

planner profiles

food - mexican

in 2013 there are 66 food - mexican restaurant 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 2004

\$5 OFF
\$25 PURCHASE

\$10 OFF
\$50 PURCHASE

Not valid with other offers.
Expires 12-31-13



Chili Willie's
Tex-Mex BBQ
& Family
Restaurant

Now Serving Virgin Margaritas
702 Main St • Boonton
973-299-8775
chiliwilliesrestaurant.com

Sponsor since 2002

50% OFF
Entrée

Buy 1 entrée at regular price, get second
of equal or lesser value at 50% OFF!

VALID AT FRAMINGHAM LOCATION ONLY



Acapulcos
Mexican Family
Restaurant &
Cantina

1656 Worcester Rd • Rt. 9 (E)
Framingham • 508-875-1188
acapulcos.net

With coupon only. Not valid with any other
offer or discount. Good thru 12/31/13

Sponsor since 2000

FREE
BURRITO

Buy 1 Get 1 FREE

SEÑOR
RESTAURANT



170 East Washington
Painesville
440-358-1164

Not valid with any other offers.
Valid May 2013

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Senor Restaurant	OHSIE	2000
Acapulcos Restaurant	MADRU	2002
Chili Willie's	NJOD2	2004
Roscoe's Tacos	INMAR	2004
Tinga Taqueria	NJODO	2004
Ixtapa Mexican Restaurant	MAWIN	2006
El Tarasco	KYAUS	2007
El campesino	OHCAS	2007
Fiesta Jalapenos	OHCOF	2008
Las Cazuelas Mexican Restaurant	OHCOF	2008
Plaza Jalisco	CALUN	2008
El Rodeo - Franklin Twp.	INMAR	2009
Qdoba Mexican Grill	MNDYN	2009
Qdoba Mexican Grill	MNDYN	2009
Quesadilla's	OHCOF	2009
Riviera Maya Mexican Cuisine	INCHE	2009
Baja Burrito	CACAR	2010
El Vallarta	NCMCC	2010
Jim Boy's Taco	CALUN	2010
La Quesadilla Restaurant	INTRA	2010
San Felipe	NCEPEL	2010
Senor Tequila	SCFER	2010
El Canelo	MDNEL	2011
El Nopal	INCHE	2011
El Salto	INTRA	2011
El Sombrero Taqueria	CALUN	2011
El Vallarta	NCMCC	2011
San Jose Mexicante Restaunte	SCTAY	2011
Viva Mexican Grill	MADRU	2011
Bullritos - UL Edition	LAPLR	2012
Don Jose Mexican Restaurant	NJODO	2012
Don Quixotes	CACAR	2012

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2009



Sponsor since 2007



TOWN PLANNER®
Your Community Calendar™

Sponsor since 2011



"The Town Planner Calendar has been an excellent marketing tool for our restaurant. Advertising in the calendar has brought in a good amount of new and returning guests and has made our business relationship with the Elk Grove community even stronger. The investment has been well worth the return."

Jeanee Maccoun, General Manager
On The Border Mexican Grill & Catina

Sponsor since 2012



The restaurant industry in Lafayette is a very competitive environment. I recently opened Bullritos knowing I have a great product, but a very limited advertising budget. I needed a cost effective way to generate traffic.

I first purchased space in the University of Louisiana Lafayette calendar last summer and saw results immediately. Six months later, I still average a redemption rate of two coupons per day.

This has exponentially covered my upfront costs of advertising in Town Planner. It also generates traffic giving us an opportunity to create repeat business.

I recommend using Town Planner. The value of this advertising medium is traceable and more affordable than other methods.

John Reily Thomason
Bullritos Lafayette

... the best location for your ad