

# planner profiles

# chiropractors

*in 2013 there are 50 chiropractor 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 2002

**Spring Back to Health!**  
**\$30<sup>00</sup>**  
**EXAM & X-RAYS**  
New Patients



**LOVING**  
CHIROPRACTIC  
CENTER

**Dr. Patrick J. Loving**

- Family Care
- Natural Pain Relief

**1320 S. Webster Ave**  
**432-3311**

Must present coupon. Some restrictions may apply.  
VALID THRU DECEMBER 31, 2013

Sponsor Since 2006

**FREE**  
Consultation  
& Exam  
(X-Rays if needed)


LOUISVILLE FAMILY  
CHIROPRACTIC



**"We've Got Your Back"**  
**Dr. Leah Wright**  
8117 New LaGrange Rd  
**326-9950**  
LFChiro.net

You have the right to rescind, within seventy-two (72) hours, any obligation to pay for services performed in addition to this free or discounted service. Expires 12-31-13

Sponsor Since 2004



**www.frainfamilychiropractic.com**



**Dr. Susan Frain • Dr. Patrick Frain**  
*Team Chiropractor GB Blizzard Pro Arena Football*

- New Patients Welcome
- Family Care
- Palmer College Graduates
- 20+ Years of Combined Experience
- Gentle, Effective, Affordable

**858 Hansen Rd. • 499-1333**

**TOWN PLANNER<sup>®</sup>**  
*Your Community Calendar<sup>™</sup>*

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

2013 Sponsor	Publisher	Advertiser Since
Grabski Family Chiropractic	PADEB	2000
Howard Chiropractic Clinic	WIFLE	2000
Loving Chiropractic	WIFLE	2002
Frain Family Chiropractic	WIFLE	2004
Simoson Chiropractic	OHCOF	2004
Van Drisse Chiropractic	WIFLE	2004
Louisville Family Chiropractic	KYAUS	2006
Absolute Health Chiropractic	NJODO	2007
Dr. Ann Jenkins	SCFER	2007
Walden Chiropractic, PSC	KYAUS	2007
A-Ward Straight Chiropractic	NHSPE	2008
Absolute Chiropractic	INTRA	2009
Danville Chiropractic	INHES	2009
French Chiropractic	OHSIE	2009
James Island Family	SCFER	2009
Osseo Chiropractic Clinic	MNDYN	2009
American Back Center	PADEB	2010
Chiropractic Works	NHSPE	2010
Dr. Mary's Chiropractic	NYBAL	2010
Lifepointe Chiropractic	MIGOR	2010
New Hope Family Chiropractic	RICEL	2010
Premier One Spinal Care	SCTAY	2010
Unique Family Chiropractic	ONGOR	2010
AlignLife	WISTR	2011
Camp Hill Family Chiropractic	PAWEA	2011
Carolina's Chiropractic and Spinal	NCMCC	2011
Fabian Family Chiropractic	PAFIO	2011
Indianapolis Sport and Spine	INHES	2011
Ludlow Chiropractic	MASTG	2011
Palmetto Chiropractic Center	SCTAY	2011
Chiropractic Health	MADRU	2012
Chiropractic Wellness Center	MOROS	2012

Sponsor Since 2011

**FABIAN**  
**FAMILY CHIROPRACTIC**  
*Dr Robert Fabian*  
**Good Health Naturally**  
**Somerset**  
1744 Waterlevel Rd  
**814-445-7170**  
**Salisbury**  
106 Grant Street  
**814-662-4600**

"I know it's early in the year, but we are getting a very robust response from our ad campaign. I must say I'm so glad to have made the decision to participate in the 2012 Somerset Edition! As of the 3rd day in January, we have received 3 coupons back and going into the last week of January, we continue to see a steady stream coming in. The best part is the business being generated is NEW business (our offers were for new patients only) and represents the potential for ongoing revenue!"

**Kelly Fabian**  
**Owner, Fabian Family Chiropractic Center**

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2002

**Avon Chiropractic**  
  
**Dr. George Berki**  
36490 Detroit Rd  
Avon  
**440-934-2333**

Sponsor Since 2000

**GRABSKI**  
**FAMILY CHIROPRACTIC**  
*Caring & Compassionate Chiropractic Care*  
*Various Adjustment Options*  

- Hands On Adjustments
- Activator Instrument

**724-643-9633**  
*Dr. Beverly Grabski*

Sponsor Since 2012

**Dr. Sean Thomas**  
Chiropractic Physician  
  
**Covington Creek Professional Village**  
3162 Mallard Cove lane  
**260-267-9052**  
www.thomaschirofw.com

"The Town Planner is a good way for me to get my name out there.... Many have come to me and my family saying that they've seen me in the Town Planner. I feel the Town Planner has established my business in the community..."

**Dr. Sean Thomas**  
**Thomas Chiropractic**

**TOWN PLANNER®**  
*Your Community Calendar™*  
*... the best location for your ad*