

the almanac

2021 print media kit | thealmanac.net

SUNDAY DELIVERY!

In order to bring our readers and advertisers more timely news, sports, ads and circulars, The Almanac has been moved to a Sunday distribution.

DISTRIBUTION

Readership: 57,500 • Press Run: 23,000

The Almanac is an opt-in weekly community newspaper delivered to more than 23,000 homes and pickup locations throughout the South Hills.

PEOPLE TRUST OUR PRODUCTS

Over a 12 month period, nearly 5,600 businesses have invested a total of \$8,300,000+ using our products to market their message.

THE ALMANAC'S 2020 AWARDS

- First place, Keystone Professional Press Award Sports Beat Reporting
- First place, Keystone Professional Press Award Sports Feature "Sports helps athlete attack cancer diagnosis"
- First Place, Keystone Professional Press Award Sports Breaking News/Event Coverage Chartiers Valley State Championship
- First Place, Keystone Professional Press Award Photo Story/Essay, "March madness"
- Honorable Mention, Keystone Professional Press Award Feature Story, "Citizens of the world"
- Honorable Mention, Keystone Professional Press Award Sports Action Photo, "Golden goal"



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SOUTH HILLS COMMUNITY NEWS

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Mt. Lebanon budget calls for no tax increase

By Haery Funk
Staff writer
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The 2021 municipal budget Mt. Lebanon commissioners plan to approve during their Dec. 8 meeting will maintain the township's property tax rate at 4.71 mills and keep all other municipal taxes at their current levels.

Commissioners met four times in November to make determinations on a final version of the budget, following the Nov. 1 release of municipal

manager Keith McGill's recommended budget, which calls for \$36.7 million in operating expenditures for the coming year.

At the commission's final budget workshop, conducted virtually and available for streaming Monday, a major topic of discussion was the opening of the Mt. Lebanon Swim Center for the 2021 season.

The recommended budget projects \$441,700 in revenue, but the surge in COVID-19

cases since the document's formulation has caused municipal officials to re-evaluate the potential expense of opening the pool.

"We're going to lose money," said Craig Grilla, commission president. "The question is, how much money do we lose? And reasonably, at what level can the pool be operated?"

Commissioners are determined to try to ensure that as many community resources as possible, especially the

pool and public library, are available for residents as the continuation of the COVID-19 pandemic takes its toll on their mental and physical well-being.

The swim center generally operates at a loss, even under optimal conditions. The 2020 projection is a net cost of \$61,640, based on the assumption of the ability to host patrons at normal capacity.

If pandemic-related restrictions are put into place next summer, the resulting drop

in attendance could have significantly negative impact on revenues and, by extension, operating costs.

"For 50% capacity, based on our estimates, it would be an additional \$24,000. And at 25% capacity, that's an additional \$320,000," finance director Andrew McCreery said, referencing costs above the figure in the recommended budget. "The big piece to this is, if you open the pool, you have to pay for everything."

Lifeguards, for example, would have to be compensated at approximately the same level no matter how many patrons were allowed inside the swimming center at any given time.

Likewise, other fixed costs need to be taken into consideration.

"The other major assumption there is the pool not opening at any capacity," McCreery said.

SEE BUDGET PAGE A2



The Mall at Robinson rolled out an "all-new, contactless set making the magic and traditions possible to continue" with Santa sitting in the back seat of his sleigh while children lead his reindeer from the front seat several feet away.

Sign of the season

Santa to spread holiday cheer – not COVID-19 – at area malls

By Mike Jones
Staff writer
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The COVID-19 pandemic is forcing area malls and holiday event organizers to rethink how Santa can safely interact with children so he's spreading holiday cheer and not the coronavirus.

"That's made things more difficult for Dorothea Pemberton, executive director of Monongalia Area Chamber of Commerce, who welcomes Santa to the city every Friday and Saturday night during the holiday season.

This year, there's a black railing, separating Santa at least six feet from the children who come to visit him, and each child is required to wear a mask.

"We're not letting any hugging or touching," Pemberton said. "We're doing the best we can in the COVID world. We're making sure everyone wears a mask. Santa is good about keeping his distance."

The situation has been personally difficult for Pemberton's husband, Les, who dresses up as Santa for the events in order to deliver children's Christmas wish lists to the North Pole.

"Distancing from the children has been difficult for him. He likes to talk to the children," Pemberton said. "He listens to them and navigates the waters with the children if the parents give him a look like, 'There's no way I can afford that.'"

The health of Santa and Mrs. Claus is also a concern for some older adults who portray them.

Joseph Hancsak and his wife, Elizabeth, have portrayed the Christmas couple for years, but have had to cut back on some appearances or put up physical barriers to keep their distance when they do make visits with children. Hancsak, 73, of South Park, is diabetic and has high blood pressure, so he's particularly

concerned about contracting the virus.

"I don't want to jeopardize myself, but we'll take any precautions we need to so we can have a happy Christmas for the kids," Hancsak said, adding he wears a mask over his beard while making appearances. "We'll do the best we can and I'll be as careful as I can."

But he wants to make sure children still can enjoy the Christmas season, even if it's a little different this year.

"I think it's important," he said. "There are a lot of people who have their idea about Santa. I think Santa at Christmastime is hope for people. You don't want to see the Santa tradition go away because of this."

And the tradition isn't going away at Washington Crown Center, which has built a barn and winter wonderland in the mall for Santa's arrival Saturday, Dec. 5. The

police department, those recreational programs that it serves may not find a new home," he said. "The fact of the matter is that in the 16 years it's been this way, there has never been an incident with regard to security."

Chief Doug Grimes provided council members with a list of reasons the space should be for police business only, with safety as the top priority. He pointed out the main part of the building underwent renovation to make it more secure.

"When that's being rented out," Grimes said about the community room, "that opens up the building for anybody to try to gain access."

Other considerations, he said, include the noise generated by public activities while officers are conducting business, plus the room's frequent use for departmental matters.

Grimes also cited the potential effect of an aquatic center planned by the township as part of the soon-to-be-developed Rolling Hills Park.

Peters police to begin using space previously used for public events

By Haery Funk
Staff writer
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The Peters Township Police Department soon will take over the entire building in which it is located.

At its most recent meeting, township council voted to discontinue the long-standing use of a community room within the building for public functions.

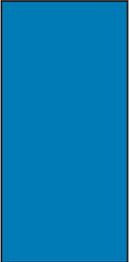
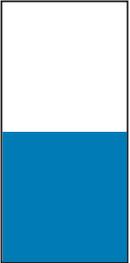
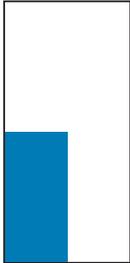
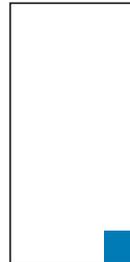
The room, though, will remain a polling place for residents of Peters' B-Voting Precinct. This year, the location moved from Peters Creek United Presbyterian Church.

"That space accommodated that community activity extremely well. There's certainly adequate parking, and there's easy ADA accessibility to that space," township manager Paul Laner said about federal Americans With Disability Act regulations, "as well as retrofits."

SEE BUDGET PAGE A2

<p>BETHEL PARK: West receives Outstanding Citizen Award. PAGE A6</p>	<p>SPORTS: Chartiers Valley has high hopes for girls basketball. PAGE B1</p>	<p>SIGHTS & SOUNDS: World War II vet honored on birthday. PAGE B3</p>
<p>Real estate transactions, A8</p>	<p>What's happening, B3</p>	<p>School news, B4</p>
<p>Classifieds, B5-10</p>		

PRICING & SPECS 2021

	Full page \$1,685 10" x 20.8"		3/4 page \$1,355 10" x 15"		1/2 page vertical \$1,035 4.9375" x 20.8"
	1/2 page horizontal \$1,035 10" x 10"		1/4 page \$645 4.9375" x 10"		1/8 page \$395 4.9375" x 5"
	Inside Banner \$395 10" x 2"		1/12 page \$235 3.25" x 5"		1/16 page \$160 3.25" x 2"

ALL OTHER SIZES

Type	Full Run
Non-contract	\$35 pci
Level 1 (\$2,500-\$12,000 per year)	\$30 pci
Level 2 (\$12,001-\$24,000 per year)	\$26 pci
Level 3/Non profit (\$24,001 and above)	\$23 pci

BUSINESS BUILDER PACKAGE DISCOUNTS

4 weeks	10%
8 weeks	15%
12 weeks	20%
16 weeks	25%
20 weeks	30%

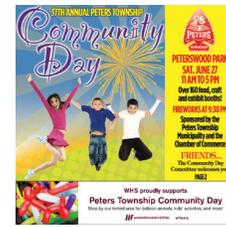
COLOR OPTIONS

Full page, 3/4, 1/2: \$200 per ad
1/4, 1/8, banner: \$125 per ad
1/12, 1/16: \$75 per ad

Business builder package discounts apply to ads running in consecutive weeks. All other frequency commitments (i.e., every other week) receive half the discount. A discount of 20 percent will be extended to nonprofit, charitable/civic organizations and churches. Modular rates are per publication date and include our digital fee of \$20 for ads a quarter page and larger and \$10 for ads smaller than a quarter page.

Reservation deadline is 10am Wednesdays.
Artwork approval deadline is 10am Fridays.

2021 SPECIAL SECTIONS



Peters Township Community Day
June



A Guide for South Hills Seniors
Quarterly

March
June
September
December



A Guide for South Hills Parents

Summer Camp Edition
April
Back to School
August



South Hills Living

Bi-Monthly
January
March
May
July
September
November

OTHER SPECIAL SECTIONS & POSITIONS

- Native Ads
- At a Glance
- Front Page Ad Notes
- Page 2 Double Banner
- Worship Pages
- Be Local
- Health, Mind & Body
- Small Business Saturday
- Business in Review
- Adoptable Pet of the Week

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