

planner profiles

medical-physicians

in 2013 there are 29 medical-physicians 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

West Caldwell Family Practice, LLC



Ylonka Garcia-Marotta, MD

*Board Certified
Family Practice*

**1129 Bloomfield Ave.
Ste 220 • West Caldwell
973-244-9060**

Open Daily & 1st
Saturday and Sunday

**363 21st Avenue
1st Floor • Paterson
Tues & Thurs 9-1 • Wed 9-5**

Sponsor since 2011

BRIDGEPORT EXPRESS CARE

Urgent Care & Family Medicine



Timothy M. Peasak DO
David P. Peasak II, NP-BC
Natalie R. King DO
Ashlee Secret, MD
Cris Rivera, PA-C
Jamie Pingley, PA-C
Jennifer Lantz-Parker, PA-C

Urgent Care That You Deserve

On-Site Lab & X-Ray

Mon-Fri 8am-8pm • Sat & Sun 10am-6pm
Flu • Sore Throat • Stitches • Lacerations • Sprains • Colds • Shots
Broken Bones • Abscess Drainage • Coughs • Sports Physicals

All Non-Life Threatening Illnesses

304.842.3330

2 Chenoweth Dr., Bridgeport

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

| 2013 Sponsor | Publisher | Advertiser Since |
|------------------------------------|-----------|------------------|
| Sewickley Valley Pediatrics | PADEB | 1997 |
| Dr. Charles Wallack | NJOD2 | 1998 |
| Livingston Dermatology | NJODO | 2000 |
| Mountain Laurel Medical Center | MDNEL | 2007 |
| Dr. Alan B. Salz, MD | NJOD2 | 2008 |
| Metrowest Medical Physicians Svc | MADRU | 2008 |
| Audiology and Hearing Solutions | MAWIN | 2009 |
| Community Hospital Outpatient Ctr | INTRA | 2010 |
| Family Foot Care | NJODO | 2010 |
| Sunrise Pediatrics, LLC | NJODO | 2010 |
| Weismann Eye Center | INTRA | 2010 |
| Bledsoe Family Medicine | SCTAY | 2011 |
| Bridgeport Express Care Clinic | MDNEL | 2011 |
| IL Bone and Joint Institute | ILPOD | 2011 |
| Kids First Pediatrics on 30 | INTRA | 2011 |
| West Caldwell Family Practice | NJODO | 2011 |
| Doctors Express | MADRU | 2012 |
| Dr Cecelia Ho | ONGOR | 2012 |
| Faithful Friends Pet Crematory | RICEL | 2012 |
| Internal Medicine of Milford | NHSPE | 2012 |
| Parmenter Community Health Care | MADRU | 2012 |
| Cedar Lake Medical Clinic | INTRA | 2013 |
| Desert Wellness Center | AZLAB | 2013 |
| Elk Grove Naturopathic Medicine | CACAR | 2013 |
| Friendly Foot Care | INTRA | 2013 |
| Hear NY Audiology P.C. | NYHOE | 2013 |
| IU Health Physicians | INHES | 2013 |
| MidAmerica Orthopaedics | ILPOD | 2013 |
| The Center for Medical Weight Loss | NJODO | 2013 |

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 1997



Sewickley Valley
Pediatric & Adolescent Medicine

MOON TWP
412-264-6117

SEWICKLEY
412-741-8700

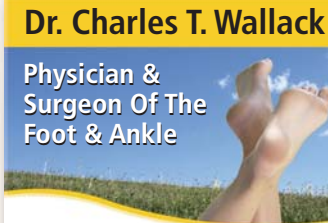
WEXFORD
724-935-6644

ROCHESTER
724-774-7110



sewickleyvalleypediatrics.com

Sponsor since 1998



Dr. Charles T. Wallack

Physician & Surgeon Of The Foot & Ankle


Gentle and Caring Treatment For Adults & Children

Day, Saturday and Evening Appointments

BOARD CERTIFIED ABOPPM

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Lincoln Park
973-694-5632**

Sponsor since 2011



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Immediate Orthopaedic Care.
Exceptional Quality You Can Trust.


OrthoAccess® Hotline:
847/693-2160

Evening & Saturday Hours Available


GURNEE:
350 S. Greenleaf Ave., Suite 405

LAKE FOREST:
900 N. Westmoreland, Suite LL-72

LINDENHURST:
1025 Red Oak Lane, Ste. 100



www.ibjilakeshore.com



"We're looking forward to our third year on the Town Planner Calendars, and to expanding our number of communities from three to five. Not everyone understands the principles of marketing.... that people need to see your ad on a regular basis! We've chosen to continue with Town Planner because it's all about branding, and that's why the calendar is such a good fit for us. I've recommended the calendar to the marketing staff at our other locations. We can't wait for the calendar to expand to additional communities, and will definitely be on next year.

Kristie Martinez, Marketing Supervisor Illinois Bone & Joint Institute, LLC

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad