

planner profiles

banks

in 2013 there are 48 bank 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 1997

How can we help you?

Retail • Small Business • Commercial Real Estate

Learn how we can help you: www.belmontsavings.com | 617-484-6700 | In Belmont & Watertown



Belmont
SAVINGS BANK

Member FDIC. Member DIF.

Sponsor Since 1998



New Alliance
FEDERAL CREDIT UNION

Come Grow With Us!

- Home Equity Loans • CD's
- Low Rate VISA
- Student Loans
- Internet Banking
- Bill Consolidations

CENTER TWP
724-728-1789
W. ALIQUIPPA
724-378-6557
AMBRIDGE
724-266-7675



Sponsor Since 2005



LORAIN NATIONAL BANK Member FDIC

Amherst Office: 1175 Cleveland Ave • Amherst
440-988-4423 • www.4LNB.com

Sponsor Since 2000



Union State Bank
Member FDIC

"We Make The Difference"

3223 Main St • 468-7000
unionstatebank.org
Your Community Bank For Over 100 Years!

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Belmont Savings Bank	MAWIN	1997
Framingham Cooperative Bank	MADRU	1998
New Alliance Federal Credit	PADEB	1998
Village Bank	MADRU	1998
Lincoln Park Savings	NJOD2	2000
Union State Bank	WIFLE	2000
PSE Credit Union	OHCOF	2002
Boiling Springs Savings Bank	NJOD2	2004
Lincoln Park Savings	NJODO	2004
Millington Savings Bank	NJOD2	2004
American Eagle Credit Union	MOROS	2005
F & M Trust	PAWEA	2005
First Peoples Community Credit	MDNEL	2005
Lorain National Bank	OHCOF	2005
Park Community FCU	KYAUS	2005
West Community Credit Union	MOROS	2005
Merrimack County Savings Bank	NHSPE	2006
People's Credit Union	RICEL	2006
Centrue Bank	MOROS	2008
CedarStone Bank	TNRHO	2009
Heritage Community Bank	NJODO	2009
TopLine Federal Credit Union	MNDYN	2009
Clarkston State Bank	MIGOR	2010
First United Bank & trust	MDNEL	2010
Genisys Credit Union	MIGOR	2010
Morgan Bank	OHLUB	2010
North Akron Savings	OHLUB	2010
Settlers Bank	WISTR	2010
WEPCO Federal Credit Union	MDNEL	2010
Huron Valley State Bank	MIGOR	2011
Lakeland Bank	NJODO	2011
New Jersey Community Bank	NJSCH	2011

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2006



\$5 for KIDS

\$5.00 Deposit In Any New
 MyCU Savings Account
 for Kids 12 and Under

People's
 CREDIT UNION

846.8930 • peoplescu.com

Coupon valid January 1, 2013 to February 28, 2013. New accounts only. Child must be 12 or under to qualify for offer. Subject to change without notice. Original coupon valid only - no photocopies accepted. May not be combined with other offers. See branch for full details. GL 4048-00-105-0 "TOWN PLANNER" MSR: Please return to Marketing with member name and account number.

"As we enter our fourth year of advertising with the Town Planner, it has no doubt proven to be one of the most efficient and unique forms of reaching potential prospects that we've come across. It allows to tailor our advertising and promotions to specific markets and seasons but unlike a local newspaper, we know it won't be thrown out at the end of the week. ...I can't think of another form of advertising that comes close to providing that much year-round exposure at such a reasonable cost. Also, I would be remiss not to mention the designers - their execution of our ideas has been tremendously effective as the coupons that we feature continue to come back to us throughout the year. These are tangible results that let us know we're getting a return on our investment and further reinforces our belief that advertising in the Town Planner is a great value when it comes to our advertising dollars."

Dante Benedatti
People's Credit Union

Sponsor Since 2005



It pays to belong.

"My members are my friends."



Your credit union!





502/968.3681 parkcommunity.com

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad