

# planner profiles

# retirement living

*in 2013 there are 31 retirement living 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

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**Traditions**  
OF WAYLAND

A Gracious Independent, Assisted  
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Great Care.**

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Welcome Aboard  
**CRUISE**  
into the HARRISON EXPERIENCE

**The Harrison**

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3060 Valley Farms Road  
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**All-Inclusive**  
Elegantly designed with  
you in mind. The Harrison  
offers spacious, affordable,  
delicious meals. Common  
lounge areas where you  
can make new friends, and  
planned activities to enjoy  
with your old friends.

Sponsor since 2012

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paradiseparkalf.com  
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\*Welcome Home\*

Adult Day Care  
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& Veterans Pensions

**TOWN PLANNER®**  
Your Community Calendar™

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



2013 Sponsor	Publisher	Advertiser Since
Altenheim	OHCOF	2000
Traditions of Wayland	MADRU	2003
Whitney Place	MADRU	2005
The Harrison	INHES	2006
Heritage at Framingham	MADRU	2008
Cumberland Manor Apartments	MDNEL	2009
HRDC Willow Creek Adult Care Ctr	MDNEL	2010
Homewatch Caregivers	OHLUB	2010
The Gables	MAWIN	2010
Arbor Grove Village	INCHE	2011
Assisted Living - Hillcrest	WIFLE	2011
Rennes Group, Inc.	WIFLE	2011
The Wartburg Adult Care Comm.	NYHOE	2011
Aster Retirement Community	WISTR	2012
Canterbury On The Lake	MIGOR	2012
De Smet Retirement Community	MOROS	2012
Erie Glen Manor	ONCIA	2012
Harbor House	NYBAL	2012
Paradise Park Assisted Living, LLC	ILHUG	2012
Rosegate	INMAR	2012
The Daniel Child House	RICEL	2012
Waunakee Manor	WISTR	2012
Colonial Courtyard of Bedford	MDNEL	2013
Kindred Transitional Care	WIFLE	2013
McKendree Village	TNRHO	2013
Orchard Valley at Wilbraham	MASTG	2013
Saint Francis Residential Comm.	NJODO	2013
Shiawassee Shores Retirement	MIMCI	2013
Sun Prairie Health Care	WISTR	2013
THE GREENS AT GREENWICH	CTSUS	2013
The Stratford	INDIG	2013

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2013



**A serene retirement community**  
 Enjoy your retirement in comfort & beauty  
 Lawn care • Snow removal  
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 24 hour emergency contact for  
 your peace of mind  
**810-735-9003**  
[www.shiawasseehores.com](http://www.shiawasseehores.com)

Sponsor since 2010



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 Social Gatherings • Transportation  
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[www.AllleganyHRDC.org](http://www.AllleganyHRDC.org)  
 

Sponsor since 2011

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[assistedlivingbyhillcrest.com](http://assistedlivingbyhillcrest.com)

Sponsor since 2000



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 • Skilled Nursing Care  
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Sponsor since 2012



**The Daniel Child House**  
 Home-Like Assisted Living  
**401-247-1560**  
 Visit us online at  
[DanielChildhouse.com](http://DanielChildhouse.com)  
 767 MAIN ST • WARREN, RI

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

*... the best location for your ad*