

planner profiles

funeral homes

in 2013 there are 52 funeral home 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.

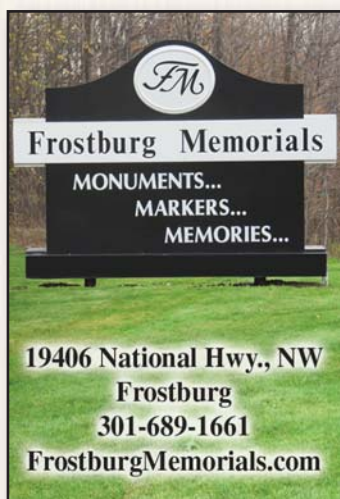
Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community 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

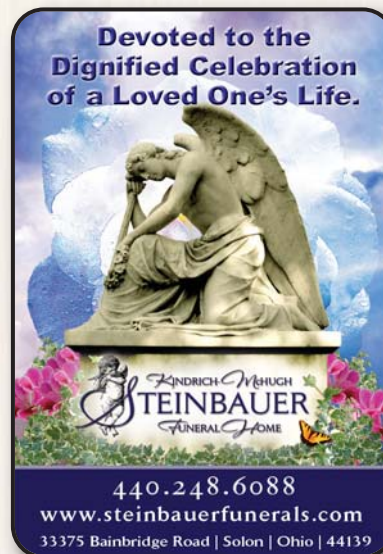
Sponsor since 2005



Sponsor since 1999



Sponsor since 1997



TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

<i>2013 Sponsor</i>	<i>Publisher</i>	<i>Advertiser Since</i>
Keri Memorial Funeral Home	NJODO	1992
Keri Memorial Funeral Home	NJOD2	1995
Par-Troy Funeral Home	NJODO	1995
Parsippany Funeral Service	NJODO	1995
Richards Funeral Home	NJOD2	1995
Whitham Kanapaux Funeral Home	NJODO	1996
Holmdel Mausoleum	NJSCH	1997
Kindrich-McHugh Steinbauer	OHCAS	1997
Bryant Funeral Home	MADRU	1998
Westchester Funeral Home, Inc	ILHUA	1998
Coxe & Graziano Funeral Home	NYHOE	1999
Dangler Funeral Home	NJODO	1999
Johnson Romito	OHCAS	2000
Todd Funeral Home	PADEB	2001
Morgan Funeral Home	NJODO	2002
Callanan-Cronin Funeral Home	MADRU	2003
Gallaway & Crane Funeral Home	NJOD2	2003
Bailey Funeral Home	NJODO	2004
Nickels & Andrade Funeral Home	OHCOF	2004
Adams Family Funeral Home, PA	MDNEL	2005
Beecher Funeral Home	NYHOE	2005
Bridgewater Funeral Home	NJOD2	2005
Dangler Funeral Home	NJOD2	2005
FROSTBURG MEMORIALS	MDNEL	2005
Bogner Family Funeral Home	OHCOF	2006
Kriegshauser West	MOROS	2007
Dovin and Reber Jones Funeral	OHCOF	2008
KANE FUNERAL HOME	CTSUS	2008
Layton Funeral Home	NJOD2	2008
Elk Grove Funeral Chapel	CACAR	2009
DiCicco & Sons Funeral Home	OHCAS	2009
Buridan Funeral Home	INTRA	2010

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2002

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www.netcongfuneral.com

Robert E. Kanapaux, Manager NJ Lic. No. 3215
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James Todd,
 Supervisor, Owner

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