

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.

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 1991

\$10 CREDIT
WITH A \$40 PURCHASE*

In addition to our pasta we also have
Pizza • Seafood • Steaks
Chicken • Salads & more

Valid Only At:
14007 Manchester
(Manchester & Weidman)
636-230-6200


ITALIAN RESTAURANT

Not Valid With Any Other Offer.
*One Coupon Per Table, Sales Tax Not Included.
Coupon Honored 7 Days A Week.
Valid through 12/31/13.

Sponsor since 2000

\$2 OFF
Any Bill Total
of \$15 or more



1038 S. York Rd.
630-279-9997
freshstartcafe-elmhurst.com

One coupon per table. Not valid
with other offers. Expires 12/31/13

Sponsor since 2005

10% Off
Your Total Bill

THE PEPPERMILL
FAMILY RESTAURANT
Wesley Plaza
off Rt. 15 Wesley Dr.
697-3111


Serving Homemade Breakfast,
Lunch, Dinner &
Delicious Desserts
Mon. - Fri. 6am - 9pm
Sat. 7am - 9pm • Sun. 7am - 3pm
10% Senior Citizens Discount Mon. & Tues.
Must present coupon. Not valid on Mother's Day,
Father's Day or with other offers. Exp. 12/31/13

Sponsor since 2002

Rated ★★★★★
For Food By StarLodger

Begum Palace
Authentic Indian Cuisine

\$5 OFF
Any Purchase
of \$50 or More

\$10 OFF
Any Purchase
of \$100 or More
DINE IN OR TAKE OUT

Madison Plaza
300 Main St. • Madison
973-660-9100

One coupon per table. Not to be combined
with other offers. Buffets excluded.
Expires 12-31-13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

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	KYAU5	2003
Ziggy's Bar & Grill	OHCOF	2003
Hoss's	PADEB	2004
Gus's Seafood	NYHOE	2005
Marcelita's	OHCAS	2005
Other...Marcelita's	OHLUB	2005
Peppermill Family Restaurant	PAWEA	2005
Tiffany's-Pine Brook	NJODO	2005
Tony Roma's	WIFLE	2005
Hard Rock Cafe	MOROS	2006
Keyzers 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

Sponsor since 2012

FREE KIDS MEAL
With the purchase of 2 adult entrees
Free meal must be from Children's Menu



three squares restaurant
763-425-3330
12890 Arbor Lakes Pkwy
Maple Grove
3squaresrestaurant.com
Not valid with other offers.
Expires 12/31/13

"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

Sponsor since 2011

\$5.00 OFF
Food purchase of \$30 or more
Cannot combine offers. One coupon per table/per visit. Expires 12-31-13



8094 Orchard Loop Ln.
Hwy 99 & Calvine • 681-0640

"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

Sponsor since 2011

Buy One, Get One FREE
Breakfast, Lunch, Dinner
maximum \$8.00



A local, family-owned restaurant serving breakfast, lunch, and dinner.
Dine In and Carry Out
440-946-3333
7272 Lake Shore Blvd • Mentor
www.lakeshoreeatery.com
Not valid with other offers.
Valid September - December 2013

"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 months after I have been receiving a steady flow of coupons every day."

John McGlaughlin, Owner
The Lakeshore Eatery

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad