

# planner profiles

## auto tires

in 2013 there are 12 auto tires sponsors

*"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

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 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 come 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.



See The 2013 Ad Samples Book For Additional Ads

Sponsor Since 2008

**\$25 OFF**  
ANY Purchase  
of \$100 or more

  
**Firestone**  
COMPLETE AUTO CARE™  
since 1926

**10160 MANCHESTER**

**314-965-0773**

**Call for appointment**  
Expires 12-31-13

Sponsor Since 2010

**\$50 OFF**  
purchase of  
**four**  
**tires**



**Lebanon**  
**Tire**  
**Service**

**449-4000**

906 W. Main Street  
Lebanon  
Not valid with any other offer.  
One per customer. Offer expires 12/31/13

Sponsor Since 2000

**½**  
**PRICE**  
**ALIGNMENT**

With the purchase of 4 New Tires.  
(\$45 Value)

  
**Ron's**  
TIRE & SERVICE

www.ronstire.com

**635 Waverly St (Rt 135), Framingham**

**(508) 872-2266**

**Call for Appointment**  
With coupon only • Not valid with any other offer  
Coupon must be presented when vehicle is left for service  
& work order is written • Good thru 12-31-12

**TOWN PLANNER®**  
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Gerald's Tires	SCFER	1991
Zisser Tire	MOROS	1996
Federico Tire	OHSIE	2000
Ron's Tire	MADRU	2000
Firestone	NJODO	2001
AutoTire	INMAR	2004
Big O Tires	PABEZ	2006
Firestone	MOROS	2008
Mooresville Auto & Tire	INHES	2009
Lebanon Tire Service	TNRHO	2010
Dumbauld's Tire Service Center	PAFIO	2011
NJ Discount Tire	NJODO	2011

Sponsor Since 2011

**Dumbauld's**  
Tire Service

*Your One Stop Snow Tire Shop*

1259 N Center Ave  
Somerset, PA

dumbauldstire.com 814-445-7921

Sponsor Since 1991

**GERALD'S**

www.geraldstires.com

TIRES & BRAKES

6 Convenient locations, check us out online for the one nearest you!

Sponsor Since 2006

**FREE\***  
**PA STATE INSPECTION**  
WITH EMISSIONS TEST PURCHASE

**BIG TIRE**

828 East McMurray Rd. • Peters Township  
**724-941-8120**  
John Rice - Owner

*Serving the surrounding areas for over 30 years.*

We specialize in complete foreign and domestic automotive and light truck repair.  
**Call for an appointment for your PA state inspection & emission.**  
\*\$2 sticker charge and repairs extra. Must present coupon. Not valid with other offers. Exp 12/31/13

Sponsor Since 2009

**Super Saver!**  
**\$29<sup>99</sup>**

- Lube, oil & filter change
- Tire rotation
- Brake inspection
- Complete vehicle inspection
- Free battery check

Valid only with coupon. Must be presented at write-up. No other coupons apply.

**MOORESVILLE**  
Auto & Tire Inc.

432 N Monroe • Mooresville  
**831-1215**

GOODYEAR MICHELIN DUNLOP

Sponsor Since 2000

**Ron's**  
TIRE & SERVICE

Ron Saponaro, Owner

**Celebrating Our 21<sup>st</sup> Year In Business!**

No appointment needed for tires or oil changes

635 Waverly St. (Rt. 135)  
Framingham • 508-872-2266  
www.ronstire.com

**TOWN PLANNER®**  
*Your Community Calendar™*

... the best location for your ad