in 2013 there are 44 florist sponsors

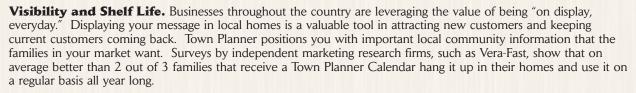
"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

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.



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











2013 Sponsor	Publisher	Advertiser Since
Montville Florist	NJODO	1992
Dill's Floral Haven	MOROS	1997
Flowers and Gifts	NJODO	2000
Lyndhurst Florist	OHCAS	2000
Brennan's Floral Gift Shop	OHCOF	2002
Lloyd's Florist	KYAUS	2003
Chris Puhlman Flowers & Gifts	PADEB	2004
Dietz Falls Florist	OHLUB	2006
Green Bay Floral	WIFLE	2006
Ikebana Flower	NHSPE	2007
Relles Florist	CACAR	2007
Flowers Designs By Cherylann	PAWEA	2008
Jan Florist	MDNEL	2008
The Garden Bouquet	PAWEA	2008
A Gallery of Flowers	LAPLR	2009
Aurora's Florist	OHCAS	2009
Edible Arrangements	WIFLE	2009
Edible Arrangements	ILHUA	2010
Colasanti's Tropical Gardens	ONCIA	2011
Expression Florist	INCHE	2011
Gilmore's Flower Shop, Inc.	RICEL	2011
Oliverio's Florist	MDNEL	2011
Theresa's Flowers	OHCAS	2011
Edible Arrangements	NJODO	2012
Flower Boutique	NCMCC	2012
Flowers by Rodney	LAPLR	2012
J.D. Balantine's Flowers	OHSIE	2012
Lynde Greenhouse & Nursery	MNDYN	2012
Merrimack Flower Shop &	NHSPE	2012
New Designs	ONCIA	2012
The Bloomin L	MDNEL	2012
BRUCE'S FLOWERS	CTSUS	2013

Complete List of 2013 Sponsors Available Upon Request



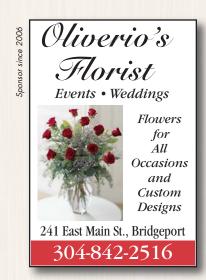


... the best location for your ad



"It is our preference to take part in a community based advertising program rather than a large marketing media such as radio or non-local papers. Becoming an established business in a local community always takes time but participating in the Town Planner has been a beneficial way to have our name advertised to the community. Since participating in the calendar we feel that our company has become a well recognized business in the Moon Township area."

Karen Farrell, Owner Chris Puhlman Flowers and Gifts



"We received over 30 of the early delivery coupons at an average of about \$50. The \$5 off coupon averages about \$35 and so far about 15 have come back. That one usually comes in steady throughout the year since it doesn't expire until the end of the year. Good suggestion."

Linda Boardman, Owner Dietz Falls Florist