

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
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521 W. Mt. Pleasant Avenue • Shop Licence #00450A

*Town Planner Advertiser
Since 1996*

We put you on display, everyday!

ILHUG



**NAPA FOX LAKE
AUTO PARTS**

22 Hillside Dr • Fox Lake
847-587-1577

- Parts & Accessories
- Tools, Equipment & Supplies
- Items for most Autos, Marine, Heavy Duty Trucks and Farming Equipment



Hours: M-Fri: 8am-6pm • Sat: 8am-3pm • Sun: 10am-2pm

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ILPOD



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