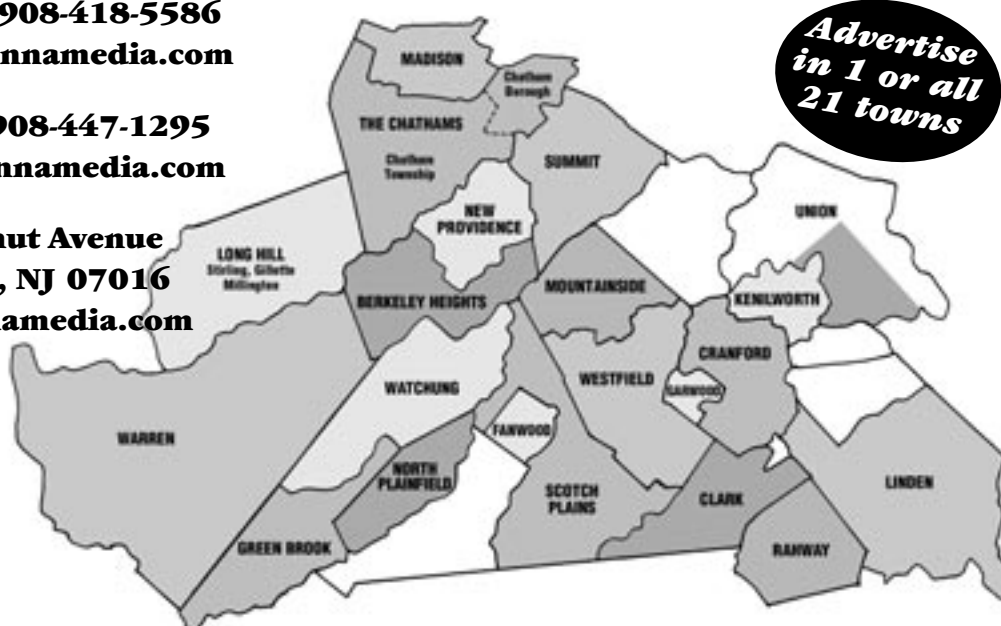
## RENNA MEDIA NEWSPAPER RATE SHEET

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**tinarenna@rennamedia.com**

**Joe Renna 908-447-1295**  
**joerenna@rennamedia.com**

**202 Walnut Avenue**  
**Cranford, NJ 07016**  
**info@rennamedia.com**



**Advertise in 1 or all 21 towns**

<b>Berkeley Heights</b> COMMUNITY NEWS Qty: 4,800 Mailed to every home and business. Zip: 07922	<b>THE CHATHAMS</b> NJ Qty: 7,400 Mailed to every home and business. Zip: 07928	<b>Clark Monthly</b> Qty: 6,700 Mailed to every home and business. Zip: 07066	<b>CRANFORD MONTHLY</b> NJ Qty: 9,800 Mailed to every home and business. Zip: 07016	<b>Fairwood Post</b> NJ Qty: 3,000 Mailed to every home and business. Zip: 07025	<b>Garwood Times</b> NJ Qty: 2,200 Mailed to every home and business. Zip: 07027	<b>Green Brook Gazette</b> NJ Qty: 3,000 Mailed to every home and business. Zip: 08812
<b>BUSINESS + LIFE</b> <b>KENILWORTH</b> NJ Qty: 3,600 Mailed to every home and business. Zip: 07033	<b>LIFE in LINDEN</b> NJ Qty: 17,400 Mailed to every home and business. Zip: 07036	<b>Long Hill LEADER</b> NJ Qty: 3,600 Mailed to every home and business in Gillette, Millington and Stirling. Zips: 07933, 07946, 07980	<b>MADISON MONTHLY</b> NJ Qty: 6,300 Mailed to every home and business. Zip: 07940	<b>MOUNTAIN SIDE VIEW</b> NJ Qty: 2,900 Mailed to every home and business. Zip: 07092	<b>New Providence NEWS</b> NJ Qty: 4,900 Mailed to every home and business. Zip: 07974	<b>The PRIDE of North Plainfield</b> NJ Qty: 8,300 Mailed to every home and business. Zips: 07060, 07062, 07063
<b>OUR TOWN Rahway, NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains</b> NJ WHAT'S HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit 3 Times</b> NJ Qty: 9,600 Mailed to every home and business. Zip: 07981	<b>Spirit of UNION</b> NJ Qty: 5,500 5,000 mailed to homes and businesses. Zip: 07083	<b>WARREN MONTHLY</b> NJ Qty: 6,200 Mailed to every home and business. Zip: 07059	<b>Watchung Post</b> NJ Qty: 2,800 Mailed to every home and business. Zip: 07069	<b>Westfield MONTHLY</b> NJ 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							

### PREPAY FOR 6 MONTHS AND GET 1 FREE

Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016

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

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

## Tune Up Your 2021 Marketing Plan

**This is a FREE service offered by Renna Media.**

Tune-up topics include:

- Business & Marketing Plans
- Goals & Budget
- Target Market & Medium
- Image & Message & Marketing Method
- Analytics (results / cost / benefit)

Link to  
Marketing  
Check List

**Call Joe Renna**  
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No Purchase necessary

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## Full Service Online Marketing

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**MEDIA**  
**.COM**

**WJ** LocalInfo.com

### 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

**Call Joe Renna 908-447-1295**

**Email: JoeRenna@RennaMedia.com**

**Let us help  
you grow  
your business  
in 2021**



**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.**



**Thank You! To all the health  
care professionals for your  
selfless dedication throughout  
the COVID-19 crisis.**





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- Ice Pack Cryotherapy
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- Electrical Stimulation Therapies
- Adjustments and Manipulation
- Custom Foot Orthotics
- Therapeutic Exercise
- Therapeutic Ultrasound

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*One moment everything may seem fine, when suddenly you're involved in a serious collision. Most people have one thing on their mind after a car accident--their car! However, it's important to remember that you and your injuries come first. A visit to a chiropractor should always follow an auto injury, as chiropractors are specialists in damage to soft and hard tissue.*

