

planner profiles

computers

in 2013 there are 37 computer 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 2007

**SLOW COMPUTER?
I CAN FIX THAT!**
DATA TRANSFER & RECOVERY, TOO



STEVE    
GOLDBERG
Computer Guru
767-8955
Colonial Computing
Residential & Business Technology
www.colonial-computing.com

Sponsor since 2004

New Customers:
20% OFF ANY REPAIR

ASK ABOUT OUR QUARTERLY
MAINTENANCE PROGRAMS



**SOFTWARE
TO GO®**

Serving St. Louis For 30 Years

- On-Site or Carry-In
- Sales, Repair, Support

1385 Triad Center Dr.
St. Peters, MO

**314-727-3420
636-441-3420**

Not Valid With Other Offers.
Expires 12/31/13

Sponsor since 2002

**SAVE
\$20.00**
With This Coupon

Help for your e-life:

- Computers (PC, Mac)
- Smartphones • Networks
- iPads • Tablets
- Home entertainment

781-362-4710



Geek Housecalls®
Help for your e-Life
www.geekhousecalls.com

Geek Housecalls®
www.GeekHousecalls.com

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Independent Micro Computers	PADEB	1999
Geek Housecalls	MAWIN	2002
Software To Go	MOROS	2004
Computer Power	NYHOE	2006
Colonial Computing & Cell	KYAUS	2007
Cartridge World	INMAR	2008
Pat's Computer Rescue	OHLUB	2008
Data Doctors	MNDYN	2009
Cartridge World	OHLUB	2010
Flexion	WISTR	2010
PC Whizdom	NHSPE	2010
Cartridge World	NJODO	2011
Catcom Computers	NJODO	2011
EPC	MOROS	2011
Innovative Technologies	INMAR	2011
Jeff Computer	MOROS	2011
POST Computer Systems	MASTG	2011
Tech Connect	NYHOE	2011
Computer Solutions	INTRA	2012
Custom Computer Systems	PAFIO	2012
Geek Brigade	INMAR	2012
Haxx	ONCIA	2012
Layer Four Solutions	ILPOD	2012
PC Guru	NCMCC	2012
SOS4PC's	ILPOD	2012
Showtime Computers	NHSPE	2012
A.T. Computers and Networking	MDNEL	2013
Best PC MDs	ILPOD	2013
Bitslinger Systems	MAWIN	2013
Computer Troubleshooters	NJSCH	2013
Desert Computer Solutions	AZLAB	2013
Diversified Computing Inc	MIMCI	2013

Sponsor since 2011

\$100 OFF
New Computer

Minimum value of
\$700 on new computer

POST
Computer Systems



Sales • Service
Support
New & Used
Equipment

2400 Boston Road
Wilbraham • 596-5177
www.pocosys.com

Must present coupon at time of order. May not be combined with other offers. Valid 1/1/13 - 2/28/13. No cash value.

"In twenty years of looking for a medium to advertise and grow our business, none have proven as successful as the Town Planner. The coupons are brought in regularly throughout the year and bring in new customers every month. It is the only form of advertising that has proven its worth in revenue and customer loyalty."

Aristeo Torres
Owner

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 1999

COMPUTER SERVICE



*Affordable Small
Business Maintenance Plans*

**Independent
Micro Computers**

724.375-8355
independent-micro.com

Sales@independent-micro.com
2608 Brodhead Rd • Aliquippa

Sponsor since 2009

**\$25.00
OFF**

Any Repair Service

**DATA
DOCTORS**

Computer Services

- Personal Computer Repair Solutions
- Business & Home Networking

952-473-1350
datadoctorsmpls.com
Lund's Colonial Square
Wayzata

Not valid with other offers. Exp 12/31/13

"We are very pleased to report that the Town Planner Calendars have been a great success! As we have often discussed, print ads and coupons are generally a big disappointment for us, usually generating little measureable business in our service centers and retail stores. Your calendar with eye-popping date block ads and recurring, colorful coupons have broken the rule. We have paid for the promotion just one month after distribution!"

To the credit of this publication, we regularly redeem your coupons in the stores and our technicians often see and hear about our ads in calendars at the customer homes we visit on a regular basis."

Peter Hitch, President

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad