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.

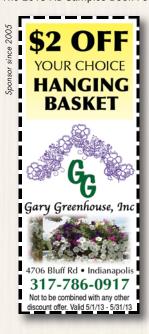


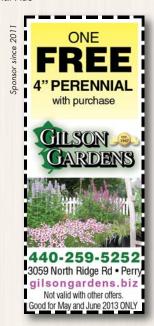
Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more 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







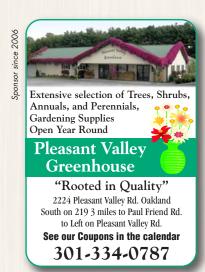


2013 Sponsor	Publisher	Advertiser Since
T&S Mower	OHCOF	1991
Condurso's Garden Center	NJODO	1995
Vern Goers Greenhouse, Inc.	ILHUA	1998
El-Mel	MOROS	2003
Cricket Yard Equipment	OHCOF	2005
Gary Greenhouse	INMAR	2005
Cahoon Nursery	OHCOF	2006
Crystal Garden & Landscape Supply	PADEB	2006
Pine Valley Tree 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







"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



