

June 20th, 2013



Joyce,

Marketing in the 21st century has presented many challenges for the small business owner. Just a decade ago if you wanted your business to stand out above the rest it mean placing a larger ad in full color in the local phone book's yellow pages at an incredibly large amount of money. The world of marketing has changed much since then with the advent of the internet. Advertising has actually become much harder and more diluted with literally thousands of people wanting to carry your ads on the web - it's become insane! As we work to find new ways to reach our customers it becomes more and more important to find the right marketing vehicle to carry your message to those in your service area.

We advertise with several vehicles including monthly shoppers, and envelope coupons. But one marketing concept that I fell in love with was the Town Planner Calendar. It's a genius marketing tool that has a great presence in the heart of the home where the entire household will see my ads and coupons on display every day. I personally feel that the Calendar makes its way into the home, AND VIEWED, far more than other mailers.

We've been a sponsor of the Town Planner Calendar in Sacramento for about 9 years now. In that time we've watched our ROI improve as each year goes by. The Calendar has rose to the top 80% in offer redeems at our business. It's a stable marketing vehicle that has brought in many new customers who didn't even know we were in their back yard. I've learned never to take your physical presence for granted because many of our Calendar customers will tell us "we didn't even know you were in the area." Our Calendar customers have turned into regular customers that we've enjoyed serving for many years.

Thank you, Joyce, for putting so much hard work, and passion in to your publication. You're Calendars are top quality and your devotion to the success of your customers is clear. My continued support and sponsorship of this community calendar is an easy decision to make. I would recommend anyone interested in reaching a solid customer base give the Town Planner a call. Joyce is an absolute pleasure to work with.

*Sincerely,*

*Denon Perry General Manager Gem Auto Wash - "The Bubbiest Place on earth!"*

<b>\$10 OFF</b> Any Full Service Wash Package \$29.99 or more  <small>Valid Jan-Mar 2014. No other discounts apply</small>	<b>BUY 1 GET 1 FREE</b> Durashield+ Wash Package  <small>No other discounts apply. Restrictions apply. See Store. Expires 12-31-2014</small>	<b>50% OFF</b> COMPLETE DETAIL \$149 with coupon.  <small>Appointment required. See store for details. VALID MAR THRU MAY 2014</small>	<b>\$4.99</b> EXTERIOR WASH Regularly \$9.99  <small>Expires 12-31-14. No other discounts apply</small>	<b>\$10 OFF</b> CARPET OR SEAT CLEANING  <small>Expires 12-31-14. No other discounts apply</small>
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