

planner profiles

medical-other

in 2013 there are 65 medical-other 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

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TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Avon Chiropractic Center	OHCOF	2002
Warren Dermatology	NJOD2	2005
Allegany Imaging	MDNEL	2006
Eric Stocker, O.D.	OHCOF	2006
Oakland MRI & Diagnostics, LLC	MDNEL	2006
Beaver Co. Cancer & Heart Assoc.	PADEB	2007
Advantage Hearing Center	INTRA	2009
Carpenter Ear & Hearing Center	WIFLE	2009
Health Care Connections	RICEL	2009
Visiting Angels	MAWIN	2009
Advanced Laser Clinics	ILPOD	2010
Bradley-Bay Health Center	OHCOF	2010
Cumberland Mental Health Services	TNRHO	2010
IU Health West Hospital	INHES	2010
MaryAnn's Family Hearing	OHSIE	2010
Partners In Rehab	MDNEL	2010
University Hospitals-Hudson	OHLUB	2010
Channel for Healing	NCPEL	2011
Complete Laser Clinic	NCMCC	2011
Hackettstown Diagnostics Imaging	NJODO	2011
New Care, LLC	RICEL	2011
Partnership for a Healthy Johnson Co.	INMAR	2011
Sutter Express Care	CALUN	2011
West County EMS & Fire	MOROS	2011
Western Maryland Medical Supply	MDNEL	2011
Accucenter Pain Clinic	ILPOD	2012
Anchor Healthcare	MOROS	2012
Bayada Nurses Home Care Spec.	MOROS	2012
Eastern School of Acupuncture	NJODO	2012
Elite Audiology and Hearing Care	TNRHO	2012
Focus Audiology and Hearing Svc	INARM	2012
Greensburg Urgent Care	INCHE	2012

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2002

Avon Chiropractic



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Services
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Sponsor since 2010

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jchamberlain@visitingangels.com

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... the best location for your ad