

planner profiles

education

in 2013 there are 76 education 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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2013 Sponsor	Publisher	Advertiser Since
Oak Hill Academy	NJSCH	1997
Framingham State University	MADRU	2000
Carousel of Learning	NJODO	2001
Middlesex Community College	MAWIN	2002
Keefe Technical School	MADRU	2004
Calvary Christian Academy	MDNEL	2005
Knowledge Points	MADRU	2005
Reading Studio	MADRU	2006
Sylvan Learning Center	INMAR	2006
Washington University	MOROS	2006
South Euclid/Lyndhurst Bd. of	OHCAS	2008
Allegany College of Maryland	MDNEL	2009
Beaver County Early Care &	PADEB	2009
Allegany College of MD	MDNEL	2010
Allegany College of Maryland	MDNEL	2010
Brighton Schools	CALUN	2010
Kinder Care Learning Center	INARM	2010
Lutheran High School	INMAR	2010
MCA	NCMCC	2010
North Olmsted City Schools	OHCOF	2010
SPCC	NCMCC	2010
St Peter School	OHCOF	2010
Allegany College of Maryland	PAFIO	2011
Craft Alliance	MOROS	2011
Goddard School	MAWIN	2011
Kelsay Farms	INMAR	2011
Lorain County Community College	OHCOF	2011
Mathnasium	ILPOD	2011
Notable Beginnings	KYAUS	2011
Oak Meadow Montessori School	MAWIN	2011
The Goddard School-Parsippany	NJODO	2011
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"What a pleasure for Calvary Christian Academy to be a part of the local Town Planner! Your help, support, and commitment to excellence is reflected in your hard work and dedication in providing our community, our local chamber of commerce, schools, and businesses with this valuable tool. The Town Planner has given CCA another avenue to get the word out about our school and the quality, Christ-centered education we have offered to the parents to the tri-state area since 1973."

Rusty Kitzmiller, Development Director
Calvary Christian Academy

Complete List of 2013 Sponsors Available Upon Request

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