



## ABOUT US

Introducing the **Northern Lebanon Bulletin**, your go-to source for local news and information in the Jonestown, Fredericksburg, and surrounding areas. Our team of dedicated journalists are committed to bringing you the latest and most relevant news and information that affects your community. From local government and school board meetings to community events and business updates, we cover it all.

The Northern Lebanon Bulletin is even expanding to coverage of more general issues such as mental health awareness, addiction, event coverage, and so much more. We offer general stories to be enjoyed by many from different backgrounds and locations.

We also offer custom comics, stories, and cartoons that really sets us aside from everyone else!

Our website is updated daily with the latest news and features, including in-depth articles, interactive multimedia, and a calendar of upcoming events. We also offer a monthly print edition, delivered to homes and businesses throughout the area.

Our mission is to keep our readers informed and connected to their community. We strive to provide fair and accurate reporting, and to give a voice to the diverse perspectives of our readers.

So if you want to stay informed and connected to your community, subscribe to the Northern Lebanon Bulletin today and never miss a beat!

## PRODUCTS & SERVICES

**Print Newspaper:** Northern Lebanon Bulletin - your go-to print newspaper for all things happening in our vibrant community. We are dedicated to providing you with comprehensive coverage of local government news, community events, local businesses, sports highlights, mental health awareness, exclusive comics, puzzles, and much more. As your trusted source of information, we strive to keep you informed, entertained, and engaged with all that is happening in our community.

**Custom Website Design:** We create unique and tailor-made website designs that align with your brand identity, incorporating your logo, color scheme, and other brand elements.

**Responsive Web Development:** Our team ensures that your website is optimized for different devices, including desktops, laptops, tablets, and smartphones, providing an optimal user experience across all platforms.

**Content Management Systems (CMS):** We integrate user-friendly CMS platforms like WordPress, Joomla, or Drupal, allowing you to easily update and manage your website content without any technical knowledge.

**E-commerce Solutions:** If you are looking to sell products or services online, we can develop an e-commerce website that is secure, scalable, and feature-rich, enabling you to manage your online store efficiently.

**Search Engine Optimization (SEO):** We implement SEO best practices during the website development process, optimizing your website for search engines and improving its visibility in search results.

**Website Maintenance:** Our team provides ongoing support and maintenance services, ensuring that your website remains up-to-date, secure, and performs optimally.

**Domain Registration:** We assist you in registering a domain name that best represents your brand, ensuring that it is unique and memorable.

**Web Hosting:** We offer reliable and secure web hosting services, providing you with the necessary server infrastructure to keep your website running smoothly.

**Google/Facebook Ad Management:** We will do the research and market for your social media and Google ads to make sure you are making the largest impact and reaching your target market every time.

**Social Media Content Creation:** We specialize in creating engaging and compelling social media content that captures your brand's essence and resonates with your target audience. Our team of skilled content creators can develop visually appealing graphics, write captivating captions, and curate relevant and timely posts for various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and more.

**Blog and Article Writing:** Our talented writers can craft informative and engaging blog posts and articles that establish you as an industry thought leader and drive traffic to your website. We conduct thorough research, optimize content for search engines (SEO), and adhere to your brand's tone and style guidelines to deliver content that educates, entertains, and inspires your audience.

**Video/Cartoon Production:** Visual content is a powerful tool for storytelling and capturing attention. We offer professional video production services, creating captivating videos that convey your brand's message effectively. From concept development to scriptwriting, filming,

and editing, our team ensures high-quality videos that engage your viewers and drive results across various platforms, including websites, social media, and YouTube.

**Infographic Design:** We can transform complex information into visually appealing and easy-to-understand infographics. Our designers combine data visualization techniques, graphic elements, and engaging narratives to present information in a visually striking and shareable format. Infographics are an effective way to convey statistics, processes, or concepts in a concise and memorable manner.

**Logo and Brand Identity Design:** A strong and recognizable brand identity is crucial for standing out in today's competitive market. Our talented designers can create a unique and impactful logo that captures your brand's values, personality, and vision. We also offer brand identity design services, including color palettes, typography, and brand guidelines, ensuring consistent and cohesive branding across all touchpoints.

**Copywriting and Content Editing:** Compelling and persuasive copy is essential for effective communication. Our skilled copywriters can craft engaging copy for various marketing materials, including websites, landing pages, brochures, and email campaigns. We also provide content editing services to refine your existing content, ensuring accuracy, clarity, and consistency.

**Photography and Image Editing:** Visual storytelling plays a vital role in capturing attention and conveying your brand's message. Our professional photographers can create high-quality images that showcase your products, services, or corporate culture. We also offer image editing and retouching services to enhance the visual appeal of your existing photos.

**Content Strategy and Consultation:** We understand that a successful content strategy requires careful planning and alignment with your business goals. Our team can assist you in developing a comprehensive content strategy, identifying target audience personas, defining content pillars, and creating a content calendar. We also provide consultation services to guide you in leveraging content to drive engagement, boost brand awareness, and achieve your marketing objectives.

## STATISTICS

Northern Lebanon Bulletin began in February of 2023 and has continuously grown in support, readership, coverage, and services.

### Users or Customers

- *90% of readers are in Dauphin, Lebanon and Lancaster Counties.*
- *Over 30,000 views online monthly.*

### Acquisitions

- *Over 20 local businesses advertising!*

<b>Print</b>	<ul style="list-style-type: none"> <li>• <i>Over 1,000 subscribers in 22 different states!</i></li> <li>• <i>5,000 print-run currently</i></li> <li>• <i>Distributed to our loyal advertisers as well as big retail stores such as; Wal-Mart, Rite-Aid, Dollar General, Sheetz, and Turkey Hill.</i></li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• <i>4,000 followers on Facebook.</i></li> </ul>

## OUR COVERAGE

**Municipalities :** We cover the following townships and municipalities and are looking to expand! East Hanover Township, Bethel Township, Swatara Township, Union Township, Jonestown Borough, Myerstown Borough.

**Events:** We aim to participate in and cover local events, parades, festivals, vendor events, fundraisers, concerts, and more to keep the community updated and committed to the exciting activities happening in the area.

**Business:** We not only support our small and local businesses in the area but also look to share the information and happenings within each one. We love to share the new products and services offered by a company, as well as a recent expansion or growth happening.

**Community:** Our community section highlights outstanding community members and their accomplishments as well as local activities. We love having the privilege of introducing these community members to everyone and to show the significant achievements of those among us.

**Breaking The Chains:** This column focuses on the dangers, and awareness of addiction, incarceration, and other illnesses. We want to show that these items can be overcome and are not as foreign as one may think.

**Lebo Legacy:** Focusing on the life and legacy of William Lebo we will continuously highlight what impact him and his family have had on our community as a whole.

**Sports:** We will cover local high school sports, races, and other outstanding athletes that are local to the NL area and surrounding communities.

**And Much More!**

## AWARDS

Northern Lebanon Bulletin was recently featured on Feedspot's ["Top 50 Pennsylvania News Sites"](#)

## WHAT'S COMING

Northern Lebanon Bulletin is always looking to grow in a number of avenues and some of the ways of expansion we are looking to do are.

**Live Coverage:** With utilizing our social media presence, as well as our connection within our community we are looking to live stream local events such as festivals, sports events, races, and much more.

**Podcast:** What better way to start your day then to listen to a podcast covering local news, weather and events. With the possible expansion of a podcast, we will be able to share with the community upcoming events, fundraisers, weather updates, and other happenings in the Northern Lebanon and surrounding areas.

**Cartoon Animation:** We are exploring the idea of starting our own animated cartoons of our original characters and comics that are featured in the print edition including but not limited to; The Scrum, Jonesy, Ono Frederick, and Lepnin Connie. This would be a great unique way to offer an additional advertising feature to local businesses and influencers.

## CONTACT INFO

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