

9"x 1.25"

Front Page Ad position
3"x 1.25"

Front Page Ad position
3"x 1.25"

Front Page Ad position
3"x 1.25"

Mt. Lebanon's News Source

LEBO BEAT

Sharp, Local, Real.

Flag Ad position
2.5" x 1.5"

EDITORIAL CONTENT

News



All things impacting the community

Sports



Youth, High School, and Adult

Real Estate



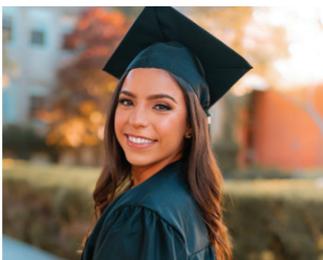
Market Trends, Neighborhoods, Historic Homes, and New Listings

Living in Lebo



Events, Health & Wellness, Arts, Dining and Shopping

Milestones



- Birth Announcements
- Engagements
- Weddings
- Obituaries
- Graduations

The Lebo Beat: A Newspaper as Distinctive as Mt. Lebanon Itself

A new voice is hitting your mailbox this November, and it belongs entirely to Mt. Lebanon. The Lebo Beat is the first—and only—newspaper dedicated exclusively to the people, places and stories that make this community unique.

From neighborhoods and schools to local businesses, events, people, and history, the Lebo Beat will shine a spotlight where it belongs: on Mt. Lebanon. Unlike regional outlets, every page will be 100% focused on life here.

The Lebo Beat will be delivered through the U.S. Postal Service to every residential mailbox in Mt. Lebanon. That

means every household will share in the experience. Additionally, complimentary copies will be available at high-traffic spots across town.

Published monthly in print and digital formats, the Lebo Beat promises timely, hyperlocal coverage for current residents, former neighbors who want to stay connected, and newcomers eager to understand the heart of Mt. Lebanon.

Mt. Lebanon is a town with its own character and story. Now it has a newspaper that reflects both. Founded by two longtime residents after conversations with neighbors, friends and business leaders, the Lebo



Beat was created for this moment and for this community.

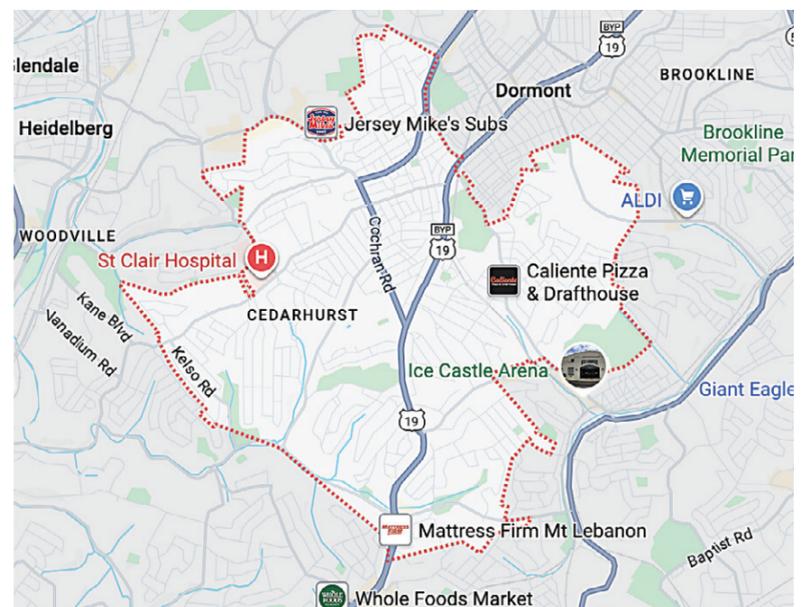
The goal of the Lebo Beat is simple: a paper Mt. Lebanon can be proud of—and excited to read."

Distribution

Unmatched Reach—Right from the Start—Every Household

To ensure maximum visibility and impact, the *Lebo Beat* will be delivered by the U.S. Postal Service to every household and business in Mt. Lebanon—17,727 in total. That's a guaranteed presence for your business in every home across the community.

In addition, complimentary copies will be available at multiple high-traffic distribution points throughout Mt. Lebanon, ensuring convenient access for all.



Front Page Ad position
7.25" x 3"



Ad sizes based on 30 unit grid - 5 Columns x 6 Units



Advertising Rates

Ad Size	3X	6X	12X	Dimensions
Business Card	\$100	\$85	\$75	3 1/4" x 1 7/8"
2 x 1 Unit (Horizontal)	\$200	\$185	\$175	3 7/8" x 2 1/2"
1 x 2 (Vertical)	\$200	\$185	\$175	1 7/8" x 5 1/8"
2 x 2 Unit	\$300	\$275	\$250	3 7/8" x 5 7/8"
3 x 2 Unit	\$350	\$325	\$300	5 7/8" x 5 1/8"
2 x 4 Unit (Vertical)	\$450	\$400	\$350	3 7/8" x 10 3/8"
5 x 2 Unit (Horizontal)	\$550	\$500	\$450	10" x 5 1/8"
5 x 3 Unit	\$650	\$600	\$550	10" x 7 1/2"
5 x 4 Unit	\$750	\$700	\$650	10" x 10 3/8"
5 x 6 Unit	\$900	\$850	\$800	10" x 14 7/8"
5 x 2 Unit (Advertorial)	\$550	\$500	\$450	10" x 5 1/8"
5 x 3 Unit (Advertorial)	\$650	\$600	\$550	10" x 7 1/2"
5 x 6 Unit (Advertorial)	\$900	\$850	\$800	10" x 14 7/8"
Flag Ad (Cover)	\$400	\$375	\$350	1 5/8" x 2 5/8"
Banner Ad (Cover)	\$750	\$700	\$650	9 3/4" x 1 1/4"

Issue Dates

2025	Ad Deadline
Wednesday, Nov. 19	11/5/25
Wednesday, Dec. 17	12/5/25
2026	
Wednesday, Jan. 21	1/9/26
Wednesday, Feb. 18	2/6/26
Wednesday, March 18	3/6/26
Wednesday, April 22	4/10/26
Wednesday, May 20	5/8/26
Wednesday, June 24	6/12/26
Wednesday, July 22	7/10/26
Wednesday, Aug. 19	8/7/26
Wednesday, Sept. 23	9/18/26
Wednesday, Oct. 21	10/9/26
Wednesday, Nov. 18	11/6/26
Wednesday, Dec. 16	12/4/26

Note:

Prices are per month • Complimentary Ad Design Services • Half-page ad & larger comes with complimentary digital ad • 3% discount if pay via ACH or Check

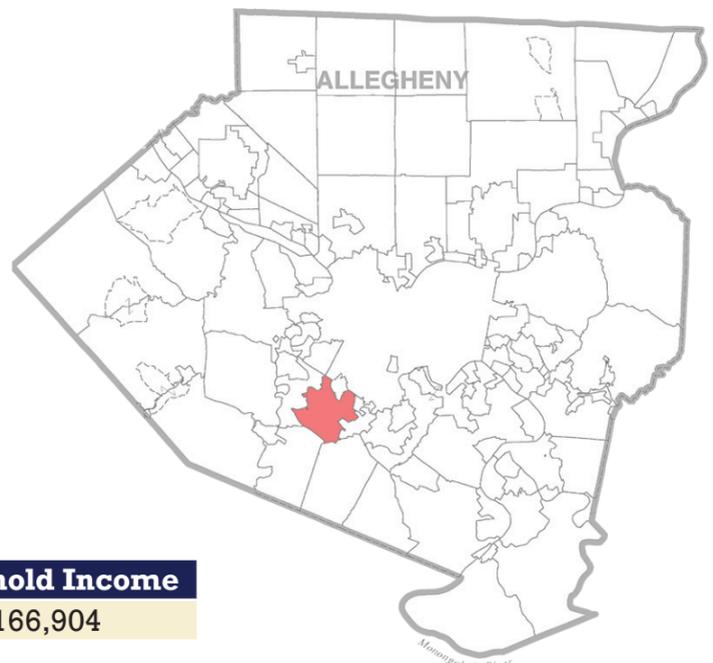
About the Lebo Beat

- TARGETED Advertising
- Four Color Advertising
- Only a 3 Month Buy Required
- 17,500+ Print Distribution (Postal Delivery, Boxes, & Racks)
- Digital Advertising Opportunities Available
- Mobile Responsive Website & eNewsletter

Mt. Lebanon Demographic information

Households	Residents	Per Household	Household Income
13,666	33,555	2.42	\$166,904

*All data from the U.S. Census Bureau





Sponsored Content

Tell your story in an editorial format. You supply the information and art, which we can edit. Perfect for spotlighting your business, products, special events, shows and classes.

FULL PAGE: 850 words, 2 images

HALF PAGE: 425 words, 1 image

1/3rd PAGE: 350 words, 1 image

Premium Positions: Section 1

Inside Front Cover – 20% Premium

Outside Back Cover – 20%

Cover 3 – 15%

Other Guaranteed Positions – 10%

Section 2

Inside Front Cover – 20% Premium

Outside Back Cover – 20%

Cover 3 – 15%

Other Guaranteed Positions – 10%

Ad Creation

Lebo Beat offers complimentary design ad services for your business, revise an existing ad file and assist with sponsored content.

Advertising Guidelines

- Placing more than one ad in a single issue counts toward your discount. If a contracted schedule isn't completed, a short-rate adjustment will apply.
- By submitting an ad, you confirm you have the right to publish it. Advertisers are responsible for the content and agree to cover any claims that may arise from it.
- Ads cannot be canceled once an issue has closed.
- *Lebo Beat* is published for the Mt. Lebanon community. We reserve the right to decline any ad that doesn't align with our mission or standards.

INSERTS: \$60 per thousand

SIZE RESTRICTION: 8.5" X 11"

WEIGHT RESTRICTION:

#20 or 30# weight

- Anything heavier will be based on weight of insert
- Inserts are due 7 days before print date
- We can inserts for you — Request rate

Limited Time Special Offer

Founder's Partner Advertising Program

Businesses that advertise in *LEBO Beat* from the first issue will receive the following:

- 10% off of published rate for the duration of the first contract (3-month minimum)
- Complimentary digital ad for first three months
- Option to place complimentary coupon in our *Lebo Eats & Shops* Coupon Book
- One post per month on *Lebo Beat* social media pages



To qualify for the Founders Partner Advertising Program

Business **MUST** advertise with the *Lebo Beat* beginning with the first issue.

Founder Partner Parameters

- There is a 3-month minimum requirement for the first contract.
- Advertiser will be rate protected at the discounted rate for the duration of first contract.
- Advertiser canceling contract before completion will be short rated their earned rate for any month advertised after the first three months.
- If advertiser doesn't fulfill 3-month minimum, the advertiser will be short rated at the full 3x rate.

Why Advertise in the *Lebo Beat*?

Advertise Local. Build Trust. See Results.

- **Guaranteed Reach:** Delivered to all 17,727 Mt. Lebanon households, plus high-traffic pickup spots.
- **High Reader Engagement:** Issues are kept, shared, and referenced — giving your ad extended visibility.
- **Targeted Exposure:** Reach a concentrated, affluent and trusted audience delivering tangible results.
- **Build Brand Recognition:** Consistent placement cements your business as a trusted local choice and keeps your business top of mind where it matters most – at home.
- **Drive Measurable Results:** Advertising in the *Lebo Beat* keeps your message in front of customers ready to shop, dine, and do business locally.

“Where Community Connection Meets Business Opportunity”

- **Be Part of the Story:** Show your support for the people and traditions that make Mt. Lebanon unique.
- **Neighbors Supporting Neighbors:** Residents are more likely to choose businesses that invest in their community.
- **Celebrate Local Life:** Align your brand with the events, milestones, and stories that shape daily life in Lebo.
- **Keep It Local:** Position your business as a true community partner, not just another name in the crowd. Neighbors notice when you show up for them.
- **Trusted & Loved:** The *Lebo Beat* is written by and for the community — and readers will value and trust what they see in its pages. Local stories. Local pride. Local businesses like yours.

Contact us

Lebo Beat
1099 Bower Hill Road
PO Box 13130
Pittsburgh, PA 15243
412-944-0080 • info@lebobeat.com

Mt. Lebanon's News Source

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Digital Mission

The *Lebo Beat* will have a dynamic digital presence online and social media. Daily updates online will create a timelier delivery of breaking news and all the sports scores readers are interested in.

LeboBeat.com will feature:

- **Daily Updates**
- **Digital issues archived**
- **Weekly eNewsletter**
- **Podcasts**
- **Video**
- **Sponsored content**
- **Vibrant Social Media Presence**

Audience

The *Lebo Beat* will be building our digital audience the first 3-months. Founding Partners can come along for the ride with free digital ads as we build our estimated audience of 30,000-40,000 website views a month. We anticipate 10,000 subscribers to our weekly eNewsletter.

Digital advertisers will receive monthly reports on their digital advertising activity.



LeboBeat.com

Digital Advertising Rates (Per Month)			
Leaderboard Ads	3 Months	6 Months	12 Months
Home Page- Rotating (1 of 3)	\$200	\$175	\$150

Rotating Category Page (1 of 3)	3 Months	6 Months	12 Months
News	\$150	\$125	\$100
Community			
Living	\$150	\$125	\$100
Sports	\$150	\$125	\$100
Health			
Eat & Drink	\$150	\$125	\$100
Shopping	\$150	\$125	\$100
Real Estate	\$150	\$125	\$100

Block Advertising			
Rotating Home Page (1 of 3)	3 Months	6 Months	12 Months
Top Position	\$250	\$225	\$200
Sidebar Position	\$200	\$150	\$100
Bottom Position	\$100	\$75	\$50

Rotating Category Page (1 of 3)			
Top Position	3 Months	6 Months	12 Months
News	\$150	\$125	\$100
Community	\$150	\$125	\$100
Living	\$150	\$125	\$100
Sports	\$150	\$125	\$100
Health	\$150	\$125	\$100
Eat & Drink	\$150	\$125	\$100
Shopping			
Real Estate			

Sidepar Position - Top	3 Months	6 Months	12 Months
News	\$125	\$100	\$75
Community	\$125	\$100	\$75
Living	\$125	\$100	\$75
Sports	\$125	\$100	\$75
Health	\$125	\$100	\$75
Eat & Drink	\$125	\$100	\$75
Shopping			
Real Estate			

Sidebar Position - Bottom	3 Months	6 Months	12 Months
News	\$100	\$75	\$50
Community	\$100	\$75	\$50
Living	\$100	\$75	\$50
Sports	\$100	\$75	\$50
Health	\$100	\$75	\$50
Eat & Drink	\$100	\$75	\$50
Shopping			
Real Estate			

Lebo Beat Weekly eNewsletter	3 Months (12 issues)	6 Months (24 issues)	12 Months (52 issues)
Leaderboard	\$150	\$100	\$75
Block Ad	\$125	\$75	\$50
Coupon	\$150	\$100	\$75
Video	\$150	\$100	\$75

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