

# planner profiles

# pharmacies

*in 2013 there are 34 pharmacies 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 1997

**OHLIGER  
DRUG STORE**

*Free Delivery*

We are a 4<sup>th</sup> generation, family-owned pharmacy serving the community



**333-1200** ohligercare.com  
21720 Lorain Road

Sponsor since 1999

**\$2.00 OFF  
ANY PURCHASE  
OF \$10 OR MORE**

Void on prescriptions, tobacco, lottery & candy products. Not valid with other promotions or coupons. Limit one per customer • Cash & Carry • Void where prohibited

 **Mendham  
Apothecary**

• COSMETICS & GIFTIQUE •  
"YOUR EVERYTHING STORE"

**We Fill Prescriptions**

**(973) 543-4400**  
Fax (973) 543-5451

Mendham Village Shopping Ctr.  
88 East Main St. • Mendham  
Mon.-Fri. 8:30-9, Sat. 8:30-6, Sun. 8-5  
Valid JAN 2013 Only. TPC

Sponsor since 2004

**\$5.00 OFF  
ANY PURCHASE  
\$25 or more with your  
Trotta's Loyalty Rewards card.**

Except Cigarettes, Prescriptions, Lotto and Sale Items.



**Trotta's  
PHARMACY**  
*West Street*

15 Halstead Ave. at West St., • Harrison  
**914-835-1125**  
www.trottas.com

Cannot be combined with other offers. Limit One Per Customer. Valid JAN-JUN '13

**TOWN PLANNER®**  
*Your Community Calendar™*

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
Montville Pharmacy	NJODO	1992
Keller Apothecary	MOROS	1997
Ohliger Drug Store - Fairview Park	OHCOF	1997
The Medicine Shoppe	PADEB	1997
Mendham Apothecary	NJODO	1999
Pompton Pharmacy	NJOD2	2001
Hartsdale Pharmacy & Surgical	NYHOE	2004
Trotta's Pharmacy	NYHOE	2004
Beckman's Greene Street Pharmacy	MDNEL	2005
PharmaCare	MDNEL	2005
Terry's Family Pharmacy	NJODO	2005
Hazlet Pharmacy	NJSCH	2006
LUPE'S DRUG STORE OF FAIRFIELD	CTSUS	2008
Acton Pharmacy	MAWIN	2009
College Hill Pharmacy	PADEB	2009
Farmer's Drugs & Gifts	LAGRE	2010
O'Connell Pharmacy	WISTR	2010
W Concord Pharmacy	MAWIN	2010
Best Care Pharmacy of Bridgeport	MDNEL	2011
Everett Pharmacy	MDNEL	2011
Petranek's Pharmacy	ILPOD	2011
Somerset Drug	PAFIO	2011
Gallo's Pharmacy	NJODO	2012
Indian Trail Pharmacy	NCMCC	2012
V Care Pharmacy & Surgical Supplies	MADRU	2012
CVS Pharmacy-Trafalgar	INCHE	2013
Hometown Pharmacy	WISTR	2013
Judy's Drug Store	MDNEL	2013
Klein's	OHLUB	2013
The Medicine Shoppe Pharmacy	NJODO	2013
Towne Pharmacy	LAPLR	2013
US Pharmacy	KYAUS	2013

Sponsor since 2005

25%  
OFF  
ALL VITAMIN  
SUPPLEMENTS



**Beckman's**  
Greene Street  
Pharmacy

686 Greene St. • Cumberland  
**777-7336**

 24 Hour  
Prescription  
Drop Box

"We Dispense Information  
As Well As Medication"  
john@hereintown.net

"Just a short note to let you know how pleased I am to renew our sponsorship once again in the Town Planner calendar. For the last six years we have been an advertiser, and the calendar continues to be one of our most effective advertising tools. The coupons come to us on a daily basis, and we have received many new customers in the process. The calendar continues to be an excellent investment.

I would recommend the Town Planner to any business that is looking to reach new customers and maintain existing ones. It is a quality marketing program that the community loves, and is very reasonably priced."

**Pat Watson, Beckman's Greene Street Pharmacy**

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2010

Pharmacists who listen to you!



**West Concord Pharmacy**  
Your Independent Neighborhood Pharmacy

**Fast,  
Friendly  
Service!**

- Local Delivery
- Most 3rd Party Plans Accepted

1212 Main Street • Concord  
**978-369-3100**

Sponsor since 2001



**Pompton PHARMACY**

- Medicare Approved Supplier
- Diabetes Care Center
- Medical Equipment
- Compounding Specialists
- Cards • Gifts • Cosmetics
- Prompt Delivery To Your Doorstep
- Gift Cards

558 Newark-Pompton Turnpike  
Pompton Plains  
**973-839-4200**

Sponsor since 2011



**SOMERSET DRUG**  
Your Family Healthcare Center  
Locally Owned Since 1923!

- Certified Diabetes Shoppe®
- Pay Utility Bills
- JC Penney Catalog Merchant
- Free Rx Delivery
- Convenient Drive-Thru

168 West Main Street • Somerset  
**www.somersetdrug.com**  
**814-445-6511**

**TOWN PLANNER®**  
Your Community Calendar™

... the best location for your ad