

# planner profiles

## nails

*in 2013 there are 168 skin, hair & nail 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 2010

**\$25<sup>00</sup>**  
**SHALLAC**  
**MANICURE**  
(\$5 extra for French)

**NE NAILS**

PROFESSIONAL NAIL SALON  
For Women, Men & Children

**910.383.6222**  
112R Village Rd • Leland  
Walk-ins & appointments  
welcome

**nenails.com**

Valid November 2013

Sponsor Since 2007

**\$3 Off**  
for any service over \$30  
**\$5 Off**  
for any service over \$40  
CANNOT BE COMBINED  
WITH OTHER OFFERS.  
Expires 12-31-13

**princess**  
Nail and Spa

**973.696.3613**  
Shop Rite Shopping Mall  
60 Beaverbrook Rd • Lincoln Park  
M-F 9:30-7:30 & Sat 9-6

Sponsor Since 2011

**\$5.00 OFF**  
**FACIAL**  
— OR —  
**\$2.00 OFF**  
**Eyebrow Wax**

*Nails on*  
*Main*

**Quality at the  
Right Price!**  
**248-922-7590**  
5797 S Main St ~ Clarkston  
(In the Rite-Aid Plaza)

One coupon per customer per visit. Not valid  
with other offers or specials. Cannot be used  
to purchase Gift Certificates. Valid 2013

Sponsor Since 2010

**\$10 off**  
Spa Pedicure  
and/or  
**\$5 off**  
Manicure

**mira**  
Look Beautiful, Live Beautiful.  
hair & body studio

3029 Smith Road  
Fairlawn

330-668-MIRA (6472)  
[www.mirastudio.com](http://www.mirastudio.com)

Expires 12-31-13  
May not be combined with other offers.

**TOWN PLANNER®**  
Your Community Calendar™

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
S & S Beauty	NJWOR	2003
Sass Salon & Day Spa	PAWEA	2006
Simply Swank	OHLUB	2006
In Vogue Spa	MADRU	2007
Princess Nails	NJOD2	2007
Carol Martin Salon Spa	OHLUB	2008
Beauty Chateau	CACAR	2009
Salina's Day Spa	INHES	2009
Crystal Nails	OHCAS	2010
Mira Hair & Body Studio	OHLUB	2010
NE Nails	NCPEL	2010
Nails of Mendham	NJODO	2010
Option Salon & Spa	OHCOF	2010
Salon Bliss	ILPOD	2010
Stylemasters	TNRHO	2010
Wave Salon & Spa	OHCOF	2010
A Heavenly Touch Spa	PAWEA	2011
Mary Kay	NCMCC	2011
Nails On Main	MIGOR	2011
Rejuvenation Spa	ONCIA	2011
Salon NV	NYBAL	2011
Skin to Adohr	CALUN	2011
Spa Nails	INTRA	2011
Total Dimension Salon	MIGOR	2011
Alleyene's	ONGOR	2012
Alluring Salon, Inc.	ILHUA	2012
Blush	NYHOE	2012
Dimensions in Black & White	NJOD2	2012
Elegante Nails	MADRU	2012
Palladio Nails & Day Spa	CACAR	2012
Star Nails	INARM	2012
Tropical Nails	CACAR	2012

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2012

**\$2 Off**  
any manicure

With coupon only. Not valid with other offers. Not valid towards gift certificates. Expires 12-31-13.

**Elegante Nails**

Manicures • Pedicures  
Shellac Manicures • Acrylics

798 Washington Street  
Holliston • Open Tues.-Sat.



Please Call For Appointment  
**508-429-1108**

Sponsor Since 2003

**10% OFF**

Next Purchase

**S&S**  
BEAUTY SUPPLY

Human Hair  
Cosmetics, Accessories  
Hair, Skin & Nail Care  
Products

973-763-8668  
119 S. Orange Ave.  
South Orange

Exp. 1/31/2013

Sponsor Since 2010

**\$2 off**  
Manicure or Fill  
reg: \$15.00 reg: \$18.00  
Valid with coupon only. Not valid with other offers.

**\$3 off**  
Any Service Over \$45  
Valid with coupon only. Not valid with other offers.

**Crystal Nails**  
Professional Nail Care

We also offer: Shellac • Eyebrow Waxing  
Gelish • Manicure • Pedicure  
Pink & White • UV Gel • Acrylic

**216-765-1224**  
4025 Richmond Rd.  
Harvard Park  
(Across from Tri-C and UH Ahuja Hospital)

Exp. 1/31/2013



Sponsor Since 2011

**Spa Nails**

Professional Nail Care & Waxing

**Spa Nails (219) 322-7615**  
735 Main Street, Schererville

**Spa Nails (219) 322-2422**  
1525 US Hwy 41, Schererville

**Lee Nails**  
2150 45th Street, Highland  
(219) 934-9999

WALK-INS WELCOME

- Manicures
- Pedicures • Waxing

Relaxing Massage Chairs



Sponsor Since 2006

Hair  
Nails  
Body  
Skin

**Sass**  
Salon & Day Spa

*get funky... get serious... get sass!*

Walk-Ins Welcome  
Spa Packages & Gift Certificates

**www.sassspaandsalon.com**

4931 Carlisle Pike • Mechanicsburg  
**612 • 0344**  
Across from the Hampden Centre



**TOWN PLANNER®**  
Your Community Calendar™

... the best location for your ad