

# planner profiles

## food - fast

*in 2013 there are 73 food - fast 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 1993

<b>\$5 OFF</b> any order \$25 or greater	<b>\$10 OFF</b> OR any order \$50 or greater
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**THE GREAT... WAZU**  
MORRIS HILLS SHOPPING CENTER  
Rt 46 E. • Parsippany  
973-299-9813  
WWW.GREATWAZU.COM  
May not be combined with any other offers. Valid thru 2013

Sponsor since 2008

**FREE Small Chicken Dinner**  
with purchase of any large chicken dinner



12 West Hollis St • Nashua

**WE DELIVER!**

**CHICKENnCHIPS**  
**943-5840**  
Not to be combined with other offers. Valid 2013 NN

Sponsor since 2003

**FREE Kid's Meal**  
with an "A" on your report card!  
(With any adult meal purchase.)



**i'm lovin' it®**

Fegenbush @ Bardstown Rd  
Walmart @ Cedar Springs  
Stony Brook  
6214 Shepherdsville Rd

**These 4 locations ONLY!**  
Ira Salls, local Owner-Operator  
Not valid with other offers or coupons. Excludes Dollar Menu. Expires 12/31/13

Sponsor since 2003

**FREE 6" SUB**  
With purchase of 6" Sub of Equal or Greater Value & 21oz Drink



**SUBWAY**

3365 S. Morgans Point Rd.  
971-0409  
528 Long Point Rd.  
971-1103  
1400 Palm Blvd.  
886-9939

Limit 1 coupon per customer. Not valid with any other discounts or value meal special. Valid at these locations only. Excludes premium subs. Valid 2013

**TOWN PLANNER®**  
Your Community Calendar™

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
Great Wazu	NJODO	1993
Imo's Pizza- Kirkwood	MOROS	1995
Burger King (Cranberry)	PADEB	1998
Dairy Queen	MADRU	1999
Subway (Ambridge)	PADEB	1999
McDonalds Stony Brook	KYAUS	2003
CHICKEN JOE'S	CTSUS	2004
Subway (Wexford)	PADEB	2004
Arby's	MDNEL	2005
Chick-Fil-A	KYAUS	2006
Cluck-U-Chicken	NJODO	2006
Chicken n Chips	NHSPE	2008
Chickens Gone Wild, Inc.	NYHOE	2008
D & P Associates dba McDonald's	MAWIN	2008
Subway (Hudson)	NHSPE	2008
Burger King (Sewickley)l	PADEB	2009
GW Enterprises	OHCOF	2009
Subway (Amherst)	NHSPE	2009
Auntie Anne's-McConnell's Inc	OHCOF	2010
Chick-Fil-A	OHLUB	2010
Chick-fil-A	OHCAS	2010
Chicken Holiday	NJOD2	2010
Dairy Queen - Sun Prairie	WISTR	2010
Dips & Dogs	ILHUA	2010
Hathaways	NCMCC	2010
McDonald's	SCTAY	2010
Subway of Acton	MAWIN	2010
Subway	INHES	2010
Zaxbys	NCMCC	2010
Charley's Grilled Subs	WIFLE	2011
Chic-fil-A	OHSIE	2011
Chick-Fil-A in Country Club	MDNEL	2011

Sponsor since 2009



**INDESCRIBABLY GOOD.**

**FREE ZAPPETIZER**  
with the purchase of 2 most popular menu items

**Gift Cards Available!**



[www.zaxbys.com](http://www.zaxbys.com)  
Valid at Lexington Locations only.  
**VALID JAN 2013 ONLY**

"We wanted to take the opportunity to tell you how well the Town Planner has worked for Zaxby's. We signed on for coupons in the 2009 calendar, and by march around a thousand coupons had already come in. We are excited about the response and have signed up to do even more coupons for 2010. We look forward to growing, and doing it along with the Town Planner in the years to come."

**Mike Martin,**  
**Zaxby's General Manager**

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2010

**BUY ONE GET ONE**  
of Any Sandwich  
Excluding Angus Burger



**i'm lovin' it®**  
Redeemable only at:  
**Maynard McDonald's**  
4 Main Street  
Not valid with any other offers.

Sponsor since 2008

**\$3<sup>00</sup> OFF**  
ANY ORDER OF  
**\$20.00 OR MORE**  
CASH ONLY

**CHICKENS GONE WILD**



Best Chicken & Baby Backs  
in Westchester  
**FREE DELIVERY**  
\$10.00 MINIMUM  
**211 Main St., New Rochelle**  
**235-4010**  
VALID THRU DEC. 2013. NOT TO BE COMBINED WITH ANY OTHER OFFER.

Sponsor since 1999

Watch for our  
opening this month!



Route 135 @ Chestnut Street, Ashland  
**(508) 881-2050**

Sponsor since 1999

**PARTY SUBS & PLATTERS**

**\$10 OFF**  
6 FT PARTY SUB  
YOUR CHOICE OF MEATS & VEGGIES



YOUR HOLIDAY PARTY HEADQUARTERS  
**AMBRIDGE 724-266-7750**  
**BADEN 724-869-2202**

**TOWN PLANNER®**  
Your Community Calendar™

... the best location for your ad