

## heating & cooling

in 2007 there are 51 heating & cooling sponsors



Is a “brand” important to your success?

The first stage of branding is the point at which your brand begins to become imprinted in the public’s mind. Achieving top of mind awareness in your local market can be both quickened and heightened depending upon your choice of advertising. A daily presence in front of local residents will more quickly build your “personal identity” in the community.

Heating and cooling businesses throughout the country have found the value of being “on display, everyday”. The ability to display themselves and their message in the homes in their local market has proven to be 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. How do we know this? 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.

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.

## on display everyday

See The 2007 Ad Samples Book For Additional Ads

**SAVE \$50<sup>00</sup>**

On any new installation of  
**Furnace or Air Conditioner**

Not Valid With Any Other Offer  
C.O.D. for special prices

**bay** Since 1944  
HEATING & AIR CONDITIONING  
440-871-3777

Valid 2007 TP-1

Sponsor since 1988

**Foremost** 24 HOUR EMERGENCY SERVICE  
**SERVICES**  
PLUMBING • HEATING • AIR CONDITIONING

**973-442-4188**  
NJ Plumbing Lic#9141

<b>\$300 OFF</b> <b>Boiler Replacement</b> Some restrictions apply. Exp. 12/31/07	<b>\$200 OFF</b> <b>HOT AIR FURNACE OR A/C REPLACEMENT</b> Some restrictions apply. Exp. 12/31/07
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**\$50 OFF** Plumbing, Heating, A/C Service  
Some restrictions apply. Exp. 12/31/07

Sponsor since 1995

**SAVE! \$10**  
C.O.D. FOR SPECIAL PRICE

**On Any Service Call**  
GOOD THRU 12-31-2007  
**MOST MODELS**

**MCGEE**  
**HEATING & AIR CONDITIONING**  
ALIQUIPPA 724-375-7112  
OVER 40 YEARS EXPERIENCE

Sponsor since 1995

2007 Sponsor	Publisher	Advertiser Since
Bay Heating & Air Conditioning	OHCOF	1988
Alan Heating Air Conditioning,	ILBRA	1995
Foremost Services	NJODO	1995
McGee Heating & Air	PADEB	1995
Federal Heating & Air	MAWIN	1998
Paul's Heating & Cooling	ILBRA	1998
Scott Lee Heating	MOROS	1999
Gorjanc Heating & Cooling	OHCAS	2000
Jackson Comfort	OHCAS	2000
Snyder Air Conditioning	FLSIM	2001
Charles Bahr & Son	NJODO	2002
Carolina Cooling & Plumbing	SCKRA	2004
J & D Heating & Cooling	WIFLE	2004
Kayrouz Heating & Air (2)	KYAUS	2004
Region Oil	NJODO	2004
Click Energy Service	MOROS	2005
Crown Oil Corp.	NJODO	2005
Folkles Heating/Cooling & Burner	NYUNA	2005
Advanced Heating & Cooling/Fuel	NYUNA	2006
Aire Serv Heating & Cooling	INCRO	2006
B & E Air	NCSAR	2006
Chauvin Mechanical Inc.	VASSA	2006
Dixon Bros. Fuel Oil (Engleman	NJODO	2006
Estes Heating & Air	GAWAL	2006
Four Seasons Heating and Air	GADUN	2006
Fresh Air Weinrich	MOROS	2006
Henson Mechanical Heating and	GASOR	2006
Hixon & Bailey Heat & Air	GAMYE	2006
MTN Air	GAHAN	2006
McCalls Supply	SCKRA	2006
Reliable Comfort	INCRO	2006
ARS Service Express	NYHOE	2007
Air Tech Heating & Cooling, Inc	FLMCD	2007
Aircon Engineering	MDNEL	2007

Complete List of 2007 Sponsors Available Upon Request

**GORJANC**  
COMFORT SERVICE  
HEATING • COOLING • PLUMBING

**24 HOUR** 440.449.4411 www.gorjanc.com

12 February 2007  
Mr. Jeff Castora  
19907 Abigail Lane  
Strongsville, OH 44149

Dear Jeff,

Just wanted to let you know how well Town Planner has worked for us. We've been advertising together for the last five years and have always "felt" that it worked. Now, after implementing our new software and tracking our lead sources, I can tell you that it works. Period.

Top of mind awareness (TOMA). I can walk into our local dry cleaner or barber shop and see the Town Planner hanging on the wall with our banner ad and I can only smile and wonder how many impressions that it has made.

TOMA is great but the proof is in the sales that it has generated. Last year we had 73 Town Planner generated calls for sales of \$30,348.82. Of those, 57% were first time users of our services.

Town Planner allows us to target the communities we have a presence in as well as extend the shelf-life of our ads.

Jeff, keep up the good work ... and the results!

Sincerely,  
*Phillip J. Gorjanc*  
Phillip J. Gorjanc

**\$25 OFF** Hot Water Tank or Garbage Disposal  
**\$100 OFF** Furnace or Air Conditioning Installation  
**\$20 OFF** Any Service Heating, Plumbing, Cooling

207 Alpha Park • Highland Heights, Ohio 44143  
Phone (440) 449-4411 • (800) 692-2828 • Fax (440) 449-1077 • www.gorjanc.com

Sponsor since 2000

on display everyday

See The 2007 Ad Samples Book For More Ads

**FAMILY OWNED & OPERATED FOR 59 YRS.**

**Alan HEATING AIR CONDITIONING** Inc.

*Aprilaire*  
WHOLE HOUSE HUMIDIFIERS  
The Best Cure For Dryness®

• SALES • SERVICE • INSTALLATION  
**510 SPRING RD. (630) 833-1100**

Dave Lennox **PREMIER DEALER**  
**LENNOX**

Sponsor since 1995

**Thinking about air conditioning?**

It's easy with Federal Heating and Carrier. Plus...no payment for 6 months! Call for free estimate.

**781-721-2468** **Carrier** **FEDERAL**  
Federal Heating & Engineering Co., Inc.  
160 Cross Street, Winchester  
www.federalheat.com

Sponsor since 1998

up to  
**\$1000 OFF**  
Trane Rebate

**Complete Trane XLi System**

Valid Mar & Apr Only

**Snyder COMPANY**  
**AIR CONDITIONING**

FREE Estimates  
**641-0600**

Valid with Coupon. Not valid with other offers. Expires 4/30/07

Sponsor since 2001