

planner profiles clothing - consignment

in 2013 there are 64 clothing - consignment 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 1992



**UPDATE YOUR
CURRENT FURS**

**COMPLIMENTARY
REMODELING
CONSULTATION**

**TERZAKO
FURS**

ARTISTRY IN FURS

One of Essex County's Oldest and Largest Furriers
Est. 1916

472 Bloomfield Ave. Caldwell

973-226-7303

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**LEMOND
POPP**

Mon-Thur 10am-7pm
Fri-Sat 10am-5:30pm
Sun 1-5pm

Voted Best Place to Buy Formalwear!

Formals, Casual Wear, Shoes, Accessories

**1209 Albertson Pkwy.
Broussard • 837-4033**

Sponsor Since 2011

**\$5
OFF**

Any purchase of
\$25 or more.

**CLOTHING
JEWELRY
ETC.**

**The Crystal
COUTURE
STORE**

SPARKLENOW.COM

110 PUBLIC SQUARE • LEBANON
615-547-9483
Facebook.com/CrystalStore

One per customer. Not valid with any
other offers. Expires 12/31/13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Terzako Furs	NJODO	1992
Bob's Men Shop	NJOD2	1995
Robert's Department Store	NYHOE	2000
Plato's Closet	OHCOF	2006
The Growing Years	OHLUB	2008
Neverending Child	OHCOF	2009
Once Upon a Child	INHES	2009
IN VOGUE	INDIG	2010
Infant and Baby Needs of New	NHSPE	2010
Thirds, Inc.	RICEL	2010
Tre Chic	CACAR	2010
Baked T's	MOROS	2011
Barbatsuly Sideris	NYBAL	2011
Deborah Winthrop Lingerie	RICEL	2011
JillieJacks	CACAR	2011
Karrousel Kids	NCMCC	2011
Lemon Drop	LAPLR	2011
Oliverio's Bridal Boutique	MDNEL	2011
Sister Chix Consignment	NCMCC	2011
Steve's Formal Wear & Expert	ILPOD	2011
Strongsville Spirit Shop	OHCOF	2011
The Crystal Couture Store	TNRHO	2011
Angels and Rascals	SCFER	2012
Autumn's Attic	PAWEA	2012
B-Thrifty	ILPOD	2012
Bella's Consignment Boutique	NCEPL	2012
Clothesline For Women	PAFIO	2012
Full DisClothesure	ILPOD	2012
Green Kids Resale	ILHUG	2012
HereWeGrowAgain.com	INHES	2012
Jewlie's	LAPLR	2012
Johnny D. Tees	ILHUG	2012

Sponsor Since 2011

Now Shop Online!
www.oliveriosbridal.com



Oliverio's
 Bridal & Prom Boutique

118 Emily Drive
 Clarksburg, WV 26301
304.623.6006

"At Loiverio's Bridal, we constantly need to keep our name in front of the Bridgeport community and we have found that our display ad in the Bridgeport Town Planner has been instrumental in achieving this objective.

The quality of the calendar and the distribution to every home and business in the greater Bridgeport area are valuable assets to our business. We are proud to be in the Bridgeport Town Planner..."

Angela Patsy
Oliverio's Bridal

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2006

PLATO'S CLOSET



Recycle Your Style

15151 Pearl Rd **440-878-5085**
platosclosetstrongsville.com

Sponsor Since 2011

\$10.00 OFF

Storage & Cleaning

Serving Port Washington for 40 Years!

Barbatsuly Sideris

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- Fur Storage
- Cleaning & Repairs
- Glazing • Remodels
- Vault on Premises

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 Port Washington

Evening By Appointment
516-944-3733

Offer good with coupon until 12/31/13.
 Offers may not be combined.



Working with Mandi Pooler at the Lafayette Town Planner has been greatly beneficial in our marketing. I have really enjoyed her organized and informative efforts to help us at Plato's Closet and her hard work.

Not only is it great working with Mandi, but the business her ad placement brings in for us is excellent! We place two coupon offers in the Lafayette Town Planner Calendar. Often customers bring these to our store to get the \$5 off or 20% off! It is wonderful for our business and we are very pleased to see these marketing efforts are paying off through our ad placements in the Lafayette Town Planner.

20% OFF
Your Purchase

PLATO'S CLOSET

110 Tucker Dr. Lafayette
984-8045
www.platoscloset.com
Expires 7/31/13

Sponsor Since 2012

TOWN PLANNER[®]
 Your Community Calendar[™]

... the best location for your ad