

# planner profiles

## child care

*in 2013 there are 35 child care 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 1994

**1/2 OFF**  
**SUMMER CAMP**  
**REGISTRATION**

**The Children's**  
**Afterschool**  
**Center**  
**973-335-4557**  
*"Celebrating  
28 Years"*  
**Convenient to**  
**Routes 80,**  
**46 and 10**  

- Caring for children 5-14
- Offsite Swimming
- Traveling Teen Program
- Part Time Care Available

[childrensafterschoolcenter.com](http://childrensafterschoolcenter.com)

Sponsor Since 1995

**WISE OWL**  
**Learning Center**  
**of Kinnelon**

**Programs...**

- Preschool-4's (plus Extension Program)
- Nursery School-3's (plus Extension Program)
- Sensorimotor Movement & Creative Arts-2's
- Kindergarten Enrichment
- Before/After School Care
- Preschool & Afterschool Enrichment Programs

**OPEN: 6:30AM TO 7:00PM**  
**152 Kinnelon Road**  
**Kinnelon • 973-838-0090**  
[wiseowllearningcenter.com](http://wiseowllearningcenter.com)

Sponsor Since 2005

**FREE**  
**REGISTRATION +**  
**\$50 OFF 3rd Week's Tuition**  
Must present coupon. Not valid with other offers.  
New families only. Valid thru 12/31/13

**Free**  
**Transportation**  
**to West De Pere**  
**Schools**

**Creative Kids**  
**Childcare Center**  
**1861 Scheuring Rd.**  
**338-0282**  
*Quality Care When  
You're Not There!*

**TOWN PLANNER®**  
*Your Community Calendar™*

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

<b>2013 Sponsor</b>	<b>Publisher</b>	<b>Advertiser Since</b>
Childrens Afterschool	NJODO	1994
Wise Owl Learning Center	NJOD2	1995
Children's After School	NJOD2	2000
Growing Time Child Care Center	WIFLE	2000
Executive Kids/ASA Childcare	NJODO	2004
Just Kidz	NJODO	2004
Country Day School, Inc.	OHCOF	2005
Creative Kids, LLC	WIFLE	2005
Angel House Child Development	KYAUS	2007
J-Town Pre-School, Inc	KYAUS	2008
Creative Campus Child Care	INDIG	2010
PattiCake Daycare	ILPOD	2010
Tender Hearts Learning Center	WIFLE	2010
Alcott Montessori School	NYHOE	2011
Arthouse Preschool	WISTR	2011
Away We Grow	NJODO	2011
Hendricks Resource Center	INHES	2011
Little Stars Daycare	MADRU	2011
The Learning Experience	MIGOR	2011
A Kid's Place	PADEB	2012
Anny's Playhouse	NJODO	2012
Christ our Shepherd Ministries	NCMCC	2012
KinderCare	INDIG	2012
Learning Ladder	WISTR	2012
Primrose School at WestClay	INDIG	2012
Academic Adventures	MIGOR	2013
Cornerstone Children's Center	NYHOE	2013
Fairview Lake YMCA Camps	NJODO	2013
KidCam Camps	LAPLR	2013
Little Lambs Toddler Center	NJOD2	2013
Our Buddy's Place	PAFIO	2013
Primrose School at Anson-	INDIG	2013

Sponsor Since 2007

**FREE**  
REGISTRATION  
— AND —  
**\$50 OFF**  
SECOND WEEK



**ANGEL HOUSE**  
CHILD DEVELOPMENT  
CENTER

www.  
AngelHouseCDC.com


2520 Wallace Ave.

**384-1814**

6 WKS — 12 YRS  
6 a.m. to 6 p.m.  
Expires 12/31/13

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2004



**EXECUTIVE KIDS  
OF VERONA**  
*"Specializing in the personal needs of each child"*

FULL & HALF DAY SESSIONS  
FLEXIBLE HOURS

Computer Awareness  
Drama & Music Enrichment  
Age Appropriate Educational Curriculums

**973-571-9515**

- State Licensed Facility
- CPR Certified Staff
- Certified Teachers
- Open Year Round!
- Infants Thru Pre-K
- Surveillance Security
- Hrs: M-F: 7am-6:30pm  
Sat: 9am-2:30pm

Sponsor Since 2011

**Preschool • Daycare  
Infants - School Age**

*You Want the Best for Your Child...  
So Do We!*



**THE LEARNING  
EXPERIENCE**  
Academy of Early Education

7210 Sashabaw Road @ I-75 exit 89

**248-625-5285**

www.thelearningexperience.com

**TOWN PLANNER®**  
*Your Community Calendar™*

*... the best location for your ad*