



# and TOWN PLANNER<sup>®</sup> Your Community Calendar<sup>™</sup>

*"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.



Over  
**69%** of families  
nationwide

*Use Their Town Planner Calendar!*

2013 Ver-A-Fast survey results available upon request



**FREE**  
Footlong<sup>™</sup> Sub  
Buy 2 Footlong<sup>™</sup> Subs,  
Get 3rd FREE!  
(Free sub of equal or lesser value)

Open 7am - 2:30am

Super Walmart  
85 Rte 101A • Amherst  
**672-6500**

Valid at Amherst Super Walmart location only. Not valid with other offers. Valid 2013

**Buy 1 Get 1**  
**FREE**

*BUY ONE 6" & A  
30 oz. BEVERAGE &  
GET ONE 6" FREE*

\$1.25 Extra for 6" Double Meat  
Premium Subs Excluded

**1034 S. York Rd.  
834-4885**

Valid only at this location. One coupon per customer per visit. Expires 12/31/13

# TOWN PLANNER®

Your Community Calendar™

www.townplanner.com

Tested. Proven. Effective.



Town Planner families are value conscious consumers.

Over

**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

*We put you on display, every day!*

**PARTY SUBS & PLATTERS**  
**\$10 OFF**  
**6 FT. PARTY SUB**  
YOUR CHOICE OF MEATS & VEGGIES  
**SUBWAY**  
YOUR HOLIDAY PARTY HEADQUARTERS  
4142 Clairton Blvd  
Brentwood • 412-882-7827

**SUBWAY**  
eat fresh.  
  
**WE DO CATERING!**  
Graduations • Office Meetings • Parties  
**Super Walmart**  
85 Rte 101A • Amherst  
**672-6500**

**FREE 6" SUB**  
With purchase of 6" Sub of Equal or Greater Value & 21oz Drink  
  
**SUBWAY**  
162 Seven Farms Dr  
Ste 315 • Daniel Island  
**278-0870**  
Fax: 278-0871  
www.subway.com  
Limit 1 coupon per customer. Not valid with any other discounts or value meal special. Coupon good at this location only. Valid 2013

**FREE 6" SUB**  
With purchase of 6" Sub of Equal or Greater Value & 21oz Drink  
  
**SUBWAY**  
3365 S. Morgans Point Rd.  
971-0409  
528 Long Point Rd.  
971-1103  
1400 Palm Blvd.  
886-9939  
Limit 1 coupon per customer. Not valid with any other discounts or value meal special. Valid at these locations only. Excludes premium subs. Valid 2013

Local Publisher Information