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# **2024 REORGANIZATION MEETING**

#### Borough of Fanwood

During a ceremony held on January 3, 2024, Mayor Colleen Mahr was sworn in for sixth term, while Councilman Anthony Carter took the oath for his third term, and Jeff Banks, who joined the council in January of 2019 to fill a council vacancy, began his new term.

Joe Schott, a World War II U.S. veteran, Second Class Electronic Technician's Mate, who will celebrate his 102nd birthday next month, led the start of Wednesday's Fanwood reorganization meeting with the Pledge of Allegiance.

New Jersey Lieutenant Governor Tahesha L. Way, who also serves as Secretary of State, administered the oath to Mayor Mahr, as her mother Nancy Yewaisis, held the Bible, while her sons Liam, Dan and Colin looked on.

Mayor Mahr and Councilmen Carter and Banks were reelected in November. Framed copies of their certificates of election were presented by Deputy Borough Clerk Courtney Agnello in place of Union County Clerk Joanne Rajoppi, who was unable to attend.

Also sworn in were, Daniel Antonelli as municipal prosecutor and Jill Lazare as public defender, as well as officers of the Fanwood Rescue Squad.

Katherine Mitchell, who is in her eighth term on council, was elected as the 2024 council president and will chair the Public Works Committee. She called the appointment a "great honor."

In her comments, Mayor Mahr thanked the voters "who returned me to this unpresented sixth term." She has served as mayor for 20 years. She thanked her family for being her "biggest cheerleaders." "I can't do this without my family, none of us could really do this without our family and our support."

"I'm a single mother and I work full-time, but I believe in public service



(above) Mayor Colleen administers the oath of office to Fanwood Rescue Squad Officers Julianna Lance, First Lieutenant; Ian Lewis, Second Lieutenant, and Brian Downing, Captain.

to my core," she said, calling government "a noble a just profession."

She said she is one of only 70 women mayors in New Jersey out of 565 towns.

Looking ahead to 2024, she said the new Fanwood library, when it opens in the spring, will be the first new municipal building in 50 years.

She said her top priority in her new term is to make ensure that borough residents feel safe, protected and that they are seen and heard.

Councilman Carter said has coached all sports from soccer to baseball to football and with his family in the borough for 30 years. He called his vears in Fanwood a "fantastic ride."

Councilman Banks said he lived in Fanwood for 21 years as he fell in love with the people and borough events. He called his council experience "a wild ride and a wonderful ride."

### LT. GILMORE SWORN IN

Sgt. Rvan Gilmore was promoted to Lieutenant and sworn in by the mayor in the presence of his family and many current and former officers at the last official meeting of 2023. Lt. Gilmore has been a Fanwood officer since his graduation from the Somerset County Police Academy in 2012. He was promoted to Sergeant in 2021 and has demonstrated meritorious actions on many occasions. Lt. Gilmore joins Lt. Dan Kranz as operational supervisors in the department. A native of Manville, Lt. Gilmore's wife Cheryl and children Landon, Taylor, Brielle and Caitlyn participated in the swearing-in ceremony.



Photo by Tom Kranz

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### **IMAGINE VOLUNTEER FEBRUARY TRAINING**

A recent participant in Imagine's last volunteer facilitator training shared this about her experience: "The training was truly amazing and inspiring. I am so honored to have had the opportunity to participate in it." Another shared: "The Imagine Staff are amazing. I so appreciate all the knowledge they shared and the encouragement they gave to me and the other participants."

Participants in Imagine's training programs often describe the experience as "life-changing". In addition to story sharing and the opportunity to support one another, training participants gain knowledge and skills regarding Alan Wolfelt's Companioning Model for grief support that's practiced at Imagine. Participants often walk away with a new understanding of themselves, and a new capacity for supporting the people in their lives. They bring this understanding to their role as facilitators in Imagine's peer support group program where children, youth, young adults and adults come together to share their grief experiences and receive and give support.

Imagine's volunteer facilitators come from all walks of life and no special background is required other than a willingness to listen, a heart inclined to serve, and the ability to be with children and adults in grief without trying to fix, solve or give advice. No prior experience is necessary. Volunteers must be 18 years or older. Bilingual (Spanish speaking) volunteers are needed as well. Volunteers serve as companions and loving listeners for those who are grieving and help create a space where participants can share tears and embrace the joys of life.

If you'd like to join us for Imagine's next facilitator training, it will be held Saturday, Feb. 17th through Monday, February 19th from 9 am-5 pm each day at Imagine's Newark Center at 570 Broad Street in Newark, and we ask that our new volunteers attend the entire training. Our new Newark center is located downtown in the Chase building with parking available directly behind the building. It's also close to public transportation. We're hoping those completing the training will be able to facilitate groups held every other week at our Newark center. We have





so many children and families currently in need of support that we're planning to launch a new Night of Support in Newark. We're also looking for a few new facilitators for our Mountainside location.

If you're interested in making a difference in the lives of grieving families and would like to participate in this transformative training experience, please visit Imagine's website at imaginenj.org or scan the bar code below to let us know of your interest. Please reach out to Imagine's Program Supervisor, Abigail Priece, LPC at abigail@imaginenj.org with any questions.

Imagine is a 501c3 nonprofit that offers free year-round grief support groups for children ages 3-18 and young adults 19-30 who are coping with a loss due to death. Concurrently, support groups are available for the parents and guardians of the children in the groups and offered in English and Spanish. Imagine also offers grief and loss education and training to the community. For more information please contact Imagine at 908-264-3100 or info@imaginenj.org.



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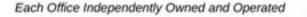
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# RESCUE SQUAD ANNUAL REGISTER FOR SPRING, PANCAKE BREAKFAST

Submitted by Sue Baldani

The Scotch Plains Rescue Squad's 14th annual Pancake Breakfast will take place on Sunday, February 25, 2024, from 8:00 a.m. to 12:00 p.m. at its building located at 1916 Bartle Avenue. This event is hosted by the Scotch Plains Rescue Squad Auxiliary, which raises funds for the volunteer squad.

All-you-can-eat pancakes and sausage, along with coffee and juice, will be offered for just a \$7.00 per person entry fee (children 5 and under eat free). There will also be a raffle for baskets, which are filled with gifts and goodies donated by the community and area businesses.

It's clear by the number of people who attend that it's something the community looks forward to every year. So, come out with your family and friends and enjoy a hearty, delicious breakfast along with good conversation. It's a nice way to spend a Sunday morning and give back at the same time. And for those with mobility issues, downstairs dining will be available.

The Scotch Plains Rescue Squad Auxiliary meets once a month, and its grass roots function is to assist the Squad in many capacities – from holding fundraisers and providing meals during crises to performing outreach to squad and fellow auxiliary members. Members also attend town functions, such as fairs, concerts and holiday events, in order to connect with the community and promote Squad interests.

If you are interested in becoming a member of the Auxiliary, come by the Squad building one evening to pick up an application, or go to scotchplainsrescuesquad.com/the-auxiliary.

Contributing Author: Susan Baldani, a life member of the Scotch Plains Rescue Squad.

# **SUMMER PROGRAMS**

Fanwood Recreation

Registration is now open or will open soon for many Fanwood Recreation Spring and Summer programs. Programs include: Summer Park Program, Youth Hip-Hop Dance, Musical Theater Camp, SAT Boot Camp, CreateArt Workshop, Junior Reactors, Crazy Chem Works, Rocking Rockets, NASA: Academy of Future Space Explorers, Daring Detectives, Secret Agent Lab, TGA Premier Golf, Junior Tennis Lessons, Babysitting Certification, Fashion Design, Pickleball Lessons for Adults, Junior First Responders Camp, Multi Sports Camp, Basketball Camp, Soccer Camp, Tennis Lessons for Adults. More programs are still being added!

For more information about all these programs, please go to fanwoodrecreation.org.

# **FANWOOD PRESBYTERIAN CHURCH THRIFT SHOP**

The Thrift Shop of the Fanwood Presbyterian Church is open on Wednesdays from 10 a.m. to 3 p.m. for shopping and receiving donations. There is a great selection of men and ladies clothing, household goods and decorative items. This week's special features puzzles and adult games.

Come and find us! We are located in the basement of the education building. The entrance is on McDermott Place. All proceeds from our sales are donated to local charities and volunteer service organizations.

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# **UNICO SCHOLARSHIPS DEADLINE MARCH 1**

The Scotch Plains-Fanwood chapter of UNICO, America's largest Italian-American service organization, is dedicated to helping area students maximize their talent and potential through educational pursuits. Over the past 50 years since the chapter has formed, they have awarded over a quarter of a million dollars in scholarships.

This year, the chapter is offering the following six (6) scholarships to high school seniors of Italian descent living in Scotch Plains or Fanwood:

- (4) \$2,500 scholarships to students who will be attending a 4-year college/university.
- (1) \$1,500 scholarship to a student who will be attending a 2-year college.
- (1) \$1,000 scholarship to a student who will be attending any vocational, technical or trade school.

Scholarships are awarded based on a combination of financial need, academic excellence, extracurricular activity, and civic involvement.

Visit the Scholarship Program page at unicospf.org for additional requirements and to apply by March 1, 2024.

Please direct any scholarship-related questions to spfunicoscholarship@gmail.com.

UNICO is America's largest Italian-American service organization, and the Scotch Plains Fanwood chapter is celebrating its 50th year.

For membership or event information, please visit unicospf.org or email spfunico@gmail.com.





# **COLLEGE CLUB SCHOLARSHIP APPLICATIONS ARE DUE FEB. 15**

The College Club of Fanwood-Scotch Plains time and energy to raise the scholarship money 2024-2025 scholarship application forms can be obtained from the SPFHS Counseling Office or at spfk12.org or fspcollegeclub.org.

This will be the 88th year that female students seeking financial assistance to pursue a four-year college degree have been helped by the club's fund-raising efforts. To date the College Club has awarded approximately \$780,000 in scholarships to approximately 582 women.

In the words of one of our recipients; From the bottom of my heart, I thank the College Club for investing in my education. It means the world to me that I have a team of female supporters who saw something in me and spent their precious

that will allow me to further my education and pursue my dreams. I hope that one day I can return the favor and share the same generosity with future candidates.

Application materials must be postmarked on or before February 15, 2024, to be considered.

The Scholarship Committee will be ready to begin reviewing applications the first week of March. The decision to select 2024-2025 Scholarship Recipients will be finalized in mid-April.

Additional information about the College Club of Fanwood-Scotch Plains can be obtained by sending an email to: collegeclub.fsp@gmail.com.

# **ARMCHAIR ART TOUR OF EGYPTIAN ART - FEB. 12TH**

Dr. Michael Norris, art historian, will be hosted by the College Club of Fanwood-Scotch Plains on February 12th. His program will take place at the Fanwood Presbyterian Church Hall, 74 South Martine Ave., Fanwood (McDermott Street entrance) at 7:30 p.m. The program is free to all and members of the community are welcome to attend.

Dr. Norris' Armchair Art Tours focus on works from area museums as well as local and world history. His power point presentation on Feb. 12th will provide an introduction to the Egyptian galleries of the Metropolitan Museum of Art that will guide attendees from the banks of the Nile River to tombs and temples. Ancient Egyptian culture and art will be discovered through sculpture, jewelry, mummies and actual Egyptian buildings.

Dr. Norris earned his BA in classics from the University of California at San Diego and his MA in classics and his PhD in art history at the University of California at Santa Barbara. He spent 20 years working at the Cloisters Museum and the Metropolitan Museum of Art in New York. He has given lectures for more than 20 years and his Armchair Art Tours have taken people on trips all over the world.

Additional information about the College Club of Fanwood-Scotch Plains can be obtained by sending an email to collegeclub.fsp@gmail.com.



(above) Dr. Michael Norris, art historian, former museum educator and NJ resident, will be hosted by the F-SP College Club on Feb. 12th.





# TINY TIM FUND RECEIVES DONATIONS FROM LOCAL ORGANIZATIONS

The Tiny Tim Fund has recently received and Scotch Plains by volunteers. \$250 from The Family Investors Company in Fanwood and \$1,000 from the Fanwood Community Foundation. These generous donations will be instrumental in helping the Tiny Tim Fund to continue to assist local families to pay for the medical expenses of children in Fanwood and Scotch Plains.

The Tiny Tim Fund actively seeks donations once each year beginning with the traditional Carol Night which was held on December 6th. The second phase of the fundraising campaign is the distribution of solicitation letters that are currently being delivered to homes in Fanwood

All collected contributions will be instrumental in helping the Tiny Tim Fund to continue to assist current cases as well as to accept new requests for financial assistance during the coming year. Members of the College Club of Fanwood Scotch plains and members of the congregation of All Saints Episcopal Church in Scotch Plains have generously supported the Tiny Tim Fund's fundraising efforts this year.

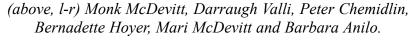
The Tiny Tim Fund is a registered NJ nonprofit organization 501(c)(3) that raises funds to help families pay for the medical needs of children that includes doctors, dentists, psychological testing and counseling. The organization has been assisting local families since 1983.

The Tiny Tim Fund is administered by a volunteer board of trustees from varied sections of the Fanwood and Scotch Plains community. There are no administrative fees. All collected contributions are dispersed for medical expenses.

Donations can be mailed directly to The Tiny Tim Fund, PO Box 181, Fanwood, NJ 07023.

Additional information about the Tiny Tim Find and/or to request a referral application please contact Barbara at 732-259-6348 or Mari at 908-917-5979.







(above, l-r) Monk McDevitt, Mari McDevitt, Peter Chemidlin, Barbara Anilo and Bernadette Hoyer. Courtesy photos



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# **SCOTCH PLAINS LIBRARY PROGRAMS**

1927 Bartle Ave, Scotch Plains 908-322-5007 • scotlib.org Mon, Wed, Thur: 9:30am - 9pm; Tue, Fri, Sat: 9:30am - 5pm Mon, Feb 19 - Library Closed Registration is required or recommended.

#### **Balance Awareness with Yasmin Ofek**

Fridays at 10am

a gentle but effective approach to moving confidently throughout the lifespan.

#### **Hypertension Clinic**

Friday, February 2, 10am to Noon in the Adult Room with a public health nurse from Union County. Walk-ins welcome.

#### **Bring Your Own Book**

Monday, February 5 at 10am an informal discussion of what participants have recently read and enjoyed.

#### **Wednesday Movies**

Wednesdays at Noon

We'll show Wednesday Movies in our downstairs meeting room.

#### **Great Backyard Bird Count**

Thursday, February 8 at 7pm SPFHS teacher Zach Rittner will share information about the Great Backyard Bird Count, including helpful apps and strategies for participating in this fun citizen science project.

#### Going, Going, Gone

Saturday, February 10 at 2pm

Maryanne Christiano-Mistretta will walk us down memory lane in an interactive discussion about products that have become obsolete.

#### **Library membership meeting and Book Swap**

Monday, February 12 at 7pm

The Friends of the Library membership meeting will be followed by a Book Swap. Members are encouraged to bring a book or two to swap.

#### **Drawing with Sandra Cerchio**

Tuesday, February 13 at 10am **Drop In Crafting** 

Tuesday, February 13 at 1pm bring your work-in-progress and craft with company. Learn about our community project to make hats for the Overlook Cancer Center.

#### **Evening Book Club**

Thursday, February 15 at 7pm Demon Copperhead by Barbara Kingsolver.

#### Concert

Saturday, February 17 at 2pm Enjoy a concert with musical collective Amani, featuring the music of Harry Belafonte.

#### **Afternoon Book Club**

Tuesday, February 20 at 1pm will discuss Still Life by Sarah Winman

#### Friends of the Library Trivia Night

Thursday, February 22 at 7pm Help Friends support the Library at this fundraiser. Admission is \$5 per person. RSVP at spplfriends1@gmail.com.

#### **Drop In Crafting**

Thursday, February 29 at 7pm

bring your work-in-progress and craft with company. Learn about our community project to make hats for the Overlook Cancer Center.

### FRIENDS OF THE LIBRARY WINTER 2024 EVENTS

Library is delighted to unveil a series of engaging and diverse events taking place throughout the winter season. These events promise to bring the community together in an atmosphere of learning, creativity, and fun.

#### **Book Swap and Meeting**

February 12, 7:00 PM

Location: Lower Level of the Scotch Plains Public Library

Bring a book (or two) to swap after the regular meeting. This is a great opportunity to meet fellow members, discover a new book, and mingle! This event is open to all, and admission is free for everyone. Attendees are encouraged to become a member of the Friends of the Scotch Plains Public Library, and donations are warmly welcomed to support future events.

#### **Trivia Night**

February 22, 7:00 PM

Location: Lower Level of the Scotch Plains Public Library

Challenge your knowledge and compete with friends at our Trivia Night. Join us for an evening of brain-teasing questions and friendly competition. This event is open to all, and admission is \$5. Attendees are encouraged to become a member of the Friends of the Scotch Plains Public Library, and donations are warmly welcomed to support future events.

#### The Friends of the Scotch Plains Public Poetry Reading by Moriah Cohen, Liz Kingsley, and Robin Rosen Chang

April 8, 7:00 PM

Location: Lower Level of the Scotch Plains Public Library

Immerse yourself in the world of poetry, as Moriah Cohen, Liz Kingsley, and Robin Rosen

Chang share their enchanting verses. This intimate poetry reading promises an evening of inspiration and literary exploration. Admission is free, but we encourage attendees to consider

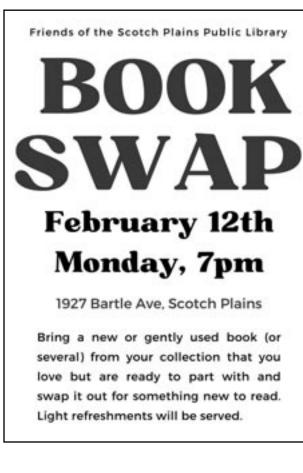
becoming a member of the Friends of the Scotch Plains Public Library and contributing to the ongoing success of our community

programs. The poets will have their published works available for sale.

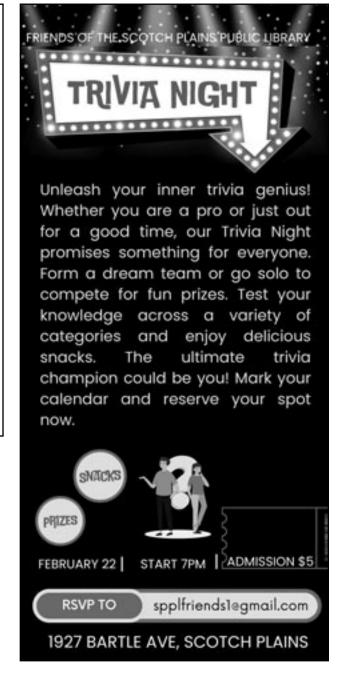
To RSVP, more information about these events, or to become a member of the Friends of the Scotch Plains Public Library, please visit scotlib.org/friends-of-the-library/ or contact via email spplfriends1@gmail.com.

#### **ABOUT FRIENDS OF THE SCOTCH PLAINS PUBLIC LIBRARY**

The Friends of the Scotch Plains Public Library is a non-profit organization dedicated to supporting and enhancing the resources and services of the Scotch Plains Public Library. Through fundraising and community engagement, the Friends aim to create a vibrant and inclusive library experience for all.







### DAR HELPS STIR UP A TEMPEST WITH A TEA BAG

Elizabeth Snyder-Continental Chapter DAR

At the 128th Anniversary luncheon of Elizabeth Snyder-Continental Chapter of the Daughters of the American Revolution (DAR) held in January, the chapter reported on their first U.S. Semiquincentennial observance.



(above) Outstanding Junior Ashley Salsano (r.) pictured with DAR President General Pamela Wright at the 2023 Spring State Conference.

Members celebrated the fact that some tea supplied by the chapter was used in the 250th anniversary re-enactment of the Boston Tea Party in December. The chapter contributed a limited edition King's Coronation Tea. "It seemed appropriate," said Chapter Treasurer Barbara Pollison-Beck who donated the tea.

During the luncheon, Ashley Salsano was honored as the chapter's Outstanding Junior member. Four new chapter members were officially welcomed and Beth Kavanaugh of Oldwick was sworn in. Women observing milestone membership anniversaries were also recognized: Carol DeFilippis, Warren, 55 years; Margaret Shilay, North Plainfield, 50 years; Catherine Strohmeyer, Watchung, 40 years; Patricia Sullivan, Bridgewater, 10 years.

Monthly meetings will resume on March 12 with a program on Betty Bradbury Vail and planning for a spring service project to clean and help preserve historic headstones in the area. Also on the agenda is the NJDAR State Conference in April.

The DAR is a nonprofit service organization open to women descended from an individual who aided the cause of independence during the American Revolution. New members are welcome. Contact the chapter at ESCchapterDAR@gmail.com.



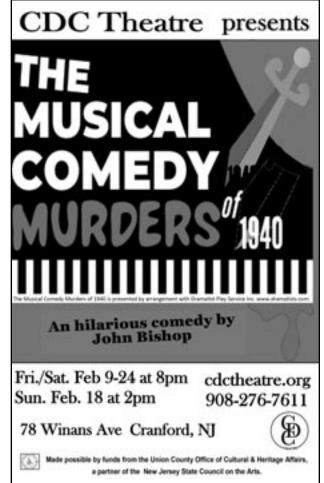
# HILARIOUS WHODUNIT COMING TO CDC THEATRE IN CRANFORD

The Musical Comedy Murders of 1940, an Agatha-Christie-meets-Clue parody, is full of twists, turns, red herrings and slapstick for audiences of all ages! John Bishop's 1987 comedy is a send-up of all the cliches and stereotypes from both musical theater and murder mysteries thrown together and shaken up for laughs.

The creative team responsible for a recent Broadway flop assemble for a backer's audition of their new show at the Westchester estate of a wealthy and eccentric theatre financier. However, the shadow of the team's last show hangs over the group-- Manhattan Holiday was ravaged by the "Stage Door Slasher," a mysterious killer who stabbed chorus girls. As the composer, lyricist, actors and director prepare their performance, and a blizzard cuts off any possible retreat, bodies start to drop in plain sight. It doesn't take long for everyone to figure out that one of them is The Stage Door Slasher and accusing fingers point in all directions. The bumbling police inspector, who snowshoes in to investigate, is hoping to flush out the killer from this group of suspects--but the killer has other plans. More than that, the threat of Nazi saboteurs lurks among them!

Will the Slasher be unmasked? Maybe, but not before the audience has been treated to a rollicking good time full of the author's biting, satiric and irreverent wit.

Performances are at CDC Theatre, 78 Winans Ave. in Cranford with shows on Fridays and Saturdays, February 9-24 at 8pm and on Sunday, February 18 at 2pm. For the best ticket selection and price, visit cdctheatre.org.



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

### **NEWSPAPER ADVERTS**

We mail 160,000 newspapers to every home and business in 24 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 \$45 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

# RENNA MEDIA NEWSPAPER RATE SHEET WE MAIL 160,000 NEWSPAPERS MONTHLY!

Tina Renna 908-418-5586 · tinarenna@rennamedia.com Joe Renna 908-447-1295 · joerenna@rennamedia.com 202 Walnut Avenue, Cranford, NJ 07016















Qty: 4,700 Zip:07922

Florham

Press NJ

Qty: 5,500

Zip: 07932

Park

Zip: 07928 Garwood

imes

Qty: 7,500

Green Brook

Qty: 6,700

Zip: 07066

Gazette



Qty: 3,500

Zip:07016

Section of Elizabeth, NJ

Zip: 07208



Qty: 3,000

Zip: 07023



Qty: 3,000 Qty: 2,500 Zip: 07027 Zip: 08812

Zip: 07033

Oty: 17,900 Zip: 07036

LEADER -MONJOW-Qty: 3,500

Zips: 07933. 07946,07980







New



DOSELLE PARK MONTHLY



Qty: 6,300 Zip: 07940

Qty: 2,900 Zip: 07092

Qty: 5,100 Zip: 07974

Qty: 13,000 Zip: 07065

Qty: 5,600 Zip:07204

WHAT'S HAPPENING MONTHLY Qty: 9,400

Zip: 07076

Short Hills MILLBURN MONTHLY

Summit & Times



Watchung Post NJ



Qty: 8,200 Zips: 07041 07078

Qty: 9,600 Zip: 07901

Qty: 6,800 Zip: 07083 (partial)

Qty: 6,200 Zip:07059

Qty: 2,700 Zip: 07069

Qty: 11,800 Zip: 07090

NEWSPAPER AD RATES

Inits Size			TOWN		
1	Unit (Business card)	3.25° x	2"	\$60	
2	Units 6.5° x 2° o	e 3.25° x	4"	\$100	
4	Units 3.25° x 8° o	e 6.5° x	4"	\$180	
6	Units 6.5° x 6.25° o	e 10° x	4"	\$240	
9	HALF PAGE 65'x9'0	r. 10° x	7"	\$320	
12	Units	10° x	8°	\$360	
18	FULL PAGE	10° x	14"	\$400	
2-P/	AGE SPREAD	14"	8700		
вас	CK PAGE	10° x	14"	8500	
FRO	ONT PAGE BANNER	8.25° x	2*	\$320	
FRO	ONT PAGE BOX	1.5° x	4.5"	\$240	

Rates are p	er month.	Artwork included in price. Newspapers are black on whi					
1	3	6	9	12	15	18	

0	3 TOWNS \$150	6 TOWNS \$250	9 TORNS \$350	12 TORNS 5400	15 TOWNS \$450	18 TOWNS \$500	21 TOWNS \$550	24 TOWNS \$600
0	\$250	\$400	\$500	\$600	5700	\$800	\$900	\$1000
0	\$450	\$700	\$900	\$1100	\$1300	\$1500	\$1700	\$1900
0	\$600	\$900	\$1200	\$1400	\$1600	\$1800	\$2000	\$2200
0	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	\$2400	\$2700
0	\$900	\$1200	\$1500	\$1800	\$2100	\$2400	\$2700	\$3000
0	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000	\$3400

PREPAY 6 MONTHS AND GET 1 MORE FREE PREPAY 12 MONTHS AND GET 3 MORE FREE

Back cover, front page barner and front box reserved on first-or first-served basis. Current advertiser has right of first refusal. Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016

# ONLINE ADS & PRESS RELEASES DRIVE LOCAL TRAFFIC TO YOUR WEBSITE

GET UNLIMITED CLICKS

An alternative to expensive pay-per-click programs

• FREE AD DESIGN AND COPYWRITING Advertising webpage includes many features including write-up, images, video, Google map, etc.

- POSTS ARE SHARED THROUGH SOCIAL MEDIA Posts shared on multiple Facebook pages and twitter.
- PAID SEARCH ENGINE PROMOTIONS
   Posts are promoted by industry, key words and location.
- TRACKABLE RESULTS

All ads include a live view counter.

Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

Block of 20 for \$200
Single post is \$20





# Full Color Flyers and Menus Printed and Mailed to Every Home and Business in Town! FLYERS

FLYERS - \$45 PER THOUSAND

8.5" x 11" / Full color / 2 sided / 60lb gloss coated stock Tri-fold add \$10 per thousand. Minimum order \$450

LARGE MENUS - PRINTING - \$85 PER THOUSAND For quantities more than 50,000 cost is \$55 per thousand.

11"x17" / Full color /2 sided / 60lb gloss coated stock. Min. order \$850 Includes folding (quarter fold or tri-fold, with or without coupons tab)

INSERTED AND MAILED TO EVERY HOME AND BUSINESS \$60 per thousand. (as low as \$30 per thousand depending on quantity.)
Minimum order \$400

Joe Renna at 908-447-1295

email: JoeRenna@RennaMedia.com



\$45 PER 1,000

MENUS \$85
PER 1,000

# WEBSITE / SEO SERVICES

STARTER WEBSITE: \$500

Basic static site that can be developed further

• 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 for free a consultation if you need help developing an online marketing plan. STARTER WEBSITE \$500

Call Walter at 201-478-7408 email: wwwinnj@gmail.com

# WEBSITE AUDIT/ANALYSIS AND RECOMMENDATION PLAN

ONE TIME FLAT FEE \$250

• SEE WHAT IS WORKING AND NOT WORKING Know where your web traffic is coming from and why.

• ELIMINATE / AVOID COSTLY SCHEMES

Evaluate the return you are getting from your online marketing costs.

• INCREASE ONLINE MARKETING RESULTS

Recommendations include ways to increase traffic to your website

NO OBLIGATION

This service is recommended even if you have an existing web management contract. Use it to tune up your marketing plan.

Call for a consultation if you do not have a website or if need a new one.
Call Walter at 201-478-7408 email: wwwinnj@gmail.com

# At **Lantern Hill**, you really can have it all!

At Lantern Hill," the premier senior living community in New Providence, you'll enjoy a beautiful maintenance-free home, predictable expenses, easy access to amenities, and on-site care if your health needs change—all for an incredible value.





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