

planner profiles

hair salons

in 2013 there are 168 hair, nail & skin salon 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 1999

\$5 Off
Any Chemical Service
1 coupon per visit. Can't be combined with other offer. Exp. 12-31-13

Or
\$2 OFF
any Hair Cut

10% OFF Retail Products

HAIR SYMMETRY II
407 Chestnut Rd. • Sewickley
412-741-9660
Open: Mon & Fri 9-5
Tue-Wed-Thur 9-8 • Sat 8:30-3:30

Sponsor since 2000

\$300 OFF
Haircut & Blowdry
Professional haircuts for men, women & children
NO APPOINTMENT NECESSARY

**Great Clips**
for hair.

Redeemable only at
6384 SOM Ctr.
440-248-8748
Located next to Mr. Chicken
Mon.-Fri. 9-9, Sat. 8-6, Sun. 9-5
Offer expires April 30, 2013

Sponsor since 2003

Free Adult Cut & Shampoo
Purchase regularly priced cut, get your next cut free. 1st time customers only.

or \$2 OFF Adult Cut

Monday's Only
All Color Services \$40.00
Reg. price \$55.95 (Long Hair Extra)

Fantastic Sams
M-F 10-7 • Sat 9-5 • Sun 10-4
60 Beaverbrook Rd.
Shop-Rite Shopping Ctr.
973-696-4474
With coupon. Expires 12-31-13

Sponsor since 2005

\$10 off
Color or Highlight
EXPIRES 12-31-13

Spa Packages & Gift Certificates
Walk-Ins Welcome

Sass
Salon & Day Spa
Hair • Nails
Body • Skin
4931 Carlisle Pike • Mechanicsburg
612-0344
sassspaandsalon.com

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Hair Symetry II	PADEB	1999
Great Clips (Shorn Enterprises)	OHCAS	2000
Great Clips / House of Krauss	OHCAS	2000
Fantastic Sams	NJOD2	2001
Fantastic Sam's	PADEB	2003
S & S Beauty	NJWOR	2003
Vit-A-Life	NJODO	2003
Great Clips	OHSIE	2004
Super Cuts	NJSCH	2004
Jimmy V's Hair Styling	PADEB	2005
Lemon Tree	NYHOE	2005
Payal Beauty Parlour	NJODO	2005
Sass Salon & Day Spa	PAWEA	2006
Simply Swank	OHLUB	2006
Sport Clips- Springhurst	KYAUS	2006
The New You Hairstyling	PAWEA	2006
In Vogue Spa	MADRU	2007
SuperCuts	NJSCH	2007
Carol Martin SalonSpa	OHLUB	2008
Great Clips - Avon	OHCOF	2008
Sport Clips- St. Matthews	KYAUS	2008
SuperCuts	INDIG	2008
Beauty Chateau	CACAR	2009
Cuts N Curls	OHCAS	2009
Fantastic Sam's	MAWIN	2009
Great Clips - AL, AMH	OHCOF	2009
Great Clips	OHLUB	2009
Salina's Day Spa	INHES	2009
Crystal Nails	OHCAS	2010
Dani's Hair Loft	PADEB	2010
Great Clips- Zip Clips, Inc	KYAUS	2010
Mira Hair & Body Studio	OHLUB	2010

Sponsor since 2010

Beauty Love Integrity Serenity Sharing

Salon Bliss
Hair • Nails • Body

www.SalonBlissGurnee.com



Full Hair & Nail Care
Pedicures • Massage
Facials • Waxing
Body Treatments
Airbrush Tanning
Eyelash Extensions • Etc.

10% OFF
Any Single Service
With this ad. Valid Jan. 2013 only.
Not valid with any other offer.

7075 Grand Ave.
Gurnee
(in Gurnee Town Centre Mall)
847-336-4554

"As you know, this is our first year on the Town Planner calendar and we're definitely renewing! We've had a fantastic response to the coupons...they come back quite frequently. In fact we're getting back at least one a day. It's made a big splash!"

Lisa Ruley, Owner
Salon Bliss

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2006

The New You
Hairstyling Salon
& Gift Shop

Cards • Country Decor
Custom Florals & Candles

Walk-in or by Appt. Monday-Saturday

70 East Shady Lane
Enola • 732-2174

Sponsor since 2005



PAYAL "We Specialize in Eyebrow Threading"

Beauty Parlour

Services Include: Threading, Waxing, Facials,
Men & Women's Haircut & Style,
Color, Highlight, Perm, Henna Tattoo

Rt. 46 & 126 Baldwin Rd. • Parsippany
973-335-4929
www.PayalBeauty.com

Sponsor since 2005

WASH, CUT & BLOW DRY
\$17.99
LONG HAIR & CONDITIONER EXTRA

SINGLE PROCESS COLOR
\$50.00
INCLUDES CUT, BLOW, STYLE & CONDITIONER

Your Family Hair Salon
MEN • WOMEN • CHILDREN

LEMONTREE
YOUR FAMILY HAIR SALON

OPEN 7 DAYS & NIGHTS

381-2302
255 Mamaroneck Ave.
MAMARONECK
www.lemontree.com

Not to be combined with any other offer.
Valid JANUARY-FEBRUARY '13

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad