

planner profiles

ice cream

in 2013 there are 91 ice cream 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 1997



Grill & Chill
FREE GRILL BURGER
Buy One, Get One FREE!
Valid 2013



24579 Lorain Rd
Corner of Lorain & Columbia Rd

Sponsor since 1997

FREE SMALL SUNDAE

Buy One Banana Split And Get One Small Plain Sundae FREE! No substitutions

- ★ Soft Serve Ice Cream
- ★ Sugar Free, Non-Fat Yogurt Daily
- ★ Ice Cream Cakes
- ★ Hot Food Made To Order

Try our Wall of Fame
Big Joe Sundae
Over 1/2 Gallon of Ice Cream Fun

REMEMBER WHEN
rememberwhenicecream.com
"Home of Pittsburgh's Largest Ice Cream Cone"
3860 Chartiers Ave
412-331-2234 • Windgap
1 coupon per customer. Not valid w/ other offers. GOOD THRU 9-30-2013

Sponsor since 2000

FAMILY MEAL \$19.99
Broaster Chicken 8 Pc Bucket
Large Fries • 2 Sides Cole Slaw
With coupon. One coupon per visit. Cannot combine with other offers. Exp. 1-31-13

TASTY TREAT

Eat In or Take Out
Quality Food & Great Prices



fresh fried seafood
Broaster recipe chicken • salad
burgers • hot dogs & more!
OPEN DAILY ALL YEAR 11am-10pm
16 West Union St.
Rte. 135 • Ashland
508-881-1224
www.tt-mg.com

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
DQ Grill & Chill	OHCOF	1997
Remember When	PADEB	1997
Bedford Farms	MAWIN	1999
Dairy Queen - Bay Village	OHCOF	2000
Dairy Queen - North Ridgeville	OHCOF	2000
Dairy Queen	PADEB	2000
Tasty Treat	MADRU	2000
Longford's Ice Cream - Rye	NYHOE	2002
Baskin Robbins	TNRHO	2003
Cliff's Ice Cream	NJODO	2003
Dairy Queen - Brownsburg	INHES	2006
Dairy Queen - Strongsville	OHCOF	2006
Keystone Candies and Gifts	MDNEL	2006
Hayward's Ice Cream (Nashua)	NHSPE	2007
Hershey's of Hudson	OHLUB	2007
Rita's (IceTease Ltd)	OHLUB	2007
Dairy Queen	OHCAS	2008
Honey Treat Yogurt	CALUN	2008
Vics Ice Cream	CACAR	2008
Adele's Frozen Custard	MNDYN	2009
Boba Tea House	CACAR	2009
Dairy Queen	MNDYN	2009
Page's	MDNEL	2009
Big Kahuna Yogurt West Sac.	CACAR	2010
Cold Stone Creamery	INTRA	2010
Culver's	INARM	2010
Leatherby's Elk Grove	CACAR	2010
Leatherby's	CACAR	2010
River City Gift Shoppe (Judy's)	OHLUB	2010
Ben & Jerry's	MOROS	2011
Bridgeport Dairy Queen	MDNEL	2011
Bruster's Ice Cream	PAFIO	2011

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2003

\$3 OFF
ANY ICE
CREAM CAKE
9" or Larger



1475 Rt. 46 • Ledgewood
973-584-9721
cliffsicecream.com

May not be combined with any other offer. Valid JAN 2013

Sponsor since 2006

\$1.00 OFF
Any Blizzard



705 E. Main St
Brownsburg
852-4195

Limit 1 per coupon. Coupon may not be combined with other offers. Expires 12-31-13

Sponsor since 2010

FREE
Rachel's Sundae
Buy 1, get 1 Free!

Not valid w/other offers. 1 per customer. VALID JAN & FEB 2013 ONLY



- Homemade Ice Cream
- Homemade Sauces
- Sandwiches

2333 Arden Way
Sacramento • 916-920-8382

"We just ran a few coupons and the response has been TREMENDOUS! So much so, we have quit counting!"

Your calendar has brought us not only repeat customers, but has also brought in many new customers."

Sally Leatherby
Leatherby's
Family
Creamery

Sponsor since 2010

Valentine's Day Special!
\$3 OFF
Ice Cream Cake
8" or larger



Something Different
704 W Main St
Sun Prairie
837-6011

Not valid with any other offers. Valid 2013

"We have found great success with our use of the Town Planner Calendar and it's coupons.

In the current economy consumers are clipping and using coupons more than ever. Not a day goes by that we do

not receive coupons from the Town Planner. We find it is an effective way to advertise by targeting 6 months that include our big cake holidays for the cake coupons, and other months that we want to drive sales with Blizzard Coupons....we find the Town Planner to be a great value!"

Diane & Greg Mosso
Sun Prairie Dairy Queen

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad