

# planner profiles

# bakeries - bagels

*in 2013 there are 31 bakeries - bagels 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 2004

**1/2 OFF**  
**Loaf of Bread**

Buy 1 at regular price & get 2nd 1/2 OFF! (of equal or lesser value)

Must present coupon. Limit one coupon per person. Not valid with other offers. Valid thru 12/31/13

*Uncle Mike's Bake Shoppe*

Wisconsin's Award Winning Bakery

Voted One Of America's Best for Cinnamon Raisin Walnut Bread

**2012 Best Bay** 6th Year In A Row!

2514 Lineville Rd. • 434-0100  
Across from Olsen's Piggly Wiggly

1840 Dickinson Rd. • 330-0300  
[www.UncleMikesBakeShoppe.com](http://www.UncleMikesBakeShoppe.com)

Sponsor Since 2011

**\$9.99**  
**14 Bagels**

**\$8.99**

6 Bagels & 1/4 lb. Flavored Cream Cheese & 1/4 lb. Fresh Lox

With this coupon only. No combination. Expires 12-31-13

**Budd Lake Bagel & Deli**

141 Rt. 46E  
Plaza Mall  
Budd Lake

**FREE DELIVERY**  
\$15 Min. Order  
**973-448-1300**

Sponsor Since 2000

**FREE BAGELS**

Buy 1 dozen bagels and get 4 FREE

16 to a dozen

DELI RESTAURANT  
D & R Bagels  
CATERING CAKES

"Formerly Broadway Bagels"

SOLON  
**33651 Aurora Road**  
**440-498-4555**

OPEN 7 DAYS A WEEK AT 5AM

Limit one coupon per customers. Not valid with any other offers. Expires Dec. 2013

Sponsor Since 2011

**6 FREE DONUTS**  
with purchase of 6 donuts

**2 FREE DONUTS**  
With Purchase of Large Coffee

Not to be combined with any other offers. Expires 12/31/13

**Ma's DONUTS and more**

Old Time Quality

**TOWN PLANNER®**  
Your Community Calendar™

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
Lincoln Bakery	PADEB	1998
Uncle Mike's Bake Shoppe	WIFLE	2004
Becker's Donuts & Bakery	OHCOF	2008
Roxbury Bagels & Deli	NJODO	2010
Budd Lake Bagel & Deli	NJODO	2011
MA'S DONUTS AND MORE	RICEL	2011
Sweet Memories	ONCIA	2011
Bagel Cafe	SCFER	2012
Catch of the Day Bakery Cafe	ONCIA	2012
Dainty Pastry Shoppe, Inc	PAFIO	2012
Daylight Donuts	NCMCC	2012
Gerhard's	ILPOD	2012
Rickey Meche's Donut King	LAPLR	2012
Sweets By Maggie	OHCOF	2012
Manhattan Bagel	NJODO	2013
Mountain Lakes Bagel	NJOD2	2013
Mountain Lakes Bagel	NJODO	2013
NY Bagel	NCMCC	2013
Bread Connection	AZLAB	2013
Cupcakes 101	NHSPE	2013
Dunkin Donuts	WISTR	2013
Great Harvest Bread Co.	MNDYN	2013
Great Harvest Bread Company	INDIG	2013
Guidry's Cake Shop, Inc.	LAPLR	2013
Happy Cakes & More	OHCAS	2013
Just Baked (F)	OHROB	2013
Nadia Cakes	MNDYN	2013
Ohlin's Bakery	MAWIN	2013
Sophi P Cakes	LAPLR	2013
The Cake Lady	AZLAB	2013
Windsor Breads Bakery &	WISTR	2013

Sponsor Since 1998

**\$2 OFF**  
**DECORATED**  
**CAKES**

10" Round, 1/4 Sheet or  
Larger. Expires 12-31-2013

SPECIALIZING IN:  
Wedding Cakes, Birthday Cakes  
& Special Occasion Cakes



"A Bellevue Tradition Since 1945"

**LINCOLN BAKERY**

543 Lincoln Ave  
Bellevue • 412-766-0954  
mylincolnbakery.com

WE SPECIALIZE IN:  
Wedding Cakes, Birthday Cakes  
& Special Occasion Cakes

**LINCOLN**  
**BAKERY**



"Family Owned Since 1945"

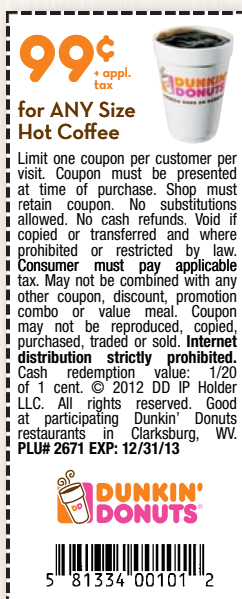
543 Lincoln Ave  
Bellevue • 412-766-0954  
mylincolnbakery.com

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2013



Sponsor Since 2013



Sponsor Since 2012



**TOWN PLANNER®**  
Your Community Calendar™

... the best location for your ad