

planner profiles

optical

in 2013 there are 45 optical 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."

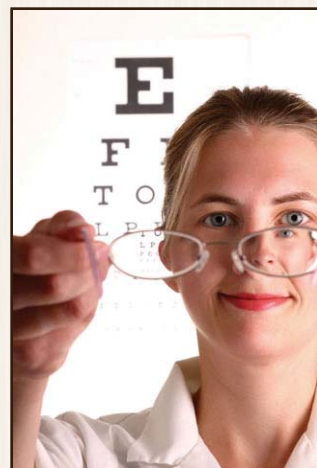
Laura Lake, Branding Basics

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 1999

\$50 OFF
COMPLETE
EYEGLASSES

ROSELAND



Eye Care

178 Eagle Rock Ave.
Roseland
(973) **228-2424**

With this coupon. Not good with any other coupon or promotion.
Exp. Dec. 31, 2013

Sponsor since 2006

\$125 OFF
Complete Pair
Of Eyeglasses

FREE Box
of Contacts
w/purchase of 7 boxes

Most Vision Plans Accepted!



PEARLE VISION
Dr. Michele M. Scherz
777 White Plains Rd • Scarsdale
(Eastchester Mall)
725-6437

May not be combined with any other offers. Certain restrictions apply. Exp. 12/31/13 NRN

Sponsor since 2004

BUY ONE
GET ONE
FREE

Free glasses include a \$49⁹⁹ frame & S.V. clear plastic lenses.

Buy any pair of glasses from our entire selection and receive a second pair FREE.

20/20
EyeCare, PSC

www.2020icare.com

**6828 Bardstown Rd.
231-2020**

**10232 Westport Rd.
339-2042**

Valid at all Louisville area locations.

BBB
Some insurance or discounts may not apply with coupon.
Expires 12/31/13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Roseland Eye Care	NJODO	1999
Concord Optical	MAWIN	2000
Eye Care Professionals	WIFLE	2000
Gordon Optical	MAWIN	2000
20/20 Eyecare, PSC	KYAUS	2004
Eyewear By Evie	NJOD2	2004
Hartzell Rupp Ophthalmology	PAWEA	2005
The Focal Point	NJODO	2005
Walmart Vision Center	INHES	2005
Pearle Vision	NYHOE	2006
Revolution Eyes - Dr. Ciano	INDIG	2007
Bella Eyecare	OHLUB	2009
Bergelt Opticians	NJODO	2009
LensCrafters	INDIG	2009
The Eye Place	INCHE	2009
Premier Eyecare	MIGOR	2010
Cohen's Fashion Optical	NHSPE	2011
Pearle Vision	OHCOF	2011
Sizemore Family Vision Care	INCHE	2011
Trinity Optical	MADRU	2011
Vivid Optical	ONROY	2011
Bigley Eyecare Associates	PAFIO	2012
Clear Vision Family Eye Care	PADEB	2012
Dr. R.D.Mastonardi & D r. J. O'Conno	ONCIA	2012
Family Vision Center	MDNEL	2012
Holliston Vision Center	MADRU	2012
La Haye Total Eye Care	LAPLR	2012
LaHaye Total EyeCare - UL Edition	LAPLR	2012
Look Optical	MAWIN	2012
Optics By Steven Michael	NYBAL	2012
Pearle Vision	MNDYN	2012
Precision Optomotry	CALUN	2012

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2000

SAVE 25%
On Your
Next Pair of
Rx Eyeglasses*

(*this coupon must be presented with order)

GORDON OPTICAL

Opticians Since 1935

47 Waltham St.
Lexington Center
781-861-8814



Better Prices - Larger Selection
More Technical Knowledge
MOST HEALTH PLANS ACCEPTED
Senior Citizen Discount
Eye Exams Available On Premises
Not valid with third party payment.
Not valid with any other discounts. Exp. 2-28-13

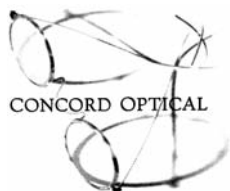
"The Town Planner Calendar has been a great success for our business. Not only do we get the best redemption rate of any of our ad vehicles, but more important, we get more new customers from the calendar. Also, the fact that most people tell us that they keep the calendar all year helps keep our name in front of them.

Since we have been with you for many years, we added another town this year, and the early results show that it will be cost-effective for us. We will probably add another town next time."

Noah Shriber
Gordon Optical Company

Sponsor since 2000

Serving the Community for over 42 Years
80 THOREAU STREET



George J. Bourque
Optician, RDO

80 Thoreau Street, Concord
(978) 369-6707

Hours: Tues-Fri 9-5, Thurs 9-8, Sat 9-3

Sponsor since 2005

HARTZELL RUPP OPHTHALMOLOGY
Kathleen Hartzell Rupp M.D.

- Glasses & Contact Lenses
- Eye Exams and Family Eye Care
- Laser/LASIK Refractive Surgery
- Glaucoma Surgery and Therapy
- Modern No-Stitch Cataract Surgery

*Focusing on
You for Over
35 Years!*

3 Baden Powell Lane
Mechanicsburg
766-1566

HartzellRuppEye.com

Sponsor since 2005

Vision Center
Located inside Avon Walmart

Richard Burdick,
O.D. & Associates

We treat
pink eyes,
dry eyes,
blurry eyes,
tired eyes, and
allergy eyes.



209-8429

Eye Care Everyday!
Including Evenings & Weekends

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad