

# Invoice

Date	Invoice #
9/25/2006	1734

<b>Bill To</b>
County of Union Att: George Devanney Administration Bldg. Elizabethtown Plaza Elizabeth, N.J. 07207

<b>Ship To</b>
<b>STRATEGIC MEDIA GROUP 512 42<sup>ND</sup> STREET UNION CITY N.J. 07087</b>

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
-			9/25/2006	US Mail		
Quantity	Item Code	Description			Price Each	Amount
1	MONTHLY RETA...	Monthly retainer for Sept. 2006 marketing services			4,000.00	4,000.00
1	VIDEO PRODUCT...	Reimbursement for Video Production; includes 2-man crew for 1 and 1/2 days shooting and 2 days editing, plus professional voice-over			7,850.00	7,850.00
1	tv buy	Comcast (all of Union County except Eliz.)			100,800.00	100,800.00
1	tv buy	Cablevision (Elizabeth only)			51,275.00	51,275.00
1	COURIER	Courier charges			13.75	13.75
					<b>Total</b>	\$163,938.75



209 COOPER AVENUE, SUITE 3  
UPPER MONTCLAIR, NEW JERSEY 07043  
P: 973.746.9894 F: 973.746.8735 WWW.STRATEGICMEDIA.COM

Mr. Matthew DiRado  
Assistant County Counsel  
County of Union  
Union County Administration Bldg.  
10 Elizabethtown Plaza  
Elizabeth, N.J. 07207

May 11, 2006

Dear Mr. DiRado:

Strategic Media Group, Inc. (SMG) is pleased to submit this response to Union County's Request for Qualifications to provide media consulting services. SMG, Inc. is registered at 717 Tulip Place, River Vale, N.J. 07675, but our new offices are located at 512 42<sup>nd</sup> Street, Union City, N.J. 07087.

Our firm and its principals have been providing media consulting services to both public-sector and private-sector clients for the past 13 years, and we feel we are well qualified to provide these similar services to the County of Union.

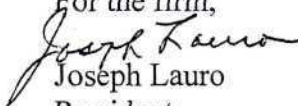
SMG, Inc. provides a full range of media services, from writing and disseminating news releases and staging press conferences, to developing media plans that include production and placement of television, radio, print and direct mail commercials, as well as outdoor advertising (billboards and bus signs). Clients for whom we have done this work that are similar to the County of Union are: the County of Bergen, County of Hudson, Essex County Community College, Hudson County Community College, Rutgers University Executive MPA program, Hudson County Improvement Authority, Bergen County Department of Planning and Transportation and others.



If selected to provide these services to the County of Union, our president, Joseph Lauro, would serve as the lead account supervisor. Mr. Lauro is a former newspaper reporter and magazine editor who has provided public relations counsel to a host of different clients for the past 13 years.

James Adams, a vice president at the firm, would serve as a support supervisor on the account. Mr. Adams has served as a public relations officer in both the public and the non-profit sectors and has been with the firm for seven years.

Attached to this response you will find the other documents requested by the County. If you require additional information, or need to speak to me directly, please don't hesitate to contact me at any time.

For the firm,  
  
Joseph Lauro  
President