

planner profiles

pet services

in 2013 there are 80 pet service 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

**New Rochelle
Animal Hospital**
Veterinary Associates

- Medicine & Surgery
- Dentistry & Diagnostics
- Boarding & Grooming

Myles J. Leeds, D.V.M.
Naomi Ueda, D.V.M.

**AAHA
CERTIFIED**

Exotics Welcome

**98 North Ave.
New Rochelle, NY
(914) 636-8106
WWW.NEWROCHELLEVET.COM**

Sponsor since 1998

**FREE
EXAM**
Value \$45⁵⁰
For New Clients Only

**Veterinary
CARE CENTER**

- Preventative Health Care
- Full-Service Medical Treatment
- State-of-the-Art Equipment

636-537-9960
16830 Chesterfield Airport Rd.
(Inside Petropolis)

Not valid with other offers.
Expires 12/31/13.
Must be presented at time of service.

Sponsor since 1998

\$2⁰⁰ OFF
Any purchase
of \$10⁰⁰ or more
(excluding pet food & grooming)

**Belmont Pet Supplies
and Grooming**
"Your Pet's Best Friend"

**17 Flett Rd.
617-484-4216**

With coupon • Expires 12-31-13
Not valid with any other discount

**READER'S CHOICE AWARD
2008**

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Belmont Pet Supplies and Grooming	MAWIN	1998
Veterinary Care Center	MOROS	1998
ANIMAL FAIR PET SHOPS, LLC	CTSUS	2002
Hillview Veterinary Clinic	INMAR	2004
Knisely's Pet & Farm Center	PAWEA	2005
Academy Animal Hospital	INMAR	2005
New Rochelle Animal Hospital	NYHOE	2005
Allegany Pet Grooming Salon	MDNEL	2006
The Grooming Depot	PADEB	2006
Jan the Pet Nanny	MADRU	2007
Top Notch Pet Grooming	CALUN	2007
Rocklin Family Pet Shop	CALUN	2008
Hendricks County Animal	INHES	2009
Heritage Animal Hospital	MNDYN	2009
Good Mojo Dog Center	NHSPE	2010
Kelly's K-9 Kuts	NCMCC	2010
Pet Au Pair	MAWIN	2010
Hidden Reef	ILPOD	2010
Wild Birds Unlimited - South	MOROS	2010
Wild Birds Unlimited	MOROS	2010
Glen Lake Groomers	MNDYN	2010
Leland Veterinary Hospital, PA	NCPEL	2010
Ashland Pet Concierge	MADRU	2011
Pink Shears Grooming Salon	WIFLE	2011
Salon De Chien	LAGRE	2011
Tail Waggers-Jackie Oltman	INCHE	2011
The Silver Bone Pet Styling Salon	MIGOR	2011
Global Pet Foods	ONGOR	2011
Grayslake Feed Sales	ILPOD	2011
Scoopy Poo	MNDYN	2011
Kittel Family Veterinary Clinic	CACAR	2011
Shelbyville Road Vet Hospital	INMAR	2011

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2012

FREE Nail Trim



**Danville
Veterinary
Hospital, LLC**



317-745-2500
255 W Main St • Danville
danvilleveterinaryhospital.com
Not valid with other offers.
Expires 12/31/13

"As a new business surrounded by well-established competitors, I realized that one of the most important aspects of success was to establish recognition with potential clients and advertise services that I provided. I knew that if I could customers through the door, I would be able to retain them as clients.... I have received over 100 new clients within the first six months of advertising, resulting in resounding success and thousands of dollars of new business."

Dr. Crystal Strahla, DVM
Danville Veterinary Hospital

Sponsor since 2012

FREE TEETH CLEANING

with grooming purchase
One coupon per visit. Expires 12-31-13



**Joanna's
Animal
Grooming
Salon**

Happiness Is A Furry Friend

**9179 Lima Road
Fort Wayne
260-489-1055**
fortwaynepetgrooming.com

"We received 40 coupons by March 15, 2012, mostly the \$5 off for grooming. 30 coupons were from new customers."

**Joanna Keefe,
Owner
Joanna's
Animal
Grooming**

Sponsor since 2006

\$2.00 OFF

**Any Full Service
Dog or Cat
Grooming**



Haircut
or trim,
bath,
ears
cleaned
& nails cut

**SMALL & LARGE DOGS
CATS**

**ALLEGANY
PET GROOMING SALON**

113A Knox Street
Cumberland
301-722-0800
Coupon expires 12/31/13

"Allegany Trading and Allegany Grooming have participated continually in the Town Planner since 2005, and have realized terrific results every year. We are getting coupons in every day, and in addition to our regular customers using the coupons, we are seeing many new customers with coupons!"

The Town Planner Calendar is one of the best advertising methods I have seen."

**Linda Griffiths, Owner
Allegany Grooming/ Allegany Trading**

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad