

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 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 1996

DON LUBY ROOFING & CONTRACTING, INC.

SLATE • TILE • CEDAR ROOFS
ONE-PLY ROOF SYSTEMS
ALL COPPER WORK
REPAIRED & INSTALLED
DOORS & WINDOWS INSTALLED
BASEMENT WATERPROOFING
CHIMNEYS REBUILT
ALL TYPES OF MASONRY WORK

11 High St., Nutley
973-667-3768

Sponsor since 2008

\$2.00 OFF Propane Refills EMBERS

Custom Fireplace
& Gas Products
Woodburning & Gas Custom Fireplaces
Gas Logs • Inserts • Gas Heaters
Gas Grills • Grill Parts & Accessories
Service & Installation

9684 Mentor Ave • Mentor
440-350-8350
www.embersinc.com

Not valid with other offers or
discounts. 1 coupon per person.
Previous sales excluded.
Valid 2013

Sponsor since 2001

10% OFF Ceramic & Porcelain Tile

In Stock Only Expires 12/31/13

FACTORY DIRECT



• Marble • Granite • Limestone
• Glass Mosaic • Tumbled Stone

LIMA CERAMIC TILE

Visit Our Large Showroom
24 Magee Ave. Stamford

203-325-9577
limaceramictile.com

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Don Luby Roofing	NJODO	1996
Allocco Driveway Co., INC.	NJOD2	1997
R.A. Kafkas 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 Design	OHLUB	2010
Burke Painting	KYAUS	2010
DreamMaker Bath & Kitchen	WISTR	2010
Encore Construction	MADRU	2010
GUTTER GUYS, LLC	CTSUS	2010
Kitchen Craftsman	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

Sponsor since 1997

R.A. Kafkas
Construction
Home Improvement

Room Additions
Decks • Basements
Kitchens • Bathrooms
Remodeling

12001 Prospect
Strongsville

440-238-5498
www.rakalfas.com

Sponsor since 2001

\$1.00 OFF
EVERY GALLON OF
BENJAMIN MOORE PAINT
(Excluding Aura) (No Limit)
ADDITIONAL 5% OFF
OUR DISCOUNTED
WALL COVERINGS

Benjamin Moore
Paints

Discounts on
Select Wall Coverings
& Window Treatments

PAINTLAND
311 Bloomfield Ave.
Caldwell
973-226-7916

Cannot be combined with other offers. Exp. 12/31/13

TOWN PLANNER®
Your Community Calendar™

Sponsor since 2010

DreamMaker Bath & Kitchen
"Enhancing Lives, Improving Homes™"

Friendly, Personal Service
Uncompromising Craftsmanship

837-6312
DreammakerWI.com
526 Commercial Ave • Sun Prairie

"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

Bill Carpenter Drywall
FREE ESTIMATES
Residential • Remodels • Repairs

Boise
Meridian
Eagle

440-4134
32 YEARS EXPERIENCE!

"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 opportunity 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

... the best location for your ad