

planner profiles

dry cleaners

in 2013 there are 42 dry cleaner 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

FREE SWEATER

For Every 2 Sweaters Cleaned at our Reg. Price, Get a 3rd Sweater Cleaned For Free* No Limit

PURE ELEGANCE
the GREENER dry cleaner

1240 Post Road East
Westport • 221-7448
thepuredrycleaner.com

*Present Coupon With Incoming Order
Coupons May Not Be Combined
VALID DURING JANUARY, 2013

Sponsor since 1995

Our Gift to You
\$5.00 OFF
Dry Cleaning
5 pieces or more

MASTER CLEANERS

Same Day Service Before 10am!
Repairs & Alterations
Shoe & Luggage Repair Too

Open late until 7pm Mon-Fri
232 Front Street
Berea • 234-9132

Please bring coupon when you drop off your order. Thank you.
One coupon per order. Valid 2013

Sponsor since 1992

\$5.00 OFF
3 pieces or more
of dry cleaning

fc FRONTENAC CLEANERS

Expert Service Dry Cleaning

- Expert Shirt Laundry
- Alterations • Specialize in Silks
- Wedding Gowns

FREE Pickup and Delivery
9908 Clayton Rd. DRIVE THRU

(314) 993-6030

"Nobody Does It Better"

Not valid with any other offers or discounts.
Must be presented with incoming order.
One coupon per visit. Expires 12-31-13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Frontenac Dry Cleaners	MOROS	1992
PURE ELEGANCE	CTSUS	1992
Master Cleaners	OHCOF	1995
Bal Coeur Cleaners	MOROS	1996
EJB Industries	PADEB	1996
Town & Country Dry Cleaners	PADEB	1997
Dollar Cleaners	NYHOE	1999
Hilliard Cleaners	OHCOF	2000
Kwick-N-Clean	OHCOF	2002
Miller's Dry Cleaning	PADEB	2002
Twin Method Cleaners	NJODO	2002
Allegany Mgmt Services	MDNEL	2005
Crest Cleaners	INHES	2005
Pat's Cleaners	OHCOF	2006
S & J Cleaners	NJOD2	2008
Village Cleaners	INDIG	2008
Weston Cleaners	INDIG	2008
Dry Clean World	SCFER	2009
Kinnelon Cleaners	NJOD2	2009
Village Laundry Center	NJODO	2009
Champs Cleaners	MIGOR	2010
Clean N Press	MNDYN	2010
Excellent Cleaners	MADRU	2010
Zengeler Cleaners	ILPOD	2010
Chippewa Plaza Laundry	PADEB	2011
Go Green Dry Cleaners	NYHOE	2011
Kennedy's Cleaners	ONCIA	2011
Bedford Cleaners	NHSPE	2012
Concord Cleaners	MOROS	2012
James Island Cleaners	SCFER	2012
Put a Sock In It Laundramat	MDNEL	2012
Classic Drycleaners	PAWEA	2013

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2011

20%
OFF

Dry Cleaning Only
Alterations not included



Alterations • Leather
Gown Cleaning & Preservation

519-326-3645

37 Talbot Street East
Leamington

With coupon. Must present coupon with incoming order. Not valid with other offers. Dry Cleaning only. Alterations Not Included. Expires 12/31/13

"We got a great response from the coupons we put in the 2011 Town Planner right from the start. We never got this good of a response when we advertised the same offer in the newspaper. This was a good investment and we will definitely renew."

**M. Ernesto, Proprietor
Kennedy's Cleaners**

Sponsor since 2000



All Dry Cleaning & Laundered
Shirts Done On Premises

331-5133

19375 Hilliard Blvd
(next to Post Office)

Sponsor since 1996

\$3.00 OFF

DRY CLEANING & PRESSING

WITH ORDER OF \$15 OR MORE



RED CAP
CLEANING


1001 FIRST AVE.
CONWAY • 724-869-0880

WITH COUPON. MUST PRESENT COUPON WITH INCOMING ORDER.
NOT VALID WITH ANY OTHER PROMOTION. GOOD THRU 12-31-2013

Sponsor since 2005

15%
OFF

All Dry Cleaning
(No Limit)



DRYCLEAN & SHIRT SALON

"Give us a call, We clean it all!"

Free Pick-Up & Delivery

LaVale Plaza
1313 National Hwy.
LaVale

301-729-8753

www.drycleanandshirtsalon.com

With Coupon. Not to be combined with any other offers. Exp. 12/31/13

"Since the introduction of this marketing media, while I was the President of the Allegany Chamber of Commerce, we have supported the calendar by offering coupons to our new as well as existing customers. I track each coupon and can say without any reservation, this is money well spent."

**Michael W. McKay,
President
Dryclean & Shirt Salon**

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad