

planner profiles

grocers

in 2013 there are 35 grocers 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 2001

**\$4.00
OFF**

**With Purchase of
\$30.00 or More**

*Call us for great
homemade catering!*

Rideout's



2736 N Ridge Road
Painesville

352-3600

Excludes items prohibited by law.
Valid January 2013 ONLY

Sponsor since 2005

\$10 OFF

Meat & Deli Only

Min. \$50 Purchase

- Full Grocery
- Prime Meats
- Full Deli Service
- We Deliver (Min. \$20)



Catering Available

**NEW
ROOSTER'S MARKET**

48 Gedney Way, WP

914-949-7202

Cannot be combined with any other offers.
Valid thru 12/31/2013

Sponsor since 2005

**\$5.00
OFF**

**Any purchase
over \$25.00**



**Whiteland
Orchard**

Over 30 Years

5559 N. Graham Rd
(1/2 Mile North
of Whiteland Rd.)

535-8495

One coupon per person.
Valid Jan 1 - May 31, 2013 only.

Sponsor since 2010

\$5 OFF

**PURCHASE OF
\$50 OR MORE**

One coupon per customer. Not to be
combined with other offers. Excludes
tobacco or alcohol. Purchase amt. =
pre tax total. Valid 1/1/13-1/31/13



Grocery, Specialty Meats,
Bakery, Catering,
Plate Lunches,
Large Selection of Wines

www.nunus.com

509 Lafayette St., Hwy 89
Youngsville • 856-6889

M-Sat 6:30am-9pm • Sun 7am-8pm

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Chip-In Farm	MAWIN	1998
Rideouts IGA	OHSIE	2001
Shop Rite /Glass Gardens, Inc.	NJODO	2001
Rooster's Market	NYHOE	2005
Whiteland Orchard	INMAR	2005
The Healthy Grocer	PAWEA	2007
Elliotts Natural Foods	CACAR	2009
Fitch's Corner Farmstand	NHSPE	2009
Grocery Outlet	CACAR	2009
RIDGEFIELD PRIME	CTSUS	2009
Shop Rite - Village	NJODO	2009
Four Oaks Farms	SCTAY	2010
Jack's Super Foodtown	NJODO	2010
Lewis Fresh Market	ILPOD	2010
NuNu's Fresh Market	LAGRE	2010
Earthly Goods Health Food Store	ILPOD	2011
Hall's Quality Meat Market	OHCOF	2011
Mustard Seed Market	OHLUB	2011
Mustard Seed Market	OHCAS	2011
Trombly Gardens Ilc	NHSPE	2011
Verrill Farm	MAWIN	2011
Cedar Creek Produce	INARM	2012
Chops Specialty Meats/ Railside	LAPLR	2012
Miller's Market	MDNEL	2012
NuNu's Country Market	LAGRE	2012
Rouse's	LAPLR	2012
Sassy Cow Creamery	WISTR	2012
Sentry Foods	WISTR	2012
Tom Friday's Market	PADEB	2012
Village Food Mart	MASTG	2012
Cafe Verde (S)	OHROB	2013
La Gaviota	INTRA	2013

Sponsor since 2009

15% OFF
Any Purchase
With coupon only. Excludes Cynthia Cooks items dairy, frozen or current red tag items.

Discount Days!
Thursday-Sunday
January 3-6, 2013

ELLIOTT'S
 **NATURAL FOODS**
Only at
3347 El Camino Ave
481-3173

"I would like to let you know how pleased I am with The Town Planner. We have a been a sponsor since 2009. Every year, our coupon redemption has 'doubled' from the previous year. This calendar continues to be our greatest marketing tool.

Our customers love these calendars, and come in asking us about the next delivery in great anticipation for their next calendar. I am happy to have just renewed our sponsorship for 2012."

Granger Elliot, Elliot's Natural Foods

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2007



Your Best Source For Everything Organic & Natural!

We make healthy... EASY!

- Organic & All Natural Groceries
- Natural Vitamins-Herbs-Homeopathy
- Healthy Deli & Juice Bar
- Wellness & Personal Care Items

CONVENIENCE • KNOWLEDGE • SERVICE

3800 Trindle Rd
Camp Hill • 737-5123

Shop Online:
www.thehealthygrocer.com

Sponsor since 2009

\$5 OFF
\$55 PURCHASE
1 COUPON PER VISIT.
VALID JAN 2013 ONLY • PLU #62342

GROCERY OUTLET
bargain market
845 Harbor Blvd • 372-6575

"This is my second year in our Local Town Planner and the response is still very good. I just signed for my third year and will be using the jr. coupons. The Town Planner has a long shelf life and has huseful information for our community."

Erick Flick
Grocery Outlet

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad