planner profiles

food - dining

in 2013 there are 325 food - dining sponsors

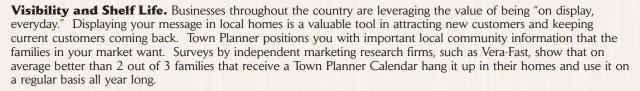
"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

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.

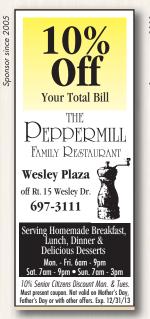


Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

See The 2013 Ad Samples Book For Additional Ads











2013 Sponsor	Publisher	Advertiser Since
Pasta House Co.	MOROS	1991
Balducci's	MOROS	1992
Pierogies Plus	PADEB	1995
Woods Restaurant	OHCOF	1995
Pasta House Co.	MOROS	1996
TJ's Food & Spirits	MADRU	1998
Athena's Restaurant	OHCOF	1999
Sunny Jim's Tavern	PADEB	1999
Fresh Start Cafe	ILHUA	2000
Red Hawk Grille	OHSIE	2000
Aegean Restaurant	MADRU	2001
Alpertis Restaurant	NJWOR	2001
The Ground Round Restaurant	PADEB	2001
Begum Palace	NJOD2	2002
Rooks East Side Saloon	PADEB	2002
Ambridge Italian Villa	PADEB	2003
Asiatique	KYAUS	2003
Ziggy's Bar & Grill	OHCOF	2003
Hoss's	PADEB	2004
Gus's Seafood	NYHOE	2005
Marcelita's	OHCAS	2005
OtherMarcelita's	OHLUB	2005
Peppermill Family Restaurant	PAWEA	2005
Tiffany's-Pine Brook	NJODO	2005
Tony Roma's	WIFLE	2005
Hard Rock Cafe	MOROS	2006
Keysers Ridge Auto/Truck	MDNEL	2006
Mamaroneck Diner & Pizza	NYHOE	2006
Moose Head BBQ Grill - Amherst	OHCOF	2006
PERELLA'S RISTORANTE	RICEL	2006
QUITO'S RESTAURANT	RICEL	2006
REDLEFSEN'S	RICEL	2006

Complete List of 2013 Sponsors Available Upon Request



"The Lakeshore Eatery recently started advertising with the Town Planner for this year's 2011 Mentor editions. Having used a number of advertising venues I thought that I would give it a try to see what kind of response we would receive. In late February when "Siggy" asked me what the return was for the coupons, I literally told him that "It was so overwhelming that I had to rethink my advertising placement with other sources to compensate for the barrage of coupons." In January I stopped counting after 400 and in the omnths after I have been reeiving a steady flow of coupons every day."

John McGlaughlin, Owner The Lakeshore Eatery



"3 Squares has been involved with Town Planner for the past year and renewed for another year... I have seen an average of 5-10 coupons come in each day. Each coupon delivers about a \$35 net for each table. This translates to an average of \$1,820 in additional NET sales a week!

Town Planner has been such a success that another of our restaurants, Edina Grill has joined in!"

Joe Truebe, Manager Texas Road House



"Our sponsorship in the Town Planner Calendar has definitely increased our sales! It is a great marketing tool. We love the calendar and it's concept, and it is obvious to us that the community does too! We are happy to renew our sponsorship."

Joe Truebe, Manager, Texas Road House

TOWN PLANNER®

Your Community Calendar**

... the best location for your ad