

2026 PLANNER PROFILES

# Gift-Cards-Party Supplies



## 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*



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GREAT PRICES  
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124 BERTRAND DRIVE  
LAFAYETTE, LA 70506

*Town Planner Advertiser  
Since 2017*

**Town Planner®**  
YOUR COMMUNITY CALENDAR

*We put you on display, everyday!*

# Gifts-Party Supplies

2026 AD SAMPLES



TOWNPLANNER.COM

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Candle Bar

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wix-wax-candle-bar.com

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Candle Making Experience  
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wix-wax-candle-bar.com

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**The Rustic Cottage**

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**ONE ITEM**

Not valid with any other offer.  
One coupon per visit.  
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**the chippy cottage**

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shopthechippy cottage.com

THREE YEAR PLUS SPONSOR 3 YEAR

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**The Rustic Cottage**

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One Regular Price Item  
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One coupon per visit. Valid Jan - Feb 2026

**The Gift Pod**  
BOUTIQUE

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thegiftpod.com

WIOCO

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- 143 Expressions – 1681 Lime Kiln, GB • 920-468-6641
- Sav-Half Greeting Cards – Cty Rd KK, Appleton • 920-968-4228
- 143 Expressions – 461 N Main St, Oshkosh • 920-228-6319

savhalfgreetingcards.com

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**SpringTP26**

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\*Some restrictions apply

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- 461 N Main St, Oshkosh, 920-228-6319

[savhalfgreetingcards.com](http://savhalfgreetingcards.com)

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200+ BOUTIQUES

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Shop Now for Christmas

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