

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

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Collision
EST. 1961

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

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Since 1996*

We put you on display, everyday!

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Over 60 years of quality service
Route 42 N. • Petersburg
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Alignment & Oil Change

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See dealer/store for details. Offer valid at BROWNSBURG LOCATION ONLY. Expires 12-31-25.

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We inspect A/C system, clean coil, check head pressures, inspect electrical components. We use environmental safe recyclers. Freon Additional Charge. R134

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www.AutoTireCarCare.com

Not to be combined with any other offers. Expires 12/31/25.

INHES

\$10 OFF Alignment

Most cars. With coupon. No other discounts apply. Expires 12/31/25

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TWN2507

LAPUR

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Limit one coupon per visit. Coupons valid at either Pumpelly Tire location. Cannot be combined with other coupons. Expires 12-31-25.

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CTGRA



C&H AUTO
The Future of Auto Care

185 Main St
New Canaan
203.966.3600

Here's a list of tips for every car owner!

- Check on your spark plugs and wiring. Inefficient spark plugs can cost performance and fuel mileage.
- Check your caps - gas caps, radiator cap, and brake fluids - all need a tight seal.
- Rotate your tires. Rotate at least every 7,500 miles.
- Change the oil.
- Book your visit for a Maintenance Check at C&H Auto!



www.chautocenter.com

**THREE YEAR PLUS
3 YEAR
SPONSOR**

INHES



AutoTire
Car Care Centers

*Locally Owned and Professionally
Managed for Over 44 Years!*

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Free Pick-Up & Delivery



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8030 South Emerson Avenue
(Emerson and Stop 11 - across from Franciscan Health)

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3115 Meridian Parke Drive
(South of Kroger & behind McDonald's - just west of SR 135)

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