

Scotch Plains NJ

WHAT'S HAPPENING MONTHLY

Published by Renna Media

Issue 1 • October 2015

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RENNA MEDIA LAUNCHES SCOTCH PLAINS MONTHLY

Beginning in October 2015 Scotch Plains Monthly will join Renna Media's family of newspapers, bringing the number of publications to eighteen. Scotch Plains Monthly will be direct mailed to every postal patron in Scotch Plains with a total circulation of 9,500, and will deliver important information from the departments in town hall, along with news from the schools and library. Community service organizations are encouraged to promote their events and businesses and residents can celebrate their accomplishments free of charge. The newspaper's goal is to be a positive influence on the economic development and overall well-being of Scotch Plains.

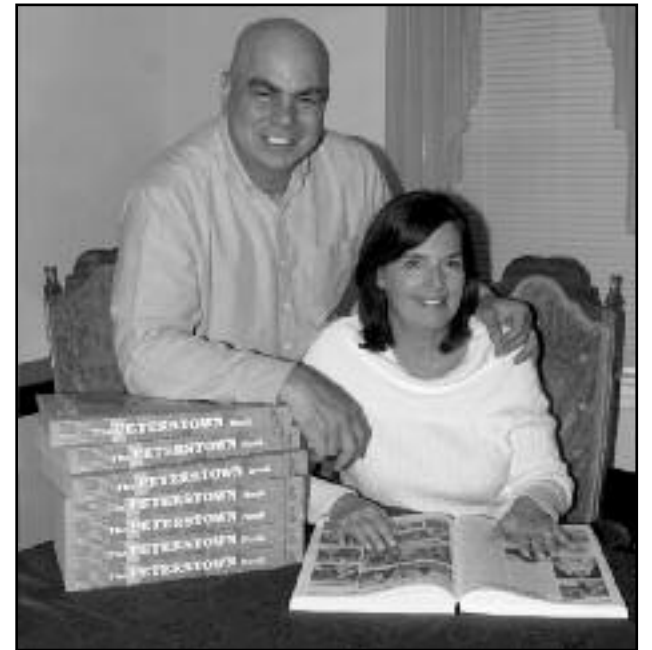
Renna Media is a Cranford based business owned and operated by husband and wife team Joe and Tina Renna. Renna Media's family of 18 community newspapers are published in and around Union and Somerset counties with a total circulation of 100,000 newspapers mailed monthly. The publications are "hyper-local" in nature in that they contain information focused on each individual town and are direct mailed within those towns.

The hyper-local design gives businesses the highest value for their advertising dollars. The newspapers are designed (black ink on newsprint) to keep the cost of an advertisement to as low as \$60 for a business card size ad. Regional businesses can take advantage of one low rate for being in multiple publications. Inserts are also available.

Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998 with the launch of Around About Peterstown, a regional newspaper about the Italian-American

neighborhood in Elizabeth, NJ.

For info about Renna Media publications, please contact info@rennamedia.com; or call 908-418-5586.



(above, l-r) Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998.

GOING ONCE...TWICE... SOLD! TEMPLE SHOLOM HOSTS ART AUCTION

A wide variety of classical and contemporary art -- plus sports, music, and entertainment memorabilia -will be auctioned to raise funds for Temple Sholom

On Saturday, October 10, Temple Sholom of Scotch Plains will be hosting an art show and live auction to raise funds for its various religious, community, cultural, and education programs. Presented by Marlin Art, Inc. of Deer Park, NY, the show will feature works from well-known classical and contemporary artists, as well as sports, music, and entertainment memorabilia.

The auction is one of Temple Sholom's premier events. The first bi-annual auction in 2009 featured a guitar signed by Bruce Springsteen. In 2013, John Stanisci, a professional illustrator for Marvel and DC Comics, made a guest appearance and sold original drawings.

"Art is something that brings people from all communities together -- which is something that is important to us at Temple Sholom," said Gale Miller, chair of Temple Sholom's fundraising committee. "Once again, we are pleased to open

our doors to our friends and neighbors, giving them an opportunity to socialize and appreciate art while helping raise funds for the Temple.

Whether you are an art enthusiast, a collector, or even a home or business owner looking to liven up your walls, the Temple Sholom art auction has something for everyone. We look forward to seeing you in our new building, which itself is something of a work of art."

The auction, which is open to the public, will be held at Temple Sholom, 1925 Lake Avenue in Scotch Plains. Previews will begin at 7:00pm and the live auction will commence at 8:00pm. There will be a \$10 admission fee, and hors d'oeuvres, desserts, snacks, and beverages will be served. A door prize will be given to one lucky attendee. Cash, checks, or major credit cards will be accepted for auction purchases.

To order tickets in advance, please visit www.sholomnj.org, or call the Temple office at 908-889-4900.



CALL TODAY TO ADVERTISE IN THE NEXT ISSUE

Call Tina today to reserve the space in this or other Renna Media publications.

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mailed free to every home and business in Scotch Plains.**

*Reserve space in the next issue. Call Tina today
at 908-418-5586 or email info@rennamedia.com*

THE COMEDY BORN YESTERDAY TO OPEN CDC THEATRE'S 97TH SEASON

Scotch Plains Monthly is published by Renna Media. 9,500 newspapers are printed monthly and mailed to every business and resident in Scotch Plains.

Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions.

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RENNA MEDIA IS PLEASED TO ANNOUNCE THAT LORI THEISS HAS JOINED ITS STAFF

Lori Theiss is the liaison to the Scotch Plains community and will be responsible for collecting news of community service events. Community service organizations are encouraged to contact Lori to promote upcoming events and report on past happenings.

**CALL LORI
AT 908-858-4012
EMAIL:
LORI@RENNAMEDIA.COM
WEBSITE:
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is online at
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Rehearsals are underway at CDC Theatre, 78 Winans Ave. in Cranford, for the opening show of the theatre's 97th season, *Born Yesterday* by Garson Kanin. A Broadway triumph turned Academy Award nominated film, *Born Yesterday* is a deliciously witty screwball comedy about a corrupt businessman, Harry Brock, trying to get ahead in Washington. He hires a newspaperman, Paul Verall to tutor his brassy girlfriend, Billie Dawn, but gets more than he bargained for when he discovers a little bit of learning can be a dangerous thing.

Directed by Eric Walby, the cast is led by Joe Leo as Paul Verall, Julie Ann Nolan as Billie Dawn and Matt Lafargue as Harry Brock. Joel Redmount, seen on stage at CDC in last seasons *Aladdin* is Ed Devrey. The cast also features Barry Leonard and Maureen Muldoon as Senator and Mrs. Hedges, Susan Roberts as Helen, James Beckman as the Bellhop and Brittany Patterson as the Assistant Manager.

The director recently asked "Can a classic still be considered timely? This piece is about ruthless business' purchasing politicians to further their own interests at the cost of the general public. It's about the abused and powerless finding their voice through information and bravery. It's about genius' selling their souls through weakness and fear; because the themes of government corruption and the marginalization of women are just as relevant to a story line today as they were 70 years ago."

Born Yesterday opens October 16
and runs through October 24.

For tickets and more information visit
www.cdctheatre.org.

Funding has been made possible in part by the NJ State Council on the Arts, Dept. of State, a Partner Agency of the National Endowment for the Arts, through a grant administered by the Union County Office of Cultural & Heritage Affairs.



(above l-r) Matt Lafargue, Joel Redmount, Joe Leo and Julie Ann Nolan appearing in CDC Theatre's *Born Yesterday*.

In Our 97th Season
CDC Theatre presents
BORN YESTERDAY
By Garson Kanin

Oct. 16,17,23,24
8 pm

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2 pm

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SCOTCH PLAINS/FANWOOD MARCHING BAND PLAYS FUNDRAISER

The 2014 NJ Group 6A State Champion & National Gold Metal Scotch Plains-Fanwood Marching Band hosted their 17th

Annual Marching Band Festival on Saturday, September 19. The musical festival was held at the Scotch Plains-Fanwood High School (SPFHS) Varsity Field. Eight bands competed for trophies and all who attended were inspired by marching band performances by NJ area marching bands. The 180-member SPFHS Raider Marching Band performed their 2015 show *Chance Love - Tales Beneath a Persian Moon* under the direction of Durand Thomas.

Westfield Marching Band performed "The Caged Bird Sings", while Scotch Plains performed for the audience and did not compete. Westfield High School took first place in Group 5A with a score of 79.325.

Photos of this and other events can be found at www.renamedia.com and Scotch Plains Monthly Facebook page. Feel free to "Like", "Tag", and "Share".



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TEMPLE SHOLOM TO HOST ACTIVIST AND SCHOLAR DR. MICHAEL CURTIS TO DISCUSS JEWS, ANTISEMITISM, AND THE MIDDLE EAST

Temple Sholom of Scotch Plains, NJ, Scotch Plains, NJ, announced that it will host Dr. Michael Curtis, Distinguished Professor Emeritus of Political Science at Rutgers University and an expert on the Middle East, to discuss his book *Jews, Anti-Semitism, and the Middle East* with audience members on Sunday, October 18th at 7pm in its new building at 1925 Lake Avenue, Scotch Plains.

Light refreshments will be served. There is no admission charge for the event thanks to a grant from the Ruth Rutenberg Fund for Lifelong Learning.

In *Jews, Anti-Semitism, and the Middle East*,

the author delves into the continued animosity toward Jews and Israel. Another theme discussed will be the contempt the international community demonstrates toward Israel as well as the idea that Palestinians are portrayed as victims by the international media.

"As Jews we are sensitive to the resurgence of anti-Semitism around the world," said Rabbi Joel Abraham. "Coupled with the increase in anti-Israel sentiment, we are concerned about the ramifications for the people of Israel, the Jews of Europe, and for ourselves and our children. Anti-Semitism has a long history and only confronting its roots will help us to eradicate such baseless hatred."

Many have described Dr. Curtis' book as required reading for anyone interested in the volatile Middle East today. The book includes essays on the increase of contemporary anti-Semitism in Arab and Muslim countries.

Born in London and educated at the London School of Economics and Political Science (LSE), Dr. Curtis earned his doctorate at Cornell University before settling in Princeton in 1963 when he was appointed to a teaching position at Rutgers University, where he is now Distinguished Professor Emeritus in political science. Dr. Curtis is recognized internationally as an activist as well as a scholar. He is the past president of American Professors for Peace in the Middle East and editor of the *Middle East Review*.

"We are excited to have Dr. Curtis, a distinguished professor, visit our Temple to

lecture on the volatile situation in the Middle East," said Marjorie Leffler, Chairperson of Temple Sholom's Eitz Chayim program. "This is a unique opportunity for people to come out and partake in a great lecture."

The discussion of Jews, Antisemitism, and the Middle East is part of Temple Sholom's Eitz Chayim program - the Adult Education Committee of Temple Sholom. Eitz Chayim schedules various themed programs for the year. This year there will be a total of 5 programs which will run through May 31, 2015. Join us for this free event on Sunday, October 18th at 7 pm in Temple Sholom's new building, 1925 Lake Avenue, Scotch Plains. For more information, call the temple office at 908-889-4900 or consult the temple's website at www.sholomnj.org. Click here for more information on the book *Jews, Antisemitism, and the Middle East*.

About Temple Sholom Founded in 1913, Temple Sholom is a Reform Jewish congregation led by Rabbi Joel N. Abraham and Cantor Darcie Sharlein. The temple and its religious school are home to about 250 families from the greater Scotch Plains-Fanwood area. The congregation recently moved to its new home at 1925 Lake Ave. in Scotch Plains. Temple Sholom is a member of the Union for Reform Judaism.

For more information about the Temple or joining the congregation, please call 908-889-4900, e-mail sholom@sholomnj.org or visit www.sholomnj.org.

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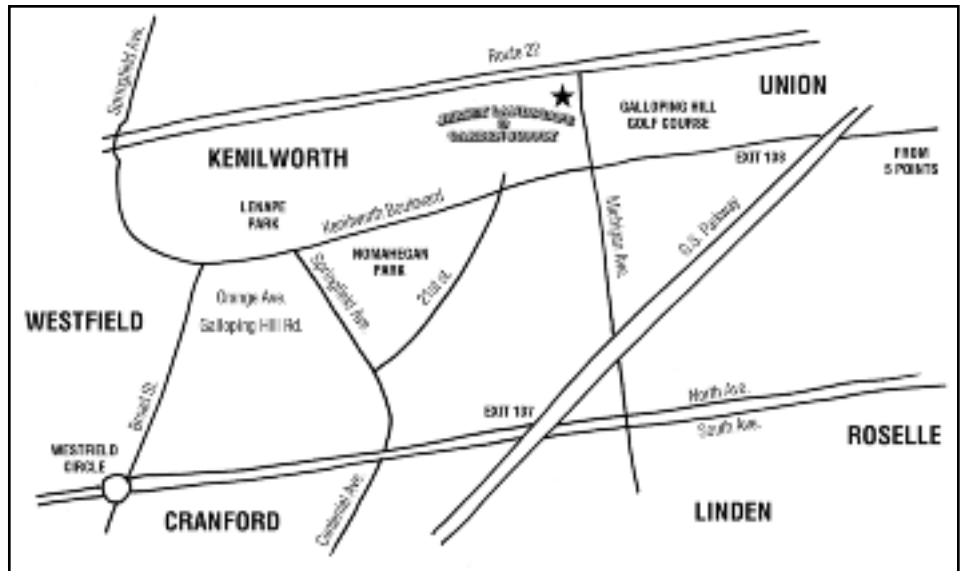
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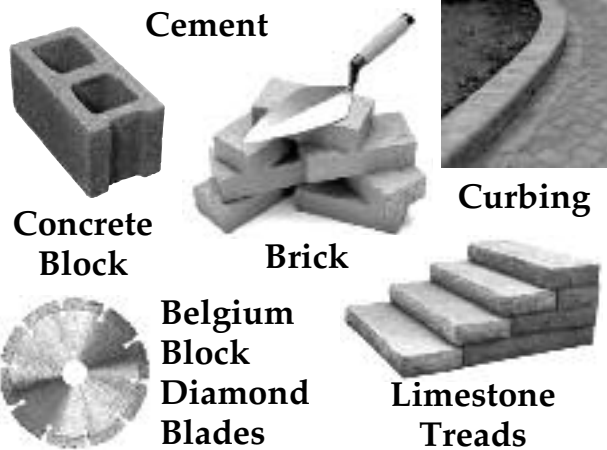
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MIRACLES FOR MYELOMA RACE

Area residents banded together to raise money for multiple myeloma research at the Miracles for Myeloma 5K Run/Walk held on Saturday, September 26, 9:30am-11am at Oak Ridge Park in Clark.

Westfield resident Gina Klemm became involved with the event after her brother Frank Guarino succumbed to the disease. Mr. Ron Pask and his wife Sheree Pask of Clark have been the unflagging force in originating and continuing the event with the assistance of Mrs. Klemm. Mrs. Pask is currently in remission of the disease that is a form of cancer which forms in white blood cells. Mrs. Pask, a preschool teacher at the Westfield Presbyterian Church's nursery school, has the support of her colleagues and friends who have formed a team this year. "Colleagues, parents with children and their dogs attended and it was a festive atmosphere with the tree-lined, wheel chair accessible pathway," Mrs. Pask said of the race.

The Clark Kiwanis Club and Kiwanis' sponsored Key Club from Arthur L. Johnson High School assist each year at the event. "I don't know what we would do without the volunteer help of our Key Club and their adviser Ellen Zamboni," Mrs. Park explained.



Photo by Susan Dougherty

Miracles for Myeloma 5K Run/Walk started three years ago when approximately 500 people registered, participated and raised \$50,000 in their first year. Last year the race involved almost 750 people from all over the state, raising almost \$150,000 for International Myeloma Foundation (IMF).

A remembrance path lined the race pathway with laminated placards of the names of loved ones who fought cancer and people who are living with the disease. They are honored through donations by their friends and families. Please feel free to call 732-574-9182 to donate in memory or in honor of someone.

SCOTCH PLAINS LIBRARY OCTOBER EVENTS TEENS

Teen Crafternoon: Chocolate Dipped Treats

Tuesday, October 13, 2015 3:30 pm

Celebrate Fall by making chocolate covered pretzel rods and edible acorns! You'll get to indulge at the library as well as take some treats home. (Pre-registration is required.)

Teen Read Week Party: Library Luau

Monday, October 19, 2015 3:30 pm

Join us for a Library Luau! Read silently while listening to soothing Hawaiian music and sipping tropical smoothies. Then create shell art, take beach Polaroids, or play Wii Water Sports! (Pre-registration is required.)

Teen Halloween Manicures

Tuesday, October 26, 2015 3:30 pm

Halloween is coming!

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WHITE CASTLE TO HOST SCOUT CHESS EVENT

The Watchung Mountain District of the Boy Scouts of America is hosting their Second Annual Chess Tournament open to all registered Boy Scouts, Venturers and Explorers, who know how to play chess. Non-scouts who are interested in scouting are also invited.

The tournament will be held on Saturday November 7, 2015 at the Scotch Plains Baptist Church, 333 Park Avenue, Scotch Plains, NJ. The event will run from 9am to 1pm. The tournament is being generously sponsored by White Castle.

Scouts interested in playing can use Patriots' Path Council Watchung Mountain District Double Knot link to register on-line at ppbsa.doubleknot.com/event/white-castle-watchung-mountain-chess-tournament/1792566 or Email Charlean Mahon at Charlean.Mahon@scouting.org.

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2nd Annual 2015 White Castle





Watchung Mountain District Boy Scout Chess Tournament
Saturday, November 7, 2015
9:00 am to 1:00 pm
Sign-in/setup starts at 8:00 am

Scotch Plains Baptist Church
333 Park Avenue, Scotch Plains, NJ 07076 • 908-322-5487
(off Rt. 22, across from Snuffy's)

Open to all registered Boy Scouts/Venturers/Explorers.
Non-scouts welcomed!

Limited to 40 players who must know how to play chess. Registration is \$6
Use Watchung Mountain District Double Knot link to register on-line at ppbsa.doubleknot.com/event/white-castle-watchung-mountain-chess-tournament/1792566
Email Charlean Mahon at Charlean.Mahon@scouting.org for more info.

Trophies awarded to 1st, 2nd and 3rd place finishers.
Commemorative ribbons and gift bags for all participants.
Lunch will be provided by White Castle for all players and guests.
This tournament meets the 6a requirement for earning a Chess merit badge.

Event Sponsored by  Event coordinated by **RENNAMEDIA.COM**

 BOY SCOUTS OF AMERICA PATRIOTS' PATH COUNCIL 

Chinese & Polynesian Lun Wah Restaurant & Tiki Bar

Monday 12 noon - 11 pm
Tuesday - Thursday 11:30 am - 11 pm
Friday & Saturday 11:30 am - 12:30 am
Sunday & Holidays 12:30 pm - 11 pm

October 6th and November 3rd Bottoms Up! Hula and Dine class.
\$40 includes pupu platter, first drink, one hour Hula class complete with leis and grass skirts, and buffet afterward, reservations in advance.

October 13 and December 15 Elvis tribute artist Jim Barone.
\$20 per person includes first drink, reservations in advance, mixed seating.
Paintnite.com coming Oct. 27, Nov. 10 and Dec. 8
Sign - up in advance on www.paintnite.com

HALF PRICE PUPU PLATER DURING ALL FOOTBALL GAMES SUNDAYS & MONDAYS.

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Trivium Academy of New Jersey, a private Christian school located in South Plainfield, NJ, has been serving the community for years by providing a high quality education to the residents of Union, Somerset and Middlesex counties. We are proud that TANJ is the only accredited Classical Christian School in the surrounding area. As a non-profit organization, we continue to serve and teach students a rigorous curriculum to help them reach their maximum potential in a nurturing environment. Our Headmaster, Dr. Elizabeth Seaman, leads a dedicated faculty with nearly 200 years of collective teaching experience, 13 certifications and 18 academic degrees.

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Union Catholic



FIFTH ANNUAL
5K  **RUN SPOOKTACULAR WALK**

Saturday, October 24, 2015

7:00 am 5K Check in & Registration
9:00 am 5K Run/walk start

Union Catholic High School (1600 Martine Ave. Scotch Plains)*

Register Now!

5K Registration Fee: \$20.00 registration received by October 17th
(\$25.00 registration after October 17th and on race day)

T-shirts to first 250 entrants - Post-race food and refreshments
For more information and to register on-line, please visit
www.unioncatholic.org/athletics

BRING THE KIDS!! 1 mile Children's Costume Trek
1 mile trek is contained within UC turf track. (run/walk; costumes optional) NO TIMING!

 7:00 am Check in & Registration
8:30 am Start

For more info call 908-889-1600 ext. 392 or email : racedirector@unioncatholic.org
* 5K race is a USATF certified course through Scotch Plains streets

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CRANE'S FORD DAR LOOKING FOR PROSPECTIVE MEMBERS

The Crane's Ford Chapter of the Daughters of the American Revolution, in Cranford, is conducting a membership drive as part of a nationwide celebration to commemorate the 125th anniversary of the founding of the National Society of the Daughters of the American Revolution. All women who can document descent from a Revolutionary War Patriot are encouraged to consider the many benefits of joining a vibrant service organization

which has promoted historic preservation, education and patriotism since its formation in 1890.

Due to the ability to exchange and obtain genealogical information over the internet, interest in joining the DAR is at an all-time high, with six of the highest years of application submittals occurring in the last decade. The Genealogical Research System (GRS), which is a free online resource provided by the DAR to

aid general genealogical research and to assist with the DAR membership process, has made joining the DAR even more accessible to any women. Explore these resources at www.dar.org/grs.

We invite women who are interested in membership to visit www.DAR.org and to contact the local Crane's Ford chapter at patushkat@aol.com to obtain more information.



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2285 South Avenue
Scotch Plains, NJ 07076
- ★ **Springfield**
20 Millburn Avenue
Springfield, NJ 07081

• JCC of Central NJ • Hampton • Boonton • Howell

RENNA MEDIA LAUNCHES SEVEN NEW NEWSPAPERS

Beginning in October 2015 Renna Media's family of monthly newspapers will grow from 12 to 18 publications. The towns of Westfield, Scotch Plains, Fanwood, Summit, New Providence, Berkeley Heights, and Mountainside will join Renna Media's existing newspapers and will deliver important information from the departments in town hall, along with news from the schools and libraries. Community service organizations are encouraged to promote their events and celebrate their accomplishments free of charge.

The goal of all our community newspapers is to have a positive influence on the economic development and overall well-being of the towns they serve.

Renna Media is a Cranford based business owned and operated by husband and wife team Joe and Tina Renna. Renna Media's family of 18 community newspapers are published in and around Union and Somerset counties with a total circulation of 100,000 newspapers mailed monthly. The publications are "hyper-local" in nature in that they contain information focused on each individual town and are direct mailed

within those towns.

The concept of being hyper-local is to give local businesses a venue to promote events and services. Reaching local customers gives you the highest return for your advertising dollars. The newspapers are designed (black ink on newsprint) to keep the cost of an advertisement to as low as \$60. Inserts are also available. Regional businesses can take advantage of one low rate for advertising in multi publications.

Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998 with the launch of Around About Peterstown, a regional newspaper about the Italian-American neighborhood in Elizabeth, NJ.

Renna Media sought to fill what they saw as a void in other communities and created newspapers that would give a venue to town administrations and non-profit organizations to promote upcoming events as well as to showcase the accomplishments of local residents and businesses.

For more information about Renna Media publications, please call 908-418-5586 or email: info@rennamedia.com. Visit us on-line at RennaMedia.com.

PUT YOUR BUSINESS IN
100,000 Newspapers
Direct Mailed to Homes & Businesses in 18 Towns!
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FULL COLOR INSERTS - PRINTING PRICES (Per 1,000)

A
8 1/2" x 5"
POST CARDS



\$45 per M

Up to 100,000
 Full color / 2 sided
 9pt stock / No bleed

Minimum run 5,000

B
8 1/2" x 11"
FLYERS

Half-fold to
 8 1/2" x 5 1/2"



\$35 per M

Up to 100,000
 Full color / 2 sided
 60lb stock / No bleed

C
8 1/2" x 11"
TRI-FOLD

3 3/4" x 8 1/2"
 Finish size



\$45 per M

Up to 100,000
 Full color / 2 sided
 60lb stock / No bleed

D
11" x 17"
BROCHURES

Quarter-fold to
 8 1/2" x 5 1/2"



\$68 per M

Up to 25,000
 \$51 per M over 25,000
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W/ COUPON
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\$60

ANY 3
NEWSPAPERS
\$55

ANY 6
NEWSPAPERS
\$50

ANY 9
NEWSPAPERS
\$45

ANY 12
NEWSPAPERS
\$40

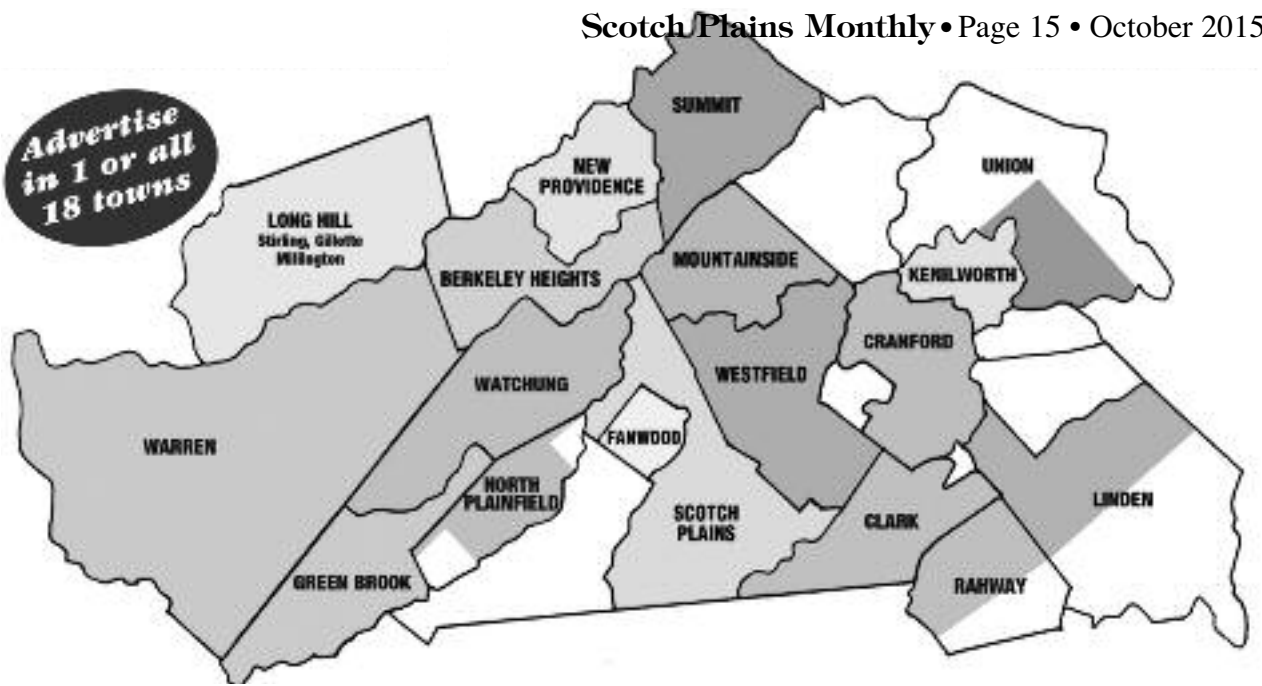
ANY 15
NEWSPAPERS
\$35

ALL 18
NEWSPAPERS
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MONTHLY!**

To place an ad call:
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in 1 or all
18 towns



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and business.
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and business.
Zip: 07023



Qty: 3,000
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and business.
Zip: 08812



Qty: 3,600
Mailed to every
home and business.
Zip: 07033



Qty: 6,500
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and businesses.
Zip: 07036



Qty: 3,600
Mailed to every home
and business in Gillette,
Millington and Stirling.
Zips: 07933,
07964, 07980



Qty: 2,800
Mailed to every home
and business.
Zip: 07092



Qty: 4,700
Mailed to every home
and business.
Zip: 07974



Qty: 6,500
Mailed to every home
and business in 07060.
Zip: 07060



Qty: 5,500
4,100 mailed to homes
and businesses.
Zip: 07065



Qty: 9,500
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: 3,000
Mailed to every home
and business.
Zip: 07069



Qty: 11,800
Mailed to every home
and business.
Zip: 07090

Past issues can be found at RennaMedia.com

Artwork included in ad price.

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 ALL 18 NEWSPAPERS
1 Unit - Business card	3.25" x 2"	\$60	\$150	\$250	\$340	\$400	\$450	\$500
2 Units	3.25" x 4"	\$100	\$250	\$400	\$500	\$600	\$700	\$800
4 Units	6.5" x 4"	\$180	\$450	\$700	\$950	\$1100	\$1300	\$1500
6 Units	10" x 4"	\$240	\$600	\$900	\$1250	\$1400	\$1650	\$1900
9 HALF PAGE	10" x 6"	\$320	\$800	\$1000	\$1350	\$1500	\$1800	\$2100
12 Units	10" x 8"	\$360	\$900	\$1200	\$1550	\$1800	\$2150	\$2500
18 FULL PAGE	10" x 14"	\$400	\$1000	\$1400	\$1750	\$2000	\$2400	\$2800

FRONT PAGE BANNER 8.25" x 2" **\$320**
BACK COVER 10" x 14" **\$600**

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COUPON

FRESH SHRIMP

\$9.99 SPM10
lb 16/20 size

By the pound only. Limit 1 lb per customer per coupon per day. Not to be combined with other offer. Offers good thru 11/15/15.

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Available Thursday to Sunday

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lb

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COUPON

Boar's Head Imported Ham

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COUPON

Boar's Head American Cheese

\$4.99 SPM10
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COUPON

\$1.00 OFF your purchase of \$20.00 OR MORE



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North Plainfield

Open 7 Days Daily 9am-7pm

Sunday 9am-5pm

Strawberry Summer Special

\$5 OFF

YOUR FRUITFUL CREATION \$39.99 OR MORE



SPM10 Offer expires 11/15/15



October Special
Chocolate Covered Strawberries



\$24.99 BOX OF 12