

planner profiles

lawn and garden

in 2013 there are 33 lawn and garden 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 2005

\$2 OFF
YOUR CHOICE
HANGING BASKET



Gary Greenhouse, Inc.



4706 Bluff Rd • Indianapolis
317-786-0917
Not to be combined with any other discount offer. Valid 5/1/13 - 5/31/13

Sponsor since 2011

ONE FREE
4" PERENNIAL
with purchase



440-259-5252
3059 North Ridge Rd • Perry
gilsongardens.biz
Not valid with other offers.
Good for May and June 2013 ONLY

Sponsor since 2009

\$5.00 OFF
any order of \$25 or more
A Place For Gardeners



• Annuals • Perennials • Trees •
• Shrubs • Boxwoods •
• Gift Shop • Pottery •

CALL FOR HOURS
340 Peaceable St • Ridgefield
203-894-1480
With coupon only. Can not be combined with other offers. Valid - March 2013

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

| 2013 Sponsor | Publisher | Advertiser Since |
|-----------------------------------|-----------|------------------|
| T&S Mower | OHCOF | 1991 |
| Concurso's Garden Center | NJODO | 1995 |
| Vern Goers Greenhouse, Inc. | ILHUA | 1998 |
| El-Mel | MOROS | 2003 |
| Cricket Yard Equipment | OHCOF | 2005 |
| Gary Greenhouse | INMAR | 2005 |
| Cahoon Nursery | OHCOF | 2006 |
| Crystal Garden & Landscape Supply | PADEB | 2006 |
| Pine Valley Tree Service | NJOD2 | 2006 |
| Pleasant Valley Greenhouse | MDNEL | 2006 |
| Turf Equipment Plus | MAWIN | 2006 |
| Mapleside Small Engine Repair | MDNEL | 2007 |
| Anello Fence | NJOD2 | 2008 |
| Larry's Bellevue Gardens | WIFLE | 2008 |
| Amherst Garden Ctr & Flower Shop | NHSPE | 2009 |
| Blue Seal Feeds, Inc. | NHSPE | 2009 |
| Dean's Greenhouse | OHCOF | 2009 |
| PEACEABLE FARMS | CTSUS | 2009 |
| Clapper's | MADRU | 2010 |
| Como & Sons | NJOD2 | 2011 |
| Edgewood Feed & Seed | INMAR | 2011 |
| Gilson Gardens | OHSIE | 2011 |
| Green Acres Garden Center | MDNEL | 2011 |
| Lake Erie Lawn & Garden | OHSIE | 2011 |
| The Mulch Depot - Dan Como & Sons | NJODO | 2011 |
| Weingartz | MIGOR | 2011 |
| America's Best Flowers | WISTR | 2012 |
| Bio-Turf LLC | MIMCI | 2012 |
| Dodds and Eder | NYBAL | 2012 |
| Hausermann Garden Center | ILHUA | 2012 |
| Leo's | INTRA | 2012 |
| Sixteen Acres Garden Center, Inc. | MASTG | 2012 |

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2006

TORO Count on it.

Patented Power Curve® Rotor System cleans down to the pavement



TURF
equipment

280 Blanchard Rd., Belmont
617-484-1442
Sales • Service • Parts
Outdoor Power Equipment
Lawnmowers • Snowblowers • Trimmers • Etc.

Sponsor since 1991

FREE
Quart of Bar Oil
With any Saw Chain
purchase at regular price
One coupon per customer. Valid 2013



T&S
MOWER
235-4317
25438 Sprague at Columbia
tismower.com

Sponsor since 2006

\$10 OFF
Any Purchase
of \$100 or more
Limit 1 coupon per order. Exp. 12-31-13

**Largest Variety of
Landscape Supplies
In The Area!**

- Top Soil
- Decorative Stone
- Natural Stone
- Bagged Products
- Cord Wood



Crystal
GARDEN &
LANDSCAPE SUPPLY
1795 BRODHEAD RD
MOON TWP
724-457-7000
724-378-2000

Sponsor since 2006



Extensive selection of Trees, Shrubs, Annuals, and Perennials, Gardening Supplies Open Year Round

Pleasant Valley Greenhouse

"Rooted in Quality"
2224 Pleasant Valley Rd. Oakland
South on 219 3 miles to Paul Friend Rd.
to Left on Pleasant Valley Rd.
See our Coupons in the calendar
301-334-0787

"Just a short note to let you know how pleased I am with the results from our participation in the Town Planner. We began seeing results as soon as our season began, and I would definitely say it was a huge success! We are seeing both existing customers redeem our coupons, as well as many new customers who found us because of our display and coupon ads in the calendar. The Town Planner is a great way to bring in customers. It is nice to know that people will be seeing my business on a daily basis in so many Garrett County homes. You really meant it when you said "on display everyday!""

Robert Brenneman
Pleasant Valley Greenhouse

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad