

planner profiles

auto repair

in 2013 there are 110 auto repair 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 1988

\$19.99
OIL CHANGE
With this coupon
~PLUS~
FREE
TIRE ROTATION & SAFETY INSPECTION

Install New Oil Filter • Lubricate Chassis
Refill Up To 5 Quarts • Rotate All 4 Tires
Shop Supplies & Disposal Fee Extra
~ Special filters & oil slightly higher ~
Most cars & light trucks • Call for appointment

Lakewood FIRESTONE
lakewoodfirestone.com
13740 Madison Ave at Bunts
221-7969
Offer Valid Thru 2013

Sponsor Since 1995

FULL SERVICE OIL CHANGE & TIRE ROTATION
\$29⁹⁵

Not valid with other offers.
Expires 12-31-13



**427 Ogden Ave
Clarendon Hills
630-654-8900**
fullerscarwash.com

Sponsor Since 1998

\$36 OFF
Transmission Fluid Service

Not valid with other offers. Coupon must be presented when vehicle is left for service & work order is written. Expires 12-31-13

/// BONDED ///
TRANSMISSION

COMPLETE AUTO CARE

 *The Straight Answer People*

Steve Hines, co-owner
508-872-1119
111 Beaver St. • Framingham
bondedtransmission.com

Sponsor Since 2009

STATE INSPECTION & EMISSIONS TEST


\$34⁹⁹

• Pass or fail

Additional shop supply fee may be charged, where permitted by law. Plus applicable tax. Cash value 1/100th of 1¢. Coupon required at time of purchase. Not valid with other offers. Valid at participating location(s) listed below. Void if sold, copied or transferred and where prohibited by law. Expires 1/31/12. 01503US0TH

CARLISLE
740 E High St
717-243-7738

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Lakewood Firestone	OHCOF	1988
Romola Auto Repair	NJODO	1994
Fuller Service Center, Inc.	ILHUA	1995
Mick's Dodge	PADEB	1996
Rose City Transmission	NJOD2	1996
Bonded Transmissions	MADRU	1998
Hillcrest Exxon	NJODO	1998
Boonton Service Center	NJOD2	1999
Ashwaubenon Auto Repair	WIFLE	2000
Franky's Automotive	NJSCH	2001
Jerry's Shell	NJOD2	2001
A+ Automotive	OHMAR	2002
Hall's Towing & Automotive	OHCOF	2002
Aamco Transmissions	KYAUS	2003
Riggio Auto Repair	MAWIN	2003
Roppel Industries, Inc.	KYAUS	2003
Adelphi Auto Works Inc.	NYHOE	2004
Chester Valley Shell	NJODO	2004
Consumer Tire , Inc.	OHSIE	2004
De Pere Exhaust & Repair	WIFLE	2004
Long Hill Auto Service, Inc	NJOD2	2004
Ray's Auto & Truck	OHCOF	2004
Tosti's Service Station, Inc.	MADRU	2004
DURR'S TRANSMISSION & GEN.	MDNEL	2005
Camco Tire & Auto Center	NJSCH	2005
Complete Automotive Repair	OHCOF	2005
Emsworth Tire & Auto services	PADEB	2005
Fair Muffler & Brake Shops	WIFLE	2005
Highway Garage	OHCAS	2005
Lang's Marathon	OHCAS	2005
Nordonia Goodyear	OHCAS	2005
Beck Service Center	INMAR	2006

Complete List of 2013 Sponsors Available Upon Request

RAR CORPORATION

- Complete Auto Service Center
- Auto Body Repair
- Mechanical
- Insurance Claims

CAR RENTALS AVAILABLE



COME SEE OUR NEW LOCATION

347 Changebridge Rd • Pine Brook • 973-575-3424

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad

Sponsor Since 2006

\$20 OFF
ANY REPAIR OVER \$100

JIM'S
Complete Car Care

All types of Auto Repair for Domestic and Imports
Providing quality service for over 34 years

WD Authorized Dealer
430 East Industrial Blvd
301-759-2940
jimstransmissionservice.com
Must present coupon. Excludes Tires.
Not valid with other offers. Exp. 12/31/13.

"I have been a Town Planner sponsor for seven straight years. During that time we have always received a consistent return on our advertising investment. Our coupon ads pull in new customers, as well as provide a rewards incentive for existing customers to have their vehicle's service work done with us."

Jim Hook, Owner
Jim's Transmission and Complete Car Care

Sponsor Since 2006

OIL CHANGE \$7 OFF

Lube, Oil & Filter, Check Fluid Levels, Hoses, Belts, Tire Pressure & More.
One coupon per car per year. Not valid with other offers. Expires 6-30-13

CAROLINA CAR CARE



357-0862
860 Inlet Sq. Dr.
Murrells Inlet

"...after 8 years of being a sponsor, I have been happy with my return on investment with your Town Planner calendar mailings..."

(this shows profits after our costs of goods and labor)

January \$1477 • February \$1144 • March \$843

Even after I take out the advertising investment of \$880, I still am showing clear profits of \$2600, and it's only April!

Mike Levine, Carolina Car Care