

planner profiles packaging-shipping

in 2013 there are 43 packaging-shipping 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

\$2 OFF

UPS - FedEx - DHL

Shipping



Pack&Ship - Copies - Fax
Mailbox Rentals - Notary
Color Copies - Shredding

PDQ Mail Plus

2005 Palmer Ave., Larchmont
833-1133
www.pdqmail.biz
Limit 1 coupon per visit

Sponsor since 2004

\$3 OFF



SHIPPING

WITH \$10 MINIMUM SHIPMENT

- Digital B/W & Color Copies
- FotoZoomer Photo Enlargements
- Packaging Services & Supplies
- Worldwide Fax Services • U.S. Postal Service
- Private Mailboxes • eBay Sales • Notary Services

**Pack
and
Ship**

905 George St.
De Pere • 337-9280
packandshipdepere.com

Must present coupon. Not valid with other offers. Exp 12/31/13

Sponsor since 2004

\$2 OFF

ANY UPS SHIPMENT

The UPS Store™



**Cermak
& Wolf Rd.**

708-562-8777

VALID AT CERAMAK & WOLF LOCATIONS ONLY.
ONE COUPON PER CUSTOMER.
NOT VALID WITH ANY OTHER OFFER.
EXPIRES 11/30/13


TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!


2013 Sponsor	Publisher	Advertiser Since
PDQ Mail Plus, Inc.	NYHOE	1999
The UPS Store	OHCAS	2000
Pack & Ship	WIFLE	2004
The UPS Store	ILHUA	2004
The UPS Store	PADEB	2006
The Ups Store	OHLUB	2006
The UPS Store	SCFER	2007
The UPS Store	OHLUB	2008
The UPS Store	NJODO	2008
UPS Store #2352	KYAUS	2008
UPS Store	MAWIN	2008
The UPS Store #6148 Mt Juliet	TNRHO	2010
The UPS Store	INMAR	2010
UPS Store - Amherst	OHCOF	2010
UPS Store-Avon Lake	OHCOF	2010
Branch Office Solutions	NCMCC	2011
The UPS Store	INHES	2011
The UPS Store	INHES	2011
The UPS Store	LAPLR	2011
UPS - Waunakee	WISTR	2011
UPS Store # 6045	SCTAY	2011
UPS Store - Sheffield Village	OHCOF	2011
UPS Store Libertyville	ILPOD	2011
UPS	INARM	2011
Goin' Postal	MIMCI	2012
Lake Forest Pack & Ship	ILPOD	2012
PakMail	CALUN	2012
The UPS Store (Aurora)	OHCAS	2012
The UPS Store	OHCAS	2012
Jack's Ship-N-Shop	MIGOR	2013
Morse Van Lines	OHSIE	2013
The Ship It Shop	SCFER	2013

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2011



The UPS Store



Printing/Copying
(B/W & Color)
Mailbox Services
Business Cards
Wide Format
Laminating

8310 Windfall Ln, B • Camby
Next to Starbucks

317-821-8411

Sponsor since 2005

\$5 OFF
Shipping of
\$25 or more



The UPS Store™
Acme Plaza
www.theupsstore.com
(330) 650-6779
Mon-Fri 8:00-6:00
Sat 8:00-4:00
Offer valid through 12/31/13

Sponsor since 2007

\$5 OFF

UPS®
SHIPPING

Visit theupsstore.com
to find a Lafayette/
New Iberia location
near you.

Limit one coupon per customer. Not valid with other offers. Restrictions apply. Valid and redeemable only when presented at a participating location. The UPS Store centers are independently owned and operated.
© 2012 Mail Boxes Etc., Inc.
Offer expires: 01/31/2013
C3FA621945 03.12

The UPS Store

"At least as far as the UPS store #1994 goes, this has been my most effective & most measurable form of coupon advertising I have ever been involved with. I never thought a little coupon on the border of a calendar would show up in my store so many times! We get 3-5 coupons redeemed each week, and almost every time it's a new customer, or a returning customer saying, "Wow, I never realized you offered that service." Needless to say, I am very pleased with the Town Planner and I recommend it to anyone who may be considering the investment."

Danny Lardy, The UPS Store

"I originally tried the Town Planner two years ago because other things weren't just working. Nothing was getting me the response I needed to build the business. I didn't expect a good response, but I figured our calendar would at least get our name in front of people to build awareness. I was shocked that so many people cut out coupons! We get a few every day. Many are new faces that we type into our system. The right advertisement is important."

Dave Vaughan, The UPS Store

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad