

planner profiles

heating - cooling

in 2013 there are 74 heating - cooling 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

\$10⁰⁰ OFF

Summer Air Conditioning
Check & Service

KAYROUZ

HEATING
COOLING

Westinghouse

Serving St. Matthews
Since 1959

895-5155

Expires 10/01/13

Sponsor since 2010

Take Control of Your Heating Costs!

GEN 3 Model 1000
EdenPURE™

- Same Day Repair Service
- Local Delivery
- Factory Authorized Repair Center
- Rebuilt / Refurbished Units When Available

FARR TECH HEAT

SALES • SERVICE • PARTS

3537 Hartzdale Dr • Camp Hill
Monday-Friday 10-5 & Saturday 9-2

889.3960

FARRTECHHEAT.COM

Sponsor since 2000

JacksonComfort.com

\$20 off

**Furnace Heating
PRO Tune-Up
or PRO Repair**

"Be Safe & Save Money!"

"Mr. Comfort"
Paul Jackson

JACKSON
COMFORT SYSTEMS

Heating & Cooling Specialists

330-673-1222

Valid through 12/31/13
Not valid with other discounts

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Bay Heating & Air Conditioning	OHCOF	1988
Alan Heating Air Conditioning, Inc.	ILHUA	1995
McGee Heating & Air Conditioning	PADEB	1995
Gorjanc Heating & Cooling	OHCAS	2000
Jackson Comfort	OHCAS	2000
Kayrouz Heating & Air	KYAUS	2004
Crown Oil Corp.	NJODO	2005
Dixon Bros. Fuel Oil	NJODO	2005
Jackson Comfort	OHLUB	2005
Aircon Engineering, Bridgeport	MDNEL	2006
Click Energy Service	MOROS	2006
Aircon Engineering	MDNEL	2007
Beckwith Heating & Cooling, Inc.	OHLUB	2007
A.P. Cipriani Heating & Cooling	PADEB	2008
Heat & Cool LLC.	INHES	2008
Lew's Reliable Heat & A/C	OHSIE	2008
Slife Heating & Cooling	OHCOF	2008
Wood's Heating Service	RICEL	2008
AIR MD, LLC.	NJSCH	2009
CLASS ACT PLUMBING HEATING	CALUN	2009
Economy Heat and Air Conditioning	INHES	2009
Heating & Cooling Two, Inc.	MNDYN	2009
Marshall Mechanical	INCHE	2009
Art's Electric	WISTR	2010
B & W Plumbing, Heating, Air	INHES	2010
Cardinal Heating & Air Conditioning	WISTR	2010
Ductz	MOROS	2010
Farr Tech Heat	PAWEA	2010
Joe's Heating & Cooling	NJODO	2010
Total Comfort Solutions	INHES	2010
CASEY ENERGY CO., INC.	CTSUS	2011
Energy One Heating	OHCOF	2011

Sponsor since 1998

SAVE \$10⁰⁰
On Any Service Call
C.O.D. or Credit Card. Valid 2013. Not valid with other offers.

Since 1944
bay HEATING and AIR-CONDITIONING

MasterCard VISA

440-871-3777
www.BayFurnace.com

"Our QuickBooks program is making it easier to track our results, and it has been about ten years since we provided numbers for you. The following totals are for each different coupon offer.

\$10 off gas furnace tune-up - 68 calls - \$7,478.00
 \$50 off new installation - 14 calls - \$74,633.00
 \$5 off maintenance plan - 6 calls - \$1,113.80
 \$7 off any service call - 65 calls - \$9,251.50
 20% off air filters - 25 calls - \$2,122.00

178 total services calls - after coupon discounts:
 \$94,597.00

After 20 years of sponsorship of our Local Town Planner program, the results are as powerful as ever."

Kori Szabo
Bay Heating & Air Conditioning

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2008

WOOD'S HEATING SERVICE
Experience the Difference
 Building Relationships for Over 85 Years

Automatic Oil Delivery
 Easy-Pay Plans
 Price Ceiling Plans
 Emergency Service and Contracts

"Carrying on the Family Tradition of Dependable Delivery and Service"

Wendy Wood, President
 22 Almeida Ave • East Providence, RI
 401-434-1487 • WoodsHeating.com
 Use Our Coupons for EXTRA Savings

Sponsor since 2000

\$30 OFF
 next service call
\$100 OFF
 new furnace or air conditioner

GORJANC
 COMFORT SERVICES
 Heating • Cooling • Plumbing
 Setting the Standard For Comfort
Heating • Cooling Plumbing
440-449-4411
www.gorjanc.com

Not valid with any other offer
 Valid through December 2013

MasterCard VISA DISCOVER AMERICAN EXPRESS

Sponsor since 2010

\$10.00 OFF
ANY SERVICE CALL
Not to be used with maintenance plans

Cardinal
 Heating & Air Conditioning
 Since 1984

✓ Residential & Commercial
 ✓ Furnace & AC Replacement
 ✓ Solar Heating & Solar Electric
 ✓ 24/7 Emergency Service

Whatever it takes:
 Bryant
 Heating & Cooling Systems

837-9367
www.cardinalhvac.com
Not valid with any other offers.
 Expires 12/31/13

"Just want to give you a quick update on our 2010 Coupon Program with the Town Planner! We received \$410 worth of coupons from new & existing customers. So, our total cost for the program was \$1,310.

The total sales we received from those calls was roughly \$22,000. Minus all of the business expenses out of that total, and I think we did pretty good! We've received a couple of coupons already from the new 2011 calendar and we are looking forward to some more!"

Beth
Cardinal Heating & Air Conditioning

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad