

planner profiles

auto wash

in 2013 there are 47 auto wash 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 2003

\$3⁰⁰ Off
Any Car Wash

\$15⁰⁰ Off
Any Auto Detail

Sparkle Brite
Full Service
Car Wash

Serving Louisville for 30+ Years

sparklebritecarwash.com

Springhurst
Across from Walmart
412-4003

St. Matthews
Across from The Mall
896-9163

Not valid with other discounts.
Expires 12-31-13

Sponsor Since 1995

\$2.00 OFF
#1 Car Wash

\$1.50 OFF
#2 Car Wash

\$1.00 OFF
#3 Car Wash

Wash/Gifts Cards Available
SAVE 10%

RT.23 CARWASH
DETAIL CENTER

Service Is Our #1 Priority

carwashnj.com

1167 Rt. 23 South
Kinnelon
973-838-WASH

Located in the Rt. 23 Auto Mall
Across From Lowe's

OPEN 7 DAYS
Cannot be combined with any
other offer. Expires 12/31/13

Sponsor Since 2002

\$5⁰⁰ OFF

NOT VALID WEDNESDAYS

**Platinum Full Service
Car Wash***

RIDGEFIELD
CAR WASH & DETAIL CENTER

100% Brushless

6 Farmingville Rd.
Ridgefield • 203-438-2040

*Not Valid On Wednesdays
Cannot Be Combined With Other Offers
With Coupon Only • Expires 12/31/13

Sponsor Since 2004

**Synthetic Blend
Oil Change**

\$29.95
Only
(Up to 5 qts.)

- Full service oil change
- Check & fill most fluids

RAMA
CAR WASH
& LUBE

560 N. S. R. 135
(Just north of Fairview Rd)
889-6514

4752 S. Emerson Ave
(Just north of Thompson Rd)
786-1176

Plus environmental fee.
Car wash extra. Expires 12/31/13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Route 23 Car & Van Wash	NJOD2	1995
Willowbrook Car Wash	NJODO	1995
Lincoln Wayne Car Wash	NJOD2	1997
Shield System Car Wash	MAWIN	1997
Lincoln Wayne Car Wash	NJODO	1999
Big Tub Car Wash	NJODO	2000
Clean Machine	MADRU	2000
BP Waube Mart	WIFLE	2001
Boonton Express Car Wash	NJOD2	2002
RIDGEFIELD CAR WASH	CTSUS	2002
Chester Car Wash	NJODO	2003
Sparkle Brite Car Wash	KYAUS	2003
Rama Car Wash	INMAR	2004
BP Allouez Quick Stop - B	WIFLE	2005
Clean Town Car Wash	PADEB	2005
Auto Bright Care Wash	MADRU	2006
BP Allouez Quick Stop	WIFLE	2006
BP Stadium Quick Stop - A	WIFLE	2006
BP Stadium Quick Stop	WIFLE	2006
Gem Auto Wash	CACAR	2006
Top Of The Line Auto Detailing	OHCOF	2006
Ultimate Wash	OHLUB	2006
Five Star Car Wash	NJODO	2007
Soft Touch Auto Wash	INHES	2007
Andy's Autowash & Detailing	OHCOF	2008
Bubbles Car Wash Corp.	CACAR	2008
Camps Gentle Touch Car Wash	NHSPE	2008
Wheely Clean	OHCAS	2008
NEW CANAAN CAR SPA	CTSUS	2009
Dan's Nicollet Car Wash	MNDYN	2011
Fehr Car Wash	ONCIA	2011
Finish Line	OHCAS	2011
Rainier Service Stations Inc	NHSPE	2011

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2011

\$2.00 OFF

Any Full Service Car Wash

Not valid with any other offers. Expires 3/31/13

DAN'S NICOLLET

Where Dirty Cars Come Clean

CAR WASH

612-869-5812

5925 Nicollet Ave S • Minneapolis

Sponsor Since 2000

\$5 OFF OIL CHANGE

with... **FREE CAR WASH**

With coupon. Not to be combined with other offers. Expires 12-31-13

THE CLEAN MACHINE

CAR CARE CENTER

"A family, not a franchise"

1181 Worcester Rd. (Rt. 9 W)
Framingham • 508-872-1441
CleanMachineCarCare.com

"I just wanted to let you know how pleased I am with the Town Planner Calendar. I love it! The Clean Machine has been a sponsor since 1997. The Town Planner has great coverage in town. Everybody uses it. It is reasonably price, and it works! We get a good response and our customers love it."

**Neil Freedlander,
The Clean Machine**

Sponsor Since 2008

Mon-Fri Calendar Special!

\$39.99 PLU 29

WAX SPECIAL

Reg. \$49.99 Includes Full Service Wash Inside & Out, Hand Wax, Wheels Cleaned, Tire Dressing & Air Freshener

Bubbles

CAR WASH & DETAIL

8458 Bond Rd.
916.714.8001
BubblesCarWashAndDetail.com

Not valid with other offers. Large Vehicle Fee May Apply. Expires 12-31-12

SENIOR DISCOUNT

20% OFF

ALL SERVICES

Valid for seniors 55+ only.

"I've been getting 5 to 10 coupons per day from the Town Planner for the last 3 years!"

**Helen Dorianan, Owner
Bubble Car Wash & Detail**

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad