

planner profiles

food - asian

in 2013 there are 79 food - asian 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 1994

\$2 OFF
Purchase Of \$15 Or More
Dine In or takeout • Cash only

Wachan Corp T/A

Imperial 46
Restaurant
Hibachi, Sushi
and Chinese Cuisine
www.imperial46.com
1570 US Highway 46 West
Woodland Park
Kohl's Shopping Center
973-256-8468 • Fax: 973-256-8554

Not to be combined with any other offer. Limit 1 coupon per customer. Not valid on delivery. Mon-Thur Only. Expires 12/31/2013

Sponsor since 1996

\$3.00 OFF
Any Order Of \$20.00
Or More
Dine In Or Carry Out

RED DRAGON
CHINESE RESTAURANT
117 West First St.
832-8326
RedDragonToGo.com

NOT VALID WITH ANY OTHER OFFER.
EXPIRES 2-28-2013

Sponsor since 2005

15% OFF EVERY DINNER ORDER
EARLY BIRD SPECIAL
Valid from 4:30-5:30pm. Not valid w/ other offers.
Not valid on holidays. Good thru 12-31-13

\$10 OFF
On Your Birthday
With Min.
2 Dinner Order

ICHIBAN
HiBachi & Sushi Bar
Rt 19 • Cranberry
724-779-2223
Robinson Town Center
412-787-1999
Waterworks Mall
Fox Chapel • 412-781-7600
Village at Pine Wexford
724-935-8388

Sponsor since 2008

15% OFF TOTAL TICKET
Excludes Beverages
Dine-In Only
10% OFF Carry Out
Excludes Beverages

Chang Bros.
Chinese Gourmet Restaurant

6160 Stanford Ranch Rd • Rocklin
916-771-9838
also visit our Auburn location
530-885-9781
www.changbros.com
Not valid with other offers. Exp 12/31/13

TOWN PLANNER®
Your Community Calendar™


...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Imperial 46 Chinese Restaurant	NJODO	1994
Empire Szechuan	NJOD2	1996
Red Dragon Chinese Restaurant	ILHUA	1996
Yuki Hana	NJOD2	2002
Ling Ling Riverwalk	NJOD2	2003
Hong Kong	NJODO	2004
Ichiban Hibachi Steakhouse & Jasper Restaurant	PADEB	2005
Silver Lake Kitchen	NJOD2	2005
Ichiban Hibachi & Sushi Bar	PADEB	2007
Bambu Asian Cuisine	CALUN	2008
Chang Bros.	CALUN	2008
Great Wall Grill	CALUN	2008
MAKIMONO Japanese Restaurant	ONGOR	2008
Noble House	OHLUB	2008
Zheng Garden	NHSPE	2008
Hunan Wok-Cedar Knolls	NJODO	2009
Jade Dragon Restaurant & Lounge	NHSPE	2009
Mandarin Yang	MNDYN	2009
Pho Lotus	CACAR	2009
THAI CHILI	CALUN	2009
Bangkok City	CALUN	2010
Chang Jiang	WISTR	2010
Fortune House	INTRA	2010
Hong Kong Chop Suey	ILPOD	2010
Ichiban Hibachi Steakhouse	PADEB	2010
Mandarin House	OHLUB	2010
Mark Pi's China Gate	OHCOF	2010
Sawatdee	MNDYN	2010
Tsuki Sushi	CACAR	2010
China Moon	TNRHO	2011
FUJI OF JAPAN	CTSUS	2011

Sponsor since 2010

1/2 OFF
Entrée

With 2 beverages and entrée purchase of equal or greater value



Tsuki
SUSHI

2210 Lake Washington
Blvd #100 • 372-6888

\$2 OFF
Purchase of \$10 or more

\$5 OFF
Purchase of \$25 or more

\$10 OFF
Purchase of \$50 or more

LIMIT ONLY ONE PER TABLE
Not valid with other offers. Exp 12-31-13

"I want to let you know how appy I am with the continued response from our local Town Planner Calendar. We start seeing response the day the calendar is mailed.

People love and use this calendar with all of the different useful features. We are more than happy to renew our sponsorship again for 2012."

Jimmy Phang, Tsuki Sushi

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2003

\$3 OFF

\$25 TAKE OUT ORDER

Pick up only. Cannot be combined with other offers. Cash only. Mon-Thur only. Expires 12-31-13



Ling Ling
RIVERWALK
CHINESE CUISINE

★★★★ WINE & DINE
★★★★ STAR LEDGER
★★★★ COURIER NEWS

Voted "Best Chinese Restaurant in Central New Jersey" - NJ Monthly Reader's Choice

665 Martinsville Rd • Basking Ridge

908-580-9588

WE DELIVER LOCALLY!

Sponsor since 2008

\$5.00 OFF

ANY ORDER OF
\$30 OR MORE
(CARRY-OUT ONLY)

ZHENG GARDEN

WE DELIVER

Chinese Restaurant

\$2 Delivery Charge (\$15 Minimum)
ONE COUPON PER PARTY.
NOT VALID FOR NEW YEARS EVE

Ph: 880-8977 Fax: 880-8089

43 LOWELL ROAD
HUDSON • RT 3A

ZhengGardenHudson.com

Expires 12/31/13

Sponsor since 2010

FREE APPETIZER

with Meal Purchase

Excludes Samplers
1 Coupon Per Table
Not valid with other offers,
happy hour or lunch specials.
Dine in only
Expires 1/1/14



SAWATDEE
Main St - Maple Grove

763-494-5708

"I am writing to let you know how pleased I am with the results I am seeing from advertising in the Town Planner Community Calendar. I have had 2 successful years with your company and am happy to have recently renewed for a 3rd year. In a typical week, we are receiving 20 redemptions for a Free Appetizer."

Vangie Stacy, Owner
Sawatdee of Maple Grove

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad