

planner profiles

dentists

in 2013 there are 118 dentist 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

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Painesville Dental Group	OHSIE	2001
Thomas Bracco, D.D.S.	NJSCH	2001
Bradley Cohn D.D.S.	OHCAS	2002
Probst Dentistry	SCFER	2003
Dr. Christopher Laws	WIFLE	2004
Dr. St. John	MOROS	2004
First Choice Dental Center	KY AUS	2004
Williams Sierra Dental	WIFLE	2004
Dr. Bobbie Maronpot	NJOD2	2005
Peter Delli Colli, DMD	MADRU	2005
Danville Family Dentistry	INHES	2006
Livingston Dental Care, L.L.C.	NJODO	2006
Today's Dental	MAWIN	2006
Dr. Brett Olm	WIFLE	2007
Fox View Dental	WIFLE	2007
Middle Tennessee Periodontics	TNRHO	2007
Bethany Geyman DDS	INDIG	2008
Collins Dentistry	NHSPE	2008
First Care Dental-Dr. LLamera	NJODO	2008
Mertes Pediatric Dentistry Inc.	OHLUB	2008
Morris Dental Care-Dr. Janice	NJODO	2008
Blue Oak Dental - Park	CALUN	2009
Blue Oak Dental - Roseville	CALUN	2009
Fawn Rosenberg,DMD	MAWIN	2009
Framingham Dental Center	MADRU	2009
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