

planner profiles

gift shops

in 2013 there are 47 gift shop 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
any purchase
of \$20 or more

- FREE Gift Wrapping
- FREE Personalizing
- Frequent Buyer Club

*Celebrating over 25 years
being Acton's Biggest
and Best Toy Store*

May not be combined with
any other offer. Expires 2/28/13

Learning Express
Toys ... Always the perfect toy

Gould's Plaza
250 Great Rd • Acton 263-4009

Sponsor since 2006

Leaf of Eve

*"a unique
boutique, tailor
shop & more"*

**We Have What
Women Want**

- Clothing
- Jewelry
- Handbags

Mon-Fri
9-6
Sat 9-3

149 N. Enola Dr
Enola • 732.2564
leafofeveonline.com

Sponsor since 2005

20% OFF
Scrapbooking Purchase
of \$10 or More

**Just a
Little Bit Moore**
Scrapbooking

A small illustration of an open scrapbook with various photos and papers inside.

831-4481
5623 East SR 144
Mooresville

Not valid with any other offer.
Valid 1/1/13 - 3/31/13 MO

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Learning Express	MAWIN	2004
Just a Little Bit Moore	INHES	2005
Mermaids Tale	OHCOF	2005
Kate & Company	RICEL	2006
Leaf of Eve	PAWEA	2006
All Things Possible	OHMAR	2010
H.S.B. Tobacconist	MOROS	2010
Turtle Toys of Clarkston	MIGOR	2010
Great Escape	KYAUS	2011
Vinaigrette	MNDYN	2011
Audrey's	ILPOD	2012
Beads and Brushstrokes	SCFER	2012
Best Comics	NYBAL	2012
Glass Onion Originals	NYHOE	2012
Greek Expressions	LAPLR	2012
Ma & Pa's	OHSIE	2012
Magdalen Place	LAGRE	2012
Robin's Country Crafts	MDNEL	2012
Savanna Design	ILPOD	2012
The Gift Shoppe / Family	NCEPL	2012
Trinkets and Treasures	NCMCC	2012
Vivian's Decor & Gifts	LAPLR	2012
Avon	NCEPL	2013
Bangles, Baskets & Scents	LAPLR	2013
Brandt's Candies	OHSIE	2013
Brewers Market	ONROY	2013
Busy Hands Yarn & Gifts	OHROB	2013
Catalpa Tree	INARM	2013
Chloe Rose Gifts	LAGRE	2013
Consider Boutique	KYAUS	2013
Dabblers Hobbies & Cafe	MAWIN	2013
Doc Popcorn	MOROS	2013

Sponsor since 2005

The Mermaid's Tale



Pandora • Vera Bradley & More
201 Church St • 988-7826
MermaidsTale.net

Sponsor since 2012

GREEK EXPRESSIONS



"Sorority & Fraternity Specialties"
Customized Greek Apparel
1019 East St. Mary Blvd.
Lafayette • 337-233-4163

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2006

Kate & Company



- ★ Clothing
- ★ Bath & Body
- ★ Gourmet
- ★ Jewelry
- ★ Home Accents

301 Hope St • Bristol
401-253-3117

Sponsor since 2006

\$20 OFF
Purchase of \$100 or more
\$10 OFF
Purchase of \$50 or more
\$5 OFF
Purchase of \$25 or more
Not valid on alterations or with other offers. expires 12-31-13

Leaf of Eve



"a unique boutique, tailor shop & more"

Clothing
Jewelry • Handbags
149 N. Enola Drive
Enola • 732.2564
LeafOfEveOnline.com

Sponsor since 2011

10% OFF
Entire Purchase
Not valid with other offers. Exp 12/31/13

Vinaigrette SW

Oil and vinegar to tap, taste and treasure

- Exquisite Extra Virgin Olive Oils
- Fused Extra Virgin Olive Oils
- Top Quality Vinegars
- Olive Oil Skin Care & Lotions

612-922-9192
5006 Xerxes Avenue S ~ Minneapolis
www.vinaigrettemn.com



TOWN PLANNER®
Your Community Calendar™

... the best location for your ad