

2025 PLANNER PROFILES

# Optical



## 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

**\$35 OFF  
GLASSES**

Buy a complete pair of prescription eyeglasses or prescription sunglasses and get \$35 OFF. Min. Pair \$100

We offer a large selection of top-quality eyewear at very reasonable prices

**EYEWEAR**  
*By Evie*

715 Main Street  
Boonton  
**973-230-1717**  
[eyewearbyevie.com](http://eyewearbyevie.com)

*Town Planner Advertiser  
Since 2004*

*We put you on display, everyday!*

INDIG



**Dr. Amy Walden & Associates**  
**FAMILY OPTOMETRIST**



LENSCRAFTERS®  
LC

**HAMILTON  
TOWN CENTER**

**317-770-1633**

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



INHES



**Danville Family  
Eye Care**



**Dr. Keely Allen  
Dr. Brittney Blazek**

*Expert eye care, latest eyewear*

95 North Tennessee St.   
Danville • 317-699-2000  
[danvillefamilyeyecare.com](http://danvillefamilyeyecare.com)



NYTUD



**1 in 4 people  
need glasses.  
When was your  
last eye exam?**

Eye Exams | Fashionable Glasses  
Fashionable Sunglasses | Contact Lenses

**2124 BOSTON POST RD  
LARCHMONT, NY**  
Mon-Fri 10-5:30 | Sat 10-2:30  
Call/Text: (914) 315-1887  
[MichaelAlexander.vision](http://MichaelAlexander.vision)



NYTUD




**OPTOMETRY EYECARE ON THE AVENUE**  
EYE HEALTH AND STYLE

*Family Vision Care with Style:*  
**Do you know the signs of a vision problem?**

243 Mamaroneck Ave. Mamaroneck  
(914) 348-4280  
[www.optometryavenue.com](http://www.optometryavenue.com)

WISTR



**Cottage Grove  
EyeCare**  
your local VISION SOURCE

**Dr. David P. Nelson  
O.D.**

**EYECARE SERVICES**

- Eye Exams
- Glasses/Sunglasses
- Contact Lenses
- Optomap - No Drop Dilation
- Dry Eye Treatment
- LASIK Consultations



**839-0980**  
427 W. Cottage Grove Rd • Cottage Grove  
[cgeyecare.net](http://cgeyecare.net)



NJSCH



**Monmouth Vision  
Associates**  
[monmouthvision.com](http://monmouthvision.com)

*Friendly, Personal Service!*

**Steven Linker, O.D.**  
Optometric Physician  
Cert. #4420 • Lic. #4543

- Complete Eye Exams
- Contact Lens Fitting & Evaluation
- Designer Eyewear
- Safety/Sports Glasses
- Evaluation of Cataracts, Glaucoma & Macular Degeneration




Grosso Building • 50 Route 9 North  
Suite 206 • Morganville  
**732-617-1717**

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**Lose the glasses,  
find the new you!**

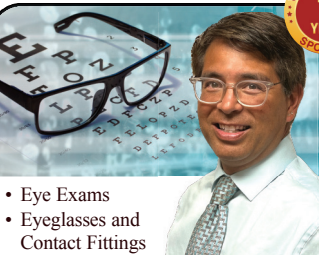
Tired of wearing glasses? Uncomfortable with the hassle of contact lenses? Experience the freedom of clear vision without the aid of glasses or contacts with LASIK!

Call today for a  
**Free LASIK Consultation**

**HARTZELL RUPP OPHTHALMOLOGY**  
Kathleen Hartzell Rupp M.D.  
3 Baden Powell Lane, Mech. • 717-766-1566  
[HartzellRuppEye.com](http://HartzellRuppEye.com)




WIOCO




- Eye Exams
- Eyeglasses and Contact Fittings

Dr. Kevin Voss is accepting new patients.



**Voss  
EYECARE**

605 S. Military Ave.  
**920-497-2223**  
[www.VossEyecare.com](http://www.VossEyecare.com)



WIOCO



Dr. Kevin Voss, your Suamico neighbor, is accepting patients



**Voss  
EYECARE**

605 S. Military Ave.  
**920-497-2223**  
[www.VossEyecare.com](http://www.VossEyecare.com)



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**Tired of your old glasses?**  
Call about LASIK or Laser Assisted Cataract Surgery  
Mechanicsburg | 717-766-1566 | HartzellRuppEye.com



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**Dr. Amy Walden & Associates**  
FAMILY OPTOMETRIST  
LENSCRAFTERS' LC  
HAMILTON TOWN CENTER  
317-770-1633  
amywaldenod.com



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**GVC**  
GREENWOODVISIONCARE  
ENHANCING VISION FOR LIFE


**Comprehensive Eye Care for the Entire Family!**  
We accept most major vision insurance plans

**Dr. Patrick Richard, OD & Dr. Olivia Jahnke, OD**  
Accepting New Patients

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Building E, Suite 9 • 317-653-5872  
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Failed School Eye Test?  
Strabismus  
Amblyopia  
Blocked Tear Ducts in Infants  
**HARTZELL RUPP OPHTHALMOLOGY**  
Kathleen Hartzell Rupp M.D.  
3 Baden Powell Lane, Mech. • 717-766-1566  
HartzellRuppEye.com



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Cottage Grove  
**EyeCare**  
your local Vision Source

**Dr. David P. Nelson O.D.**

**EYECARE SERVICES**

- Eye Exams
- Glasses/Sunglasses
- Contact Lenses
- Optomap - No Drop Dilation
- Dry Eye Treatment
- LASIK Consultations

**839-0980**  
427 W. Cottage Grove Rd. (next to Piggly Wiggly)  
cgeyecare.net





# Optical - Optometrist

2025 AD SAMPLES



TOWNPLANNER.COM

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**HALF OFF**  
**Contact Lens Fitting**

Dr. Amy Walden & Associates  
FAMILY OPTOMETRIST  
LENSCRAFTERS  
LC  
HAMILTON TOWN CENTER  
**317-770-1633**  
amywaldenod.com  
New Patients Only. Not valid with other offers. Expires 12-31-25



INHES

**50% OFF**  
**Rx Glasses**  
with paid annual supply of contacts  
Valid 2025.

Dr. Keely Allen  
Dr. Brittney Blazek  
Danville Family Eye Care  
Expert eye care, latest eyewear  
95 North Tennessee St.  
Danville  
317-699-2000  
danvillefamilyeyecare.com



LAPLR

**\$1.00**  
**Bottle of Eye Glass Cleaner**  
One Coupon Per Visit. Cannot be combined with any other offer. Expires 12/31/25

CARENCRO EYE CLINIC  
Dr. Evelyn B. Hanna  
Optometrist  
814 Veterans Dr  
Carencro  
337-896-7575  
carencroeyeclinik.com



NJOD2

**\$35 OFF**  
**GLASSES**  
Buy a complete pair of prescription eyeglasses or prescription sunglasses and get \$35 OFF. Min. Pair \$100

We offer a large selection of top-quality eyewear at very reasonable prices

EYEWEAR  
By Evie

715 Main Street  
Boonton  
973-230-1717  
eyewearbyevie.com



OHTP2

**\$100 OFF**  
**Complete pair of glasses**

Linda Sedlacek, O.D.  
Bella Eyecare  
Caring for Your Family's Eyes Since 1985  
Steels Corners and Route 8  
4153 Bridgewater Pkwy, Stow  
330.922.4393  
visionsource-bellaeyecare.com  
Some restrictions apply. Not valid with insurance. Valid through 12-31-25.



WISTR

**\$109**  
**EYE EXAM**  
SAVE \$50!

Cottage Grove  
EyeCare  
your local Vision Source  
839-0980  
427 W. Cottage Grove Rd.  
next to Piggly Wiggly  
cgeyecare.net  
Must present coupon. Cannot be combined with insurance/discounts covering services. Valid 2025



OHTP2

Thorough Exams,  
Latest Technology,  
Competitively  
Priced Styles

Bella Eyecare  
Linda Sedlacek, O.D.  
Steels Corners and Route 8  
4153 Bridgewater Pkwy, Stow  
330.922.4393  
visionsource-bellaeyecare.com



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LENSCRAFTERS  
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HAMILTON TOWN CENTER  
**317-770-1633**  
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BERGELT OPTICIANS  
QUALITY EYEGLASSES  
**BERGELT OPTICIANS.COM**  
Our 52nd Year  
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Morris Plains  
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NJOD2

**RANDOLPH EYECARE**  
All-In-One Eye Care Experience

- Extensive selection of contacts available for purchase in office and online
- Exceptional visual and medical eye examinations
- Expert LASIK, PRK, cataract and corneal surgeries
- Glasses and lenses for any lifestyle and budget

Contact Us to Schedule an Appointment  
477 Route 10 East, Suite 103 • Randolph  
973-328-1311 • randolpheyecare.com

