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





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



"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.

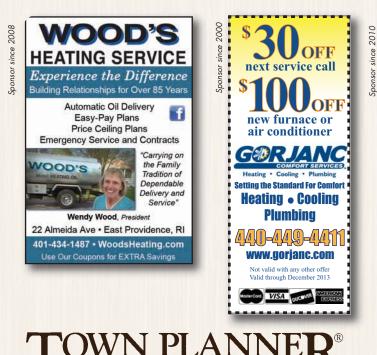
\$10 off gas furnace tune-up - 68 calls - \$7,478.00 \$50 off new installation - 14 calls - \$74,633.00 \$5 off maintenance plan - 6 calls - \$1,113.80 \$7 off any service call - 65 calls - \$9,251.50 20% off air filters - 25 calls - \$2,122.00

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



Your Community Calendar

ANY SERVICE CALL I. 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 bryant 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 work 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 coupole of coupons already from the new 2011 calendar and we are looking forward to some more!"

Beth Cardinal Heating & Air Conditioning

... the best location for your ad