

2025 PLANNER PROFILES

# Pet Services



## 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*

**"I have received over 100 new clients within the first six months of advertising, resulting in resounding success and thousands of dollars of new business."**

*Dr. Crystal Strah la, DVM  
Danville Veterinary Hospital*



**Town Planner®**  
YOUR COMMUNITY CALENDAR

**HILLVIEW**

**VETERINARY CLINIC**

We Treat All Types of Pets and Animals!

Jennifer & John Clarke, DVM  
Lauren Blair, DVM  
Pat Shields, DVM  
Shannon M. Kiley, DVM

- Equine Mobile Services
- Avian, Exotics, & Reptiles
- Fear Free Practice

**317-736-8880**  
1761 Thornburg Lane • Franklin  
[www.HillviewVets.com](http://www.HillviewVets.com)

*Town Planner Advertiser  
Since 2004*

# Pets - Shops

## 2025 AD SAMPLES



TOWNPLANNER.COM

NCMCC

**\$5 OFF \$40** **\$10 OFF \$60**

**Backyard Birds**

Expires 12/31/25

Matthews Township Pkwy  
704-841-9453 • thebirdfoodstore.com

NCMCC

**\$5 OFF \$25 Purchase**

**Carolina Pet Pantry**

Expires 12/31/25

323 Unionville-IT Rd  
704-882-1525

MNDYN

**\$3.00 OFF**  
on any purchase of \$30  
❖ coupon valid Jan. 2025 ❖  
premium pet food and supplies

**Fidos Pantry**

2473 Highway 7 (7 & 41)  
behind Walgreen's  
952-474-9383  
fidospantary.com

PAGLI

**\$4 OFF**  
**ANY PURCHASE OF \$30 OR MORE**

Excludes Sale Items, Sunflower Seed, Horse Bedding, In-Store Promotions, Horse Wormer, 50lb. Bags of Animal Feed. EXCLUDES DELIVERY  
VALID JAN & FEB 2025 ONLY

**Feed & Farm Supplies**  
**Garden Needs**  
**Horse Feed**  
**Pet Food & Supplies**

**Knisely's**  
**Pet & Farm Center, Inc.**

1025 Ritner Hwy.  
Carlisle • 717-243-2233

ILHUG

**Buy 1 Pound of Barkery Treats, get 1 POUND OF BARKERY TREATS FREE**

Value limited to 1 pound of equal or lesser value. Only one per person/family/household. Not valid with other offers. Valid 2025.

815-363-7297  
ReesesBarkeryMcHenry.com

**REESES**  
Barkery & Pastry

**Your Pets, Our Passion**

1313 N Riverside Dr  
Emergency Food Line  
815-354-3522

MISTO

**\$5.00 OFF \$25 OR MORE**

41 years!

**Moby Dick Pet Store**

Freshwater & Saltwater Fish  
Amphibians • Reptiles • Live Corals  
Plants for Tanks Invertebrates

3700 Sashabaw Road  
Waterford • 248-673-2520  
mobydickpets.com

Monday-Saturday 11am-7pm • Sunday 12pm-5pm

Not valid with other offers. Some exclusions may apply.  
One coupon per customer. Valid JAN & FEB 2025

INTRA

**VOTED #1 PET SHOP**

**FREE TOY**  
(up to \$10)  
With \$75 or more purchase  
Valid 1/1/25-4/30/25. Limit 1.

**TED'S PET & FEED**  
PET FOOD • SUPPLIES  
WILD BIRD SEED

Quality Pet Food & Supplies,  
Wild Bird Seed & Feeders,  
Grooming & Self Pet Wash!

2112 US Hwy 41  
Schererville  
219-864-PETS (7387)  
17950 Burnham Ave.  
Lansing  
708-474-3000

**tedspetandfeed.com**

MISTO

**Moby Dick Pet Store**

Look for our Coupons in this Calendar!

3700 Sashabaw Rd • Waterford  
248-673-2520 • mobydickpets.com

ILPOD


**Cause a Flight Delay...With**

**Delco Premium**

**WILD BIRD FOOD**

Also from DeLong, NO WASTE, WOODPECKER, FINCH, WILDLIFE FOODS, SUNFLOWER, CARDINAL, SAFFLOWER, THISTLE SEED

**ALL Wild Bird Seeds on SALE Everyday!**



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BULK & SPECIALTY FEEDS

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