

planner profiles

insurance

in 2013 there are 169 insurance 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

Consultative Insurance Group

AUTO • HOME
LIFE • HEALTH

440-234-0305



Ron Smith



Nationwide
Insurance

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www.consultativeinsurance.com

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independent insurance agent.™

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Lyndhurst, OH 44124

Sponsor since 1999



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INSURANCE

*Family owned business serving
the community for over 50 years*



INSURANCE
698-1373
116 Mamaroneck Ave.
Mamaroneck
www.palanciainsurance.com



TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Consultative Insurance Group	OHCOF	1991
STAMFORD INSURANCE GROUP	CTSUS	1992
State Farm Insurance	NJODO	1992
AAA Insurance	MOROS	1995
Ahearn Insurance Agency	MADRU	1998
Albert Palancia Agency, Inc.	NYHOE	1999
Prudence Financial	MADRU	1999
Alpiar & Papa Insurance Agency	NYHOE	2000
H. E. Colwell & Sons, Inc.	NYHOE	2000
Mike Bambrick	OHCAS	2000
Vreeland Insurance	NJODO	2000
Allstate Insurance	NJODO	2001
Edward Jones	WIFLE	2001
Great Lakes Financial Co.	OHCAS	2001
State Farm Insurance	WIFLE	2001
BOCCAROSSA INSURANCE	CTSUS	2003
Cisar Insurance	OHCAS	2003
DS Financial	PADEB	2003
Kentucky Farm Bureau-Thompson	KYAUS	2003
Nationwide Insurance-Ditsler	KYAUS	2003
State Farm	WIFLE	2003
Weber Insurance Agency	PADEB	2003
Wharton Insurance	NJODO	2003
STATE FARM INSURANCE	CTSUS	2004
Harris-Elliott-Mackay	MDNEL	2005
State Farm Insurance	MDNEL	2005
State Farm Insurance	INMAR	2005
American Family Insurance	INHES	2006
Cardinal Insurance	INMAR	2006
Kentucky Farm Bureau Ins- Cox	KYAUS	2006
Lincoln Financial	MOROS	2006
Northeast Insurance Inc.	WIFLE	2006

Sponsor since 2007

OUR TWO FAVORITE WORDS:
DESIGNATED DRIVER

Celebrate the new year safely.
Don't drink and drive.

Call 859.253.1371 or
visit creechandstafford.com.

 CREECH & STAFFORD
Insurance Agency, Inc.

 Grange
Insurance

"As you know, the "branding" of your company is very difficult and can be very expensive. Creech and Stafford is an independent full service insurance agency and we wanted to expand the awareness to our community here in Central Kentucky...Our name awareness has grown to the effectiveness to the Town Planner."

Lloyd Stafford, Partner
Creech & Stafford Insurance Agency, Inc.

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2003

AUTO | HOME | LIFE | BUSINESS | A MEMBER SERVICE | KYFB.COM

**Without a great agent,
great rates mean virtually nothing.**





Robin Thompson
Agency Manager
10518 Watterson Trail, Jeffersonton
266-6610

KENTUCKY FARM BUREAU  INSURANCE

Sponsor since 2008

BLAINE CHRISTENSEN
INSURANCE AGENCY

 Liberty Mutual
INSURANCE



- Business Insurance
- Commercial Insurance
- Workers Comp
- Commercial Auto
- Liability
- Auto
- Home
- Boats
- RVs
- Bonds
- Health

Jan Christensen - 36 YEARS EXPERIENCE

Call 345-6852

"I wanted to let you know that the Town Planner Calendar works. When you first approached me about signing up with your company I was leery. I am here to say it works and I will continue to advertise in the calendar. I receive calls generated from the ad in the calendar almost weekly or someone says they know me. When in actuality, I am the pin up in their house or business, which opens the door to their insurance needs."

Jan Christesen,
President/CEO
Christensen & Associates
Insurance Agency

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad