

planner profiles

maid service

in 2013 there are 26 cleaning service 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 2011



**2 MOMS
& A MOP**
YOUR CLEANING EXPERTS



*Because you
have more
important
things to do!*

248-714-5742
317 Union Street, Suite G • Milford
www.2-moms.com

Sponsor Since 2011



**GET YOUR HOUSE IN SHAPE
FOR SUMMER PARTY SEASON.**

Call now for your free estimate
952-929-6243
www.MAIDS.com

The Maids

Proud members of Better Business Bureau
and Cleaning for a Reason.

Sponsor Since 1995

**HOUSE
CLEANING
\$10 OFF**
(New Customers Only)

**BURRINI
& DAUGHTERS**

**PRIVATE HOME
CLEANING SERVICES**

A Cleaning Company
You Can Trust!

DEPENDABLE & PROMPT
WEEKLY/BI-WEEKLY
1 X CLEANING

RANDOLPH
973-895-5599
burrinicleaningservices.com
Expires 12/31/13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Burrini & Daughters	NJODO	1995
Merry Maids	OHCOF	2001
The Cleaning Authority	IDSMI	2004
Merry Maids-Montclair S.	NJODO	2006
Maxim Cleaning Contractors, Inc.	OHLUB	2010
2 Moms & A Mop	MIGOR	2011
Clarkston Cleaning Services	MIGOR	2011
Constant Clean	INTRA	2011
Excel Cleaning Inc.	MOROS	2011
Molly Maid	MNDYN	2011
Northstar Janitorial	NJSCH	2011
The Maids	MNDYN	2011
A Clean Sweep, Inc.	ILPOD	2013
A Mother's Touch	NCMCC	2013
AB Polish Cleaning Service	NJSCH	2013
Above & Beyond Cleaners	INMAR	2013
Bella Cleaning	NYBAL	2013
D's Dust Bunnies, Inc.	ILPOD	2013
DLC Janitorial	INTRA	2013
Fish Window Cleaning	AZLAB	2013
Halina's Polish Cleaning Service	NJSCH	2013
Molly Maid	MNDYN	2013
Personal Touch PA	PAWEA	2013
Precision Window Cleaning	WISTR	2013
Tidy Maids	OHLUB	2013
Ursula's Cleaning Service	NJSCH	2013

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2004

\$50 OFF

REGULAR SERVICE House Cleaning

\$25 OFF OFF YOUR FIRST 2 CLEANS
WITH WEEKLY OR BI-WEEKLY SERVICE

323-0600

Boise.TheCleaningAuthority.com

The Cleaning Authority
Clean Homes. Clean Earth.

BBB
A+ Accredited Business

New or returning customers. Not valid with any other offer.
Please present before first cleaning • Valid 2013

"I wanted to thank you for your continued great service and quality product. With the recession upon us I find I use an even larger microscope than usual to monitor my marketing dollars. It is very important for me to know I am getting a worthwhile return on my investment. I am happy to say that the Town Planner Calendar passes the yet again!"

**Heidi and Nate Haismaler, Owners
The Cleaning Authority**

Sponsor Since 2011

Constant Clean

MAID SERVICE

*Cleaning Your World One Room at a Time.
(Since 1983)*

\$25 OFF!

Deep Clean of Entire Home

Not valid with any other offer or discount.
Minimum charges apply.
Valid thru 12.31.13 W/coupon.

219.836.2650 Munster
219.662.6243 Crown Point
www.constantclean.com

Sponsor Since 2011

\$50.00 OFF

Regular Service

(\$25 Off 1st & 3rd Regularly Scheduled Cleaning)

Get the Pink Glove Treatment!®

952-746-4999

www.MollyMaid.com

2 hour minimum, new customers only.
Not valid with other offers. Valid 2013

"The year had not even started and my phone was already ringing. That was a positive confirmation that my decision to advertise in the Town Planner Community Calendar was a smart move. It is also, in part, what led me to both renew for 2012 and expand into a neighboring edition."

**Liz Schoenecker, Owner
Molly Maid of Bloomington**

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad