



# The UPS Store<sup>®</sup>

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.



**29¢**  
**COLOR COPIES**  
(Unlimited Quantity)

**ups The UPS Store**

- Packaging & Shipping
- Mailbox Services
- Color & B/W Printing/Copying
- Binding/Laminating
- Notary/Fingerprinting

**974 Breckenridge Ln.**  
(Located directly behind Wendy's)  
**894-0771**  
One coupon per visit.  
Expires 12/31/13

**\$2 OFF ANY UPS SHIPMENT**

**The UPS Store<sup>™</sup>**

**ups**

**Cermak & Wolf Rd.**  
**708-562-8777**

VALID AT CERAMAK & WOLF LOCATIONS ONLY.  
ONE COUPON PER CUSTOMER.  
NOT VALID WITH ANY OTHER OFFER.  
EXPIRES 11/30/13

**\$3 OFF SHIPPING** when you ship 3 packages  
**\$2 OFF SHIPPING** when you ship 2 packages  
**\$1 OFF SHIPPING** when you ship 1 package

**ups**

**The UPS Store<sup>™</sup>**

**3867 West Market St**  
Behind McDonald's  
Five Guys & Taco Bell  
**330-666-5451**  
Monday - Friday 8:30-7:00pm  
Saturday 9:00 - 3:00  
**www.theupsstore.com**  
Valid through 12/31/13

# TOWN PLANNER®

Your Community Calendar™

www.townplanner.com

Tested. Proven. Effective.



The UPS Store  
theupsstore.com

“I originally tried the Town Planner two years ago because other things just weren't working. Nothing was getting me the response I needed to build the business.

I didn't expect a good response, but I figured your calendar would at least get our name in front of people to build awareness. I was shocked that so many people cut out coupons! We get a few in every day. Many are new faces that we type into our system.

The right advertising is important. We've been in this location for 20 years...and people still call and ask where we are. Count me in for a third straight year. I would recommend your calendar to anyone.”

Dave Vaughan • The UPS Store  
Town Planner Sponsor since 2006

## Video Testimonial from UPS Store #2799

www.youtube.com/townplannerky#p/u/9/VSlu14mciDM

Town Planner Sponsor since 2006

“We can easily track customers coming in as a result of our ad in the Town Planner as they bring in the coupon to receive the monthly feature discount. Each month our collection of coupons is increasing.

We have high expectations for our second year of business and plan to advertise in the upcoming calendar.”

Carol Pacter  
The UPS Store • Stouffville, Ontario  
Town Planner Sponsor since 2008

“I have been very satisfied with the response we have received. The coupons have been great! The Town Planner has given us the best results of anything we have done to date.

I would recommend the Town Planner to other businesses who are looking for a cost effective way get exposure in their community.

We gladly renewed for next year as well as expanded our program. Thanks again for sharing the Town Planner with us.”

David & Wendy Trojahn  
Owners, The UPS Store  
Town Planner Sponsor since 2008



“The UPS Store Robinson Town Centre used Town Planner for 2006. We found this to be a great means to advertise and have received the most response from. We tried most of the other publications such as Clipper Magazine, Pennysaver, Smart Shopper and none had even close to the response as the Town Planner.

I would definitely recommend using Town Planner as a great advertising media.”

Scott Clark, Owner  
The UPS Store Robinson Town Centre  
Town Planner Sponsor since 2006

2013 UPS Sponsors	Publisher	Advertiser Since
The UPS Store	OHCAS	2000
The UPS Store	ILHUA	2004
The UPS Store	PADEB	2006
The UPS Store	OHLUB	2006
The UPS Store	SCFER	2007
The UPS Store	OHLUB	2008
The UPS Store	NJODO	2008
UPS Store #2352	KYAUS	2008
UPS Store	MAWIN	2008
The UPS Store #6148 Mt Juliet	TNRHO	2010
The UPS Store	INMAR	2010
UPS Store - Amherst	OHCOF	2010
UPS Store-Avon Lake	OHCOF	2010
The UPS Store	INHES	2011
The UPS Store	INHES	2011
The UPS Store	LAPLR	2011
UPS - Waunakee	WISTR	2011
UPS Store # 6045	SCTAY	2011
UPS Store - Sheffield Village	OHCOF	2011
UPS Store Libertyville	ILPOD	2011
UPS	INARM	2011
The UPS Store (Aurora)	OHCAS	2012
The UPS Store	OHCAS	2012
The Ship It Shop	SCFER	2013
The UPS Store #4989	NYBAL	2013
The UPS Store #6033	NCPDL	2013
The UPS Store - Wayzata	MNDYN	2013
The UPS Store-Rockaway	NJODO	2013
The UPS Store	INHES	2013
The UPS Store	INTRA	2013
The UPS Store	ILHUG	2013
UPS (Kent)	OHLUB	2013
UPS Store #4430	AZLAB	2013
UPS Store	AZLAB	2013

We put you on display, every day!