

planner profiles

carpet cleaning

in 2013 there are 26 carpet cleaning 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 1996

**10%
OFF**
In-Home
Carpet Cleaning

CARPET • VINYL • HARDWOOD

**Winschel Carpet
Service**

2060 N. Hwy 67

314-831-8181

**Carpet Cleaning
Binding • Fringing**

67th Anniversary

M-F 9:00-8:00
SAT 9:00-4:00 Expires 12/31/13

Sponsor Since 2006

**Two Rooms
and Hallway**

\$64⁹⁵

Carpet Cleaning

FREE Pretreating!

FREE Scrubbing!

FREE Deodorizer!

PowerMax

Carpet and Upholstery Cleaning

www.powermaxcarpetcleaning.com

440-442-4240

L Shaped and Area Over 280 SQ. FT.
is considered 2 areas. Residential Only.
Not valid with other coupons.
Valid only with coupon. Expires 12-31-13

Sponsor Since 1992

**RUG
CLEANING
SAVE 20%**

with this ad - Minimum \$85

**BYNDERIAN
CARPETS**

(973) 744-2080

10 Elm Street • Mtc.

AREA RUGS ALL TYPES
DONE IN-PLANT

**FREE ESTIMATES
FREE PICK UP & DELIVERY**

Also Wall to Wall Carpet

Not to be combined with any other offers.
Expires 12-31-2013

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Bynderian Floor Coverings	NJODO	1992
Winschel Carpet	MOROS	1996
Chem-Dry	MDNEL	2005
Power Max	OHCAS	2006
Langenwalter Carpet Stain	INHES	2007
Langenwalter Carpet Stain	INMAR	2007
American Carpet Cleaners	INMAR	2010
Four Seasons ChemDry	MIGOR	2010
Koko Boodakian & Sons	MAWIN	2010
Watkins Carpet Cleaning	INCHE	2011
Joel's All American Cleaners	INTRA	2012
Kaufman's Carpet Cleaning	KY AUS	2012
National Steam Team	OHCOF	2012
Prestige Cleaning	MDNEL	2012
Servpro of Fayette	PAFIO	2012
Steamway	NJSCH	2012
Clean 'N Fresh Cleaning	AZLAB	2013
Dri Masters	PAWEA	2013
Libertyville Carpet &	ILPOD	2013
Max Care	KY AUS	2013
Oxy Magic of New Jersey	NJODO	2013
Sears Clean Carpet & Upholstery	NJOD2	2013
Sears Clean Carpet & Upholstery	NJODO	2013
ServPro	ILPOD	2013
Steam Brothers	MNDYN	2013
citrus solution	NCPEL	2013

Sponsor Since 2005

\$20 OFF
of \$150 or More

\$40 OFF
of \$250 or More

**DRIER - CLEANER
HEALTHIER**

- Dry & Ready in 1-2 Hours
- Less Moisture
- Prolongs Carpet Life
- Safe, Non-Toxic & Carpets Stay Cleaner Longer!



of Western Maryland
Independently Owned & Operated
Residential & Commercial
301-729-5411
1-800-251-3131

Some Restrictions May Apply. Coupon not to be combined with other offers or promotions. Exp. 12/31/13

"Town Planner has proven to be a great advertising tool for Chem-Dry of Western Maryland. Our response and return has been more successful than any other paid advertising we have used. It is a great way to attract new customers along with keeping your name in front of your current customers."

Bob & Connie Crabtree,
ChemDry of Western Maryland

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2007

Your Local Hometown Company

**CARPET STAIN REMOVAL
AND CLEANING**

**SEEING
SPOTS ?**

High Quality Carpet
Cleaning & Spot Removal

831-8118

Satisfaction Guaranteed!

Sponsor Since 2010

Single Story
**WHOLE HOUSE
CARPET CLEANING
SPECIAL**

ONLY \$135!

*"When our truck pulls up...
the dirt pulls out!"*

**AMERICAN CARPET
CLEANERS &
JANITORIAL SERVICES**

317-847-6952
www.AmericanCarpets.net

No expiration date.
Valid anytime.

Sponsor Since 2010

15% Off!

Rug & Carpet Cleaning
With This Coupon

**Free
Pick-up
and
Delivery**

Koko Boodakian & Sons
18 Lochwan St. • Winchester
781-729-2213

- New and Antique Rugs
- Rug and Carpet Cleaning
- Carpet Installation
- Repair and Restoration
- Appraisals
- Moth Treatment & Prevention

kokorugs.com
Cannot be combined with other offers.

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad