

ד"ר

Dear Potential Customer;

It's now eighteen years that we are publishing "A WEEKLY SAVINGS GUIDE" in the Rockland County area. The paper is very well established and very successful.

The Community Connections was published for the first time on September 10, '95, and has been running continuously every week. (Skipping both Chol Hamoed Sukkos and Pesach).

Twenty thousand pieces are printed weekly, Over 12,500 are mailed to the frum Jewish community in Rockland County including Monsey, Spring Valley, and New Square as well as residents in NJ who regularly shop in Rockland County. Approximately 7,500 pieces are distributed in the local stores.

Some of the Connections' advantages are:

- 1) It's mailed to everyone, the consumers receive it in their mailbox with all their other important mail using our very own most updated mailing list in the area.
- 2) There's no subscription fee.
- 3) Every issue includes valuable information, such as: weekly schedules, Z'manei Tefilos, Mazel Tovs, important phone numbers, bus schedules, recipes, interesting news photos, business list, crossword & Sudoku puzzles, articles both in English & Yiddish, timely/featured articles, lost & found, cartoons, public notices & alerts, etc.
- 4) A big advantage of this publication, is that they take great effort to avoid printing any derogatory, misleading information. This allows "everyone" to take it into the house. It's basically 100% kosher.
- 5) Advertising cost is fairly inexpensive, which enables small businesses to afford advertising, and enables bigger businesses to advertise weekly, or BI-weekly.
- 6) Very attractive! Always a nice, fresh cover, so people spot the new issue. Size wise, the Community Connections is considered most convenient. With its' compact sizing, it's easy to save, easy to read anywhere without schlepping a big paper...

Most of our advertisers are repeats. This tells us, that they must be satisfied, otherwise; they would spend their valuable dollars elsewhere.

So, to be noticed in the Jewish Community of Rockland County, there is ONE place to advertise, in the Community Connections