

planner profiles construction - builders

in 2013 there are 16 construction - builder 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 2011

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Fairfield Family Owned & Operated
For Over 10 Years
As Seen On "Flip This House"
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Call William Della-Calce
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dellacalcecontracting.com
Cannot be combined with any other offer.
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GUARANTEED GUTTER CLEANING
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We clean:
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WE LOVE
ROOF
REPAIRS!
TUROR
HOME & COMMERCIAL
SERVICES INC.
GUTTER CLEANING & POWER WASHING
Fighting Grime for 25 years
A Full Service Home Improvement Company
See our "NBI SERVICES" Ad above

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Scott Construction, Inc.	WIFLE	2004
Cook Brothers Brick & Supply	PADEB	2010
Mt. Top Granite and Marble	MDNEL	2010
Della-Calce Contracting, Inc.	NJODO	2011
Don-Mar Builders, LLC	SCTAY	2011
LCP GENERAL CONTRACTORS	CTSUS	2011
NBI Services	NJODO	2011
Elements Construction	MIMCI	2012
Mastercraft Marble & Granite	ILPOD	2012
SeeFish Contracting & Energy	MOROS	2012
TNT Concrete, Inc.	ILHUA	2012
Dynamic Construction	INCHE	2013
Eye Spy Inspections	NCPEL	2013
Jack of All Trades Handyman	MNDYN	2013
Messier Construction RRM	RICEL	2013
Resort Builders & Developers	MDNEL	2013

We have found the Town Planner to be a great way to promote our business. The money saving coupons and local area events assure the calendar is hung up and used by many all year long. This is especially important for a business like ours where the purchase of our products is infrequent. Having our name in front of so many local residents throughout the year, along with a "call to action" of a coupon offer has proven to be a great combination.

By the end of April we had received 10 coupons which have resulted in excess of \$40,000 in new sales! Advertising in the Town Planner has obviously been a smart investment that has paid for itself many times over!

Stacy and Kenny Green, Owners
Mt. Top Granite and Marble

Sponsor since 2013



Jack of All Trades HANDYMAN®

HANDYMAN HANDYMAN HANDYMAN HANDYMAN

Prompt • Clean • Professional

Doors • Windows • Drywall • Sinks
Toilets • Lights • Painting • Railings
Sidewalks • Decks • Flooring
Odd Jobs • Yardwork • Carpentry
Furnace Filters and More

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Estimate



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www.CalltheJack.com

Sponsor since 2010

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Granite & Marble**

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Vanity Tops
Cabinetry & More!

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MtTopGranite.com

Offer expires 12/31/13. Not to be combined.
Coupon must be presented at time of estimate.
Certain terms and conditions apply.

Sponsor since 2010

COOK BROS.

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- Face Brick
- Paving Brick
- Manufacture Stone

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Sponsor since 2011



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TOWN PLANNER®
Your Community Calendar™

... the best location for your ad