planner profiles home improvement

in 2013 there are 98 home improvement sponsors

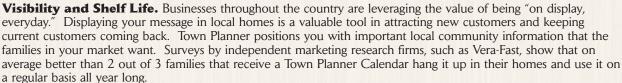
"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketina have remained the same."

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



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.

"personal identity" in the community.

See The 2013 Ad Samples Book For Additional Ads

DON LUBY

ROOFING & CONTRACTING, INC.

SLATE • TILE • CEDAR ROOFS ONE-PLY ROOF SYSTEMS ALL COPPER WORK REPAIRED & INSTALLED

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BASEMENT WATERPROOFING CHIMNEYS REBUILT ALL TYPES OF MASONRY WORK

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Previous sales excluded.



Your Community Calendar

...we put you on display, everyday!

2010.0	D / // /	
2013 Sponsor	Publisher	Advertiser Since
Don Luby Roofing	NJODO	1996
Allocco Driveway Co., INC.	NJOD2	1997
R.A. Kaflas Home Improvement	OHCOF	1997
Caldwell Paintland	NJODO	2001
LIMA CERAMIC TILE	CTSUS	2001
Arrowhead Roofing	NJODO	2002
Ace Aluminum	NJSCH	2005
Debsan	MADRU	2005
Mr. Fence	NJSCH	2005
Town & Country Roofing	NJODO	2005
Dome & Sullivan Tree Experts	NJODO	2006
Duncan Door Services, Inc.	MOROS	2006
Good Brothers Flooring Plus	CALUN	2006
Guhde Flooring	OHSIE	2006
Jarella Construction	NJODO	2007
Precision Overhead Garage Door	PADEB	2007
Embers Custom Fireplace	OHSIE	2008
Rocklin Glass and Mirror	CALUN	2008
Shark Tree Service	NJODO	2008
Anello Fence	NJODO	2009
S&J Home Improvement	NJODO	2009
Banter Floors	INTRA	2010
Barrington Carpet & Flooring Desig	n OHLUB	2010
Burke Painting	KYAUS	2010
DreamMaker Bath & Kitchen	WISTR	2010
Encore Construction	MADRU	2010
GUTTER GUYS, LLC	CTSUS	2010
Kitchen Kraftsman	NJSCH	2010
Mint Hill Cabinets	NCMCC	2010
Awning Design Central	NJOD2	2011
Better View Windows & Doors	PAWEA	2011
Capital Flooring & Design	CACAR	2011

Complete List of 2013 Sponsors Available Upon Request

R.A. Kalfas

Room Additions
Decks • Basements
Kitchens • Bathrooms
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12001 Prospect
Strongsville
440-238-5498

www.rakalfas.com





"If anyone tells you they don't think the Town Planner will work, send them to me. It is one of the most effective forms of advertising that I have done. I track where leads come from and \$1,000 worth of Town Planner advertising generated \$119,611 worth of sales. I'm glad I diverted marketing dollars away from "the other" advertising medium and invested it in the Town Planner."

Jeremy Woldt, Owner/President DreamMaker Bath & Kitchen



"I have been in business for over 30 years in the Treasure Valley primarily as a drywall/construction remodel contractor. During this time, I have advertised with a wide spectrum of companies with varying results. During these challenging times it is important to me to select advertising that will bring the most customers and also keep costs down.

Without question, it has been my pleasure to have the opportuinity to be represented in the Town Planner as I continue to gain customers and referrals from the advertising I have entrusted with this publication. The Town Planner is a well represented and widely distributed publication that has become a key partner in the ongoing success of my business."

William Carpenter, Owner Bill Carpenter Drywall

