

# planner profiles

## limo-taxi

*in 2013 there are 16 limo-taxi 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 2009

**DFR LIMOUSINE  
SERVICE**



- Prompt Reliable Service
- Airport
- Corporate Service

**914-833-0050**  
**dfrlimo.com**

Sponsor since 2013

**\$10 OFF**  
**Any One Way  
Airport Trip**  
*Excludes Westchester*



**Airport Service**  
**Local & Long Distance**  
**Prompt Reliable Service**

**Pleasantville 914-610-8668**  
**Hawthorne 914-703-7999**

**CAR SERVICE**  
at The Hawthorne RR Station

Not to be combined with any other offer. Expires 12/31/13

Sponsor since 2012

**\$1.00 OFF**  
**Any Ride**

Cash Only. Not to be combined with any other offer. Must present coupon to driver. Expires 12/31/13

**AAA TAXI  
AND AIRPORT SERVICE**



**24/7**

**516-328-8888**  
**www.aaataxili.com**

**TOWN PLANNER®**  
Your Community Calendar™

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
REGENCY LIMOUSINE COMPANY	CTSUS	1992
Central Taxi	NYHOE	1998
Tommy's Taxi	MADRU	1998
LakeTran	OHSIE	2004
DFR Limousine Services, Co.	NYHOE	2009
Montclair Car Service	NJODO	2011
AAA Taxi	NYBAL	2012
American Coach Limousine	ILPOD	2012
Changebridge Sedan	NJODO	2012
ALL STAR LIMO	NYBAL	2013
Amore Limousine Service	NJODO	2013
CTNY LIMOUSINE	CTSUS	2013
Chester Limousine	NJODO	2013
Green Team Cab Corp	NYHOE	2013
Pleasantville Car Service	NYHOE	2013
SKY BLUE LIMOUSINE	CTSUS	2013


Sponsor since 1998

**CENTRAL TAXI**  
**AIRPORT & LOCAL SERVICE**  
**723-0016**  
*at the Scarsdale station*

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2012

**AAA TAXI**  
**AND AIRPORT SERVICE**  
 You're on the way with Triple A



**24/7**  
 Drivers Wanted

- Door to Door Pick-Up and Drop Off
- All Piers and More

**516-328-8888**  
[www.aaataxili.com](http://www.aaataxili.com)

Sponsor since 1992

*Regency Limousine, Inc.* **Our 80<sup>th</sup> Anniversary**



**Door-To-Door 24 Hours A Day**  
 To All Airports, Piers and Theatres  
 New York City - Corporate Accounts,  
 Weddings & Special Occasions  
**Sedans - Limos & 10 Pass. Vans**  
**203-655-6369**  
**1-800-243-5606**  
[service@regencylimousine.com](mailto:service@regencylimousine.com)  
[www.regencylimousine.com](http://www.regencylimousine.com)

MasterCard VISA AMERICAN EXPRESS

Sponsor since 2013

**TAXI SERVICE**   
**GREENTEAM**  
 DO YOU GO GREEN 24/7

- Airports
- Special Events
- House Accounts
- SUVs Available



Located at New Rochelle RR Station  
**914.576.1200**  
[www.GreenTeamTaxi.com](http://www.GreenTeamTaxi.com)

Sponsor since 2013

*Chester Limousine*  
 Local & Long Distance Trips & All Airports  
 EWR / JFK / LGA / PA

- VIP Services
- Restaurants
- Pick Up & Drop Offs
- Sweet 16
- Weddings
- Proms
- Out of Towns



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**TOWN PLANNER<sup>®</sup>**  
*Your Community Calendar<sup>™</sup>*

*... the best location for your ad*