

# planner profiles

# plumbing

*in 2013 there are 43 plumbing 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 2004

**\$20 OFF**  
Any Plumbing  
Service Call  
Not valid with other offers.  
Valid 2013

**VALU-ROOTER®**  
Your Personal Plumber  
[ValuRooterOH.com](http://ValuRooterOH.com)

**Total Plumbing Service**

- Sewer and Drains
- Remodeling
- Disposals
- Water Heaters
- Sump Pumps • Faucets

**324-4321**

Sponsor since 2010

**10% DISCOUNT**  
On the entire cost  
of your repair

SERVING WILLISTON PARK  
& SURROUNDING AREAS  
FOR OVER 25 YEARS

**WILLISTON**  
Plumbing & Heating, Corp.

619A Willis Ave • Williston Park  
**516-746-3353**  
Cannot be combined. Valid 2013

Sponsor since 2005

**\$20 OFF**  
**Programmable Thermostat**  
Cannot combine offers  
Expires 12/31/13

PA4770

**697-3528**  
Since 1980

**Zimmerman**  
PLUMBING, HEATING  
& AIR CONDITIONING  
INCORPORATED

**TOWN PLANNER®**  
Your Community Calendar™

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

2013 Sponsor	Publisher	Advertiser Since
Madison Plumbing and Heating	OHCOF	1993
Ed Rakshys Plumbing & Heating	NJOD2	1997
Bardi Plumbing & Heating	NJODO	1999
Pompeii's Plumbing & Heating	OHCOF	2001
Russo Brothers	NJODO	2001
C & F Plumbing & Heating Corp.	NYHOE	2004
Personal Plumber	OHCOF	2004
Prinaris Plumbing & Heating	NJODO	2004
Pipe Works Services	NJOD2	2005
Zimmerman Plumbing, Heating & AC	PAWEA	2005
Chapman Bros	NJWOR	2006
Donaldson's Plumbing & Heating	NJOD2	2006
Drainmasters	NJODO	2008
FDF Plumbing & Heating, LLC	NJODO	2008
J MULVANEY PLUMBING & HEATING	CTSUS	2009
Norton Sewer & Drain	NJODO	2009
St. John Plumbing Service	INTRA	2010
Williston Plumbing and Heating Corp	NYBAL	2010
Ally Plumbing	ILPOD	2011
Crystal Blue Plumbing	CALUN	2011
McAtee, LLC	MDNEL	2011
Paul Zuder Master Plumber	NJODO	2011
ABC Plumbing Repair	TNRHO	2012
Ally Plumbing	ILHUG	2012
D&D Plumbing	MDNEL	2012
Debord Ben Franklin Plumbing	OHSIE	2012
Freiner Co.	MAWIN	2012
L.E. Isley & Sons, Inc. Plumbing	INDIG	2012
PlumbKrazy Plumbing Services	SCTAY	2012
Real McCoy Plumbing	NJOD2	2012
TACO Service Dept	NYBAL	2012
A+ Rooter	ILHUG	2013

Sponsor since 1993

**SAVE**  
**\$10.00**  
On Any Service Call



**PLUMBING & HEATING**  
**MADISON**  
**216-226-5009**

Present coupon at time of service.  
Not valid with any other offers. Valid 2013

*"The Town Planner is an excellent way for me to bring in new customers"*

**Dale Duperow**  
**Madison Plumbing & Heating**

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 1999

**BARDI**

**Plumbing & Heating Co.**  
**973-857-4452**  
**973-228-9728**  
[www.BardiPlumbing.com](http://www.BardiPlumbing.com)

**SEWER & DRAIN CLEANING**  
**VIDEO INSPECTION & LOCATION**  
**GAS PIPING SYSTEMS**

*High Efficiency*  
**WATER HEATERS & BOILERS**  
**STEAM • WATER • RADIANT**  
*Designed & Installed*  
**ELECTRIC PIPE THAWING**  
New Jersey Master Plumbing License # 8339

Sponsor since 2001

**"Professor of Plumbing"**  
Matt Russo • Plumbing Lic. #10163



*Since 1954*

**RUSSO BROS. & CO.**  
Plumbing Lic. #331

**Plumbing • Heating**  
**Air Conditioning**  
**Lawn Sprinklers**

[RussoBrosPlumbing.com](http://RussoBrosPlumbing.com)  
**973-887-1334**

Sponsor since 2011



**McAtee**  
PLUMBING • HVAC • GEOTHERMAL

**Residential & Commercial**

- Sewer
- Water
- Gas

**Now Offering**  
**HVAC and Geothermal**  
**Services**

**One Call Handles It All**  
**304-844-7476**

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

*... the best location for your ad*