

Better ingredients. Fantastic results.



and **TOWN PLANNER**[®]
Your Community Calendar[™]



"Just wanted to give you an update about our coupons and experience with the 2009 Town Planner community calendar.

As of today, we have received 663 coupons back from the calendar. These coupons have generated a little over \$12,000.00 in sales.

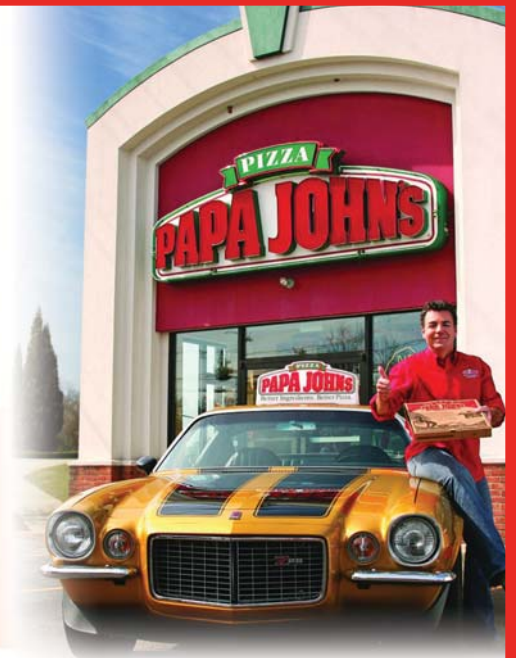
It worked fantastic! Based on our experience with the way the calendar works, we are more than happy to do it again in 2010. With these kinds of numbers, we can confidently recommend the Town Planner to any business looking to advertise."

Sincerely,
Trevor Osborne
Flagler Area Manager

"It worked fantastic!"

*Trevor Osborne
Flagler Area Manager*

Town Planner puts you on display, every day!



and **TOWN PLANNER**[®]
Your Community Calendar[™]

Tested. Proven. Effective.

"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.

Local publisher information

Town Planner families are value conscious consumers.

"These coupons have generated a little over \$12,000 in sales... with the way this calendar works, we are more than happy to do it again in 2010."

Trevor Osborne, Flagler Area Manager

89% of families nationwide

Plan to use their Town Planner Coupons This Year!

Based on 13,669 responses to 2013 Online Survey at www.townplanner.com

35% OFF
Any Regular Menu Price Order!



Better Ingredients. Better Pizza.

106 Front St.
Berea

440-891-1900

Offer good at participating locations. Not valid with any other coupons or offers. Limited delivery area, charges may apply. Customer responsible for all applicable taxes.
Expires 12/31/13 CL35E

FREE PIZZA

Buy any Large or Extra Large pizza at regular menu price and get second pizza of equal or lesser value FREE

Carryout Only



Better Ingredients. Better Pizza.

707 Park Street
301-724-7300

www.papajohns.com

Valid with coupon. Not valid with other offers. One coupon per order. Expires 12/31/13