planner profiles

banks

in 2013 there are 48 bank sponsors

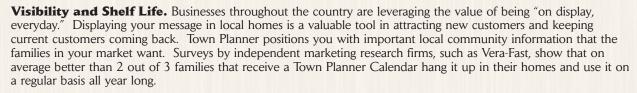
"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

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.



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











| 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



"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



