



State Farm[®]

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

"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.



Being there is why I'm here.

Mark Otterson, Agent
2452 Black Rock Tpke
Suite 1
Fairfield, Ct 06825
Bus: 203-690-1330
www.markotterson.com



Providing Insurance and Financial Services

P097193.1 State Farm, Home Office, Bloomington, IL

**DRIVING HOME THE SAVINGS
CAR AND HOME COMBO**



**Like A Good Neighbor
State Farm Is There.**

**DUANE RILEY
Agent**
231-7850



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www.DUANERILEY.com

Paul J. Urmann
Agent

*State Farm[®]
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497-7557
425 Packerland Dr.
Suite A
Just south of Post Office
paulurmann.com



State Farm Insurance Companies. Home Office: Bloomington, IL

TOWN PLANNER®

Your Community Calendar™

www.townplanner.com

Tested. Proven. Effective.



“I have just signed my third consecutive advertising contract with My Town Planner and Steve Nelson. This calendar provides all the information necessary for any family or business in the community. Whether it be a school schedule, phone number, or community event, it is documented on the Town Planner Calendar. I advertise with Steve because the calendar is a “must” in every home.

I utilize this advertising space to attract new business and as a retention tool with current clients. I have been pleased with the results in both categories.”

Very truly yours,
Cathy L. Carpenter
Agent



**Build a bundle.
Save a bundle.**

Cathy Carpenter,
Agent
1320 National Hwy
LaVale, MD 21502
Bus:
301-729-4141
cathy.carpenter.1145
@statefarm.com

Bundle auto, home and life for big State Farm® discounts.
So let me show you how State Farm can help protect all the things that matter most - for a lot less than you think. **GET TO A BETTER STATE.® CALL ME TODAY.**



1200901126 State Farm, Bloomington, IL

Over
69% of families
nationwide

Use Their Town Planner Calendar!

2013 Ver-A-Fast survey results available upon request

Local Publisher
Information

2013 State Farm Insurance Sponsors	Publisher	Advertiser Since
State Farm Insurance	NJODO	1992
State Farm Insurance	WIFLE	2001
State Farm	WIFLE	2003
STATE FARM INSURANCE	CTSUS	2004
State Farm Insurance	MDNEL	2005
State Farm Insurance	INMAR	2005
State Farm Ins- Newton	KYAUS	2007
State Farm Insurance	MOROS	2007
State Farm-DiGrande Agency	NJOD2	2008
Select Insurance Agency, Inc.	NYHOE	2010
State Farm - Ron Fluder	NJOD2	2010
State Farm	INTRA	2010
State Farm	OHCOF	2010
State Farm - Sippel	MOROS	2011
State Farm Insurance	LAPLR	2011
State Farm Insurance	INDIG	2011
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State Farm	LAGRE	2011
State Farm	OHCAS	2011
Christine Taylor, State Farm	CALUN	2012
Heather Bosse State Farm	SCFER	2012
Peter Masterson State Farm	NYBAL	2012
State Farm - Candice Stryker	OHCOF	2012
State Farm - Frank Martau	OHCOF	2012
State Farm - Kilo	MOROS	2012
State Farm - Suzanne Parker	OHCOF	2012
State Farm -Carol Shaw Agency	MDNEL	2012
State Farm Insurance	MNDYN	2012
State Farm Insurance	WISTR	2012
State Farm Insurance	INDIG	2012
State Farm Insurance	INDIG	2012
State Farm-Vannelli	NJOD2	2012
State Farm	INMAR	2012
State Farm	ILHUG	2012
Shelter Insurance	INTRA	2013
State Farm - Bradley Beck	LAPLR	2013
State Farm - Brown	KYAUS	2013
State Farm Insurance	INHES	2013
State Farm Insurance	AZLAB	2013
State Farm Insurance	INDIG	2013
State Farm Insurance	INDIG	2013
State Farm Jim Rooney	SCFER	2013
State Farm Riley	KYAUS	2013
State Farm- Brandi Warmbier	MNDYN	2013
State Farm- Brian Reister	MNDYN	2013
State Farm- Sharlene Downs	MNDYN	2013
State Farm-Niki Gagna	INTRA	2013
State Farm	INARM	2013
State Farm	ILHUG	2013