

planner profiles

nursing homes-hospice

in 2013 there are 19 nursing homes-hospice 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

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2013 Sponsor	Publisher	Advertiser Since
Avon Oaks	OHCOF	2002
Keepsake Village of Columbus	INCHE	2008
Crestwood Care & Rehab Center	NHSPE	2010
Wedgwood Gardens	NJSCH	2010
CMCI - dba Dennett Road Manor	MDNEL	2011
Keystone Homecare	MAWIN	2011
Madison Health Care Center	INMAR	2011
The Canterbury at Cedar Grove	NJODO	2011
Care One at Morris	NJOD2	2012
Greenwood Meadows	INMAR	2012
Normandy Manor of Rocky River	OHCOF	2012
Willow Crossing Health & Rehab	INCHE	2012
At Home Neighborly Nurse	OHCOF	2013
Evergreen House Health Center	RICEL	2013
Harmon House Care Center	PAFIO	2013
Loyalhanna Care Center	PAFIO	2013
Luthern Home at Concord Reserve	OHCOF	2013
Residences at Deer Creek	INTRA	2013
Silver Creek Manor	RICEL	2013

Complete List of 2013 Sponsors Available Upon Request

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