2025 PLANNER PROFILES

Ice Cream-Candy-Yogurt



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 Advertiser Since 1999

the power of brand

brand

sales

awareness
success



We put you on display, everyday!

Ice Cream-Candy-Yogurt

2025 AD SAMPLES



TOWNPLANNER.COM







baskinrobbins.com

One coupon per customer per visit. Offer must be presented at the time of order. No substitutions. Free sundae of equal or lesser value. Not valid with other offers. Valid thru 12/31/25











OHTPC







ANY

8" DQ OR **BLIZZARD** CAKE

10" DQ OR BLIZZARD CAKE

ANY DQ OR **BLIZZARD**

SHEET CAKE



133 NORTHLAND DR • MEDINA

(330) 722-0514 • dairyqueen.com

Valid at above location only. Limit one coupon per customer, per visit. Not valid with other promotions, offers, or discounts. Not valid on delivery or mobile order. Valid thru 12-31-25.



VALID AT NATIONAL RD I OCATION ONLY EXPIRES 12/31/25





VALID ALL YEAR! VALID AT ABOVE LOCATIONS ONLY. PLU29218 LIMIT ONE COUPON PER CUSTOMER, PER VISIT.
NOT VALID WITH OTHER PROMOTIONS, OFFERS,
OR DISCOUNTS. NOT VALID ON DELIVERY OR

MOBILE ORDER. VALID THRU 12-31-24.

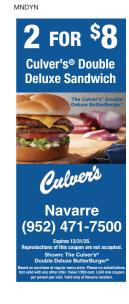
Ice Cream-Candy-Yogurt

2025 AD SAMPLES



TOWNPLANNER.COM























Ice Cream-Candy-Yogurt

2025 AD SAMPLES



TOWNPLANNER.COM









ANY ICE

CREAM CAKE

9" or Larger



with any other offers or discounts.

Good olny at Southport location. Expires 12/31/25

Delivery Available

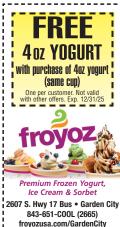
1417 Hwv 17 S.



Riverdale 30 Rt. 23 N. 973.839.0198

curlysicecream.com

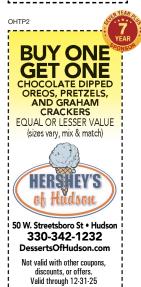
SCFAL



WAFFLE BOWL VITH 8 OZ PURCHASE

One per customer. Not valid with other offers. Exp. 12/31/25

FREE **Single** Scoop with any purchase 101 S Washington St. Danville (317) 745-2233 danvilledips.com Expires 12-31-25.







TOWNPLANNER.COM

Ice Cream-Candy-Yogurt

2025 AD SAMPLES

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973.839.0198

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