

2025 PLANNER PROFILES

Car-Truck-Auto



Grow Your Business WITH TOWN PLANNER

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A strong brand is invaluable as the battle for customers intensifies day by day. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also learned to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

"A brand is a story... that is always being told."

Scott Bedbury, A Brand World



Town Planner®
YOUR COMMUNITY CALENDAR

FAMILY OWNED & OPERATED FOR OVER 60 YEARS

LIVINGSTON
Collision
EST. 1961

LIVINGSTON COLLISION
CAR-O-LINER

COMPLETE AUTO BODY REPAIR FACILITY

Concierge Service & 24 Hour Towing
973.992.5274
521 W. Mt. Pleasant Avenue • Shop Licence #00450A

*Town Planner Advertiser
Since 1996*

We put you on display, everyday!

LAPLR

WE KEEP YOU ROLLIN'

Chabill's
TIRE & AUTO SERVICE

110 Verot School Rd., Lafayette, LA 70508
337-352-2200

Schedule Appointment




LAPLR

TAKE 5 **THE STAY IN YOUR CAR, 10 MINUTE OIL CHANGE.**

LAFAYETTE LOCATIONS
3120 Ambassador Caffery Blvd.
1500 W. Pinhook Rd.
2213 Kaliste Saloom Rd.

NEW IBERIA LOCATION
705 E. Admiral Doyle Dr.

BROUSSARD LOCATION
210 St. Nazaire Rd.

\$20 OFF ANY OIL CHANGE

Some restrictions apply. See store for details. Valid for retail customers only. Limit one coupon per vehicle. No cash value. Coupon must be presented at time of service and may not be combined with other banner, coupon, or discounted offers. Offer not valid on customer's own oil or filter.
Expires 12/31/25



LPD00L20

WWW.TAKE5OILCHANGE.COM

ILHUG

\$5.00 OFF Any Oil Change



Dipstick Oil Change

847-587-7007
147 S. Route 12
Fox Lake
dipstickoilchange.com

Not valid with other offers
Valid 2025

MDWAS

\$3 OFF OIL CHANGE
with 15pt Service Check

OIL WORKS



- Oldtown Rd.
(Next to Oscar's)
301-777-2820
- LaVale Plaza
301-729-5488

Limit 1 coupon per person per visit.
Not valid with other offers or discounts. Expires 12/31/25

NJSCH

JERSEY LUBE
New Jersey's Premier Quick Lube

We will honor ALL competitors coupons!

\$7.50 OFF

Same Day Brake Jobs
380 Rt. 9N, Marlboro
732-851-6760
www.jerseylube.com

Open
7 Days A Week
Expires 12/31/25

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WWW.TAKE5OILCHANGE.COM

LAHAR

TAKE 5 **THE STAY IN YOUR CAR, 10 MINUTE OIL CHANGE.**

VALID AT
1518 N. PINE ST DERIDDER
1905 S. 5TH ST LEESVILLE

\$20 OFF ANY OIL CHANGE

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