



# **AFFILIATE MEMBERS**

## **INFORMATION PACK**



# AFFILIATE MEMBER BENEFITS

- Advertising in and sponsorship of the MLA's members journal Keyways is only open to Affiliate members. In addition your contact details and a one line description of your service/products are included in the Affiliate list found in the back of every issue of Keyways.
- Content on products/services offered will be included in the Affiliate Directory on the MLA website. This can include links, downloads etc.
- Use of web forum and members Facebook group to highlight new products and Special Deals for MLA.
- Special deals for members will be highlighted in the members benefits section of the website.
- Opportunity to have products on display at MLA Head Office for visitors and those undertaking training (potential customers) to view.
- Opportunities to attend regional exhibitions and present to attendees. Significant discounts to showcase at the MLA Expo - the largest locksmith exhibition in Europe.
- Meetings held at MLA Head Offices to exchange ideas/views on the industry and links with the Association.
- Listing in MLA Handbook (distributed to members, police, insurers etc.)
- Voting representative from the Affiliate Sector on the MLA Board of Directors to give the real ability to shape the future of MLA.
- Use of Head Office facilities to hold meetings, product launches, seminars and training courses. ("Your office in the Midlands")
- The opportunity every subscription year for one Affiliate Member employee to attend 3 out of the 4 level 1 modules of the Mechanical Locksmithing training course, free of charge, providing a full year's subscription fees have been paid (accommodation not included).
- Discounted Insurance, business finance, credit card processing rates, vehicles (purchase, lease and rental), roadside assistance, telecoms, training, H&S and HR support, British Standards.
- Free introduction editorial piece featured in Keyways magazine when you join (containing approx 400 words & 2 high res images).

# KEYWAYS ADVERTISING/ SPONSORSHIP CONTRACT

Advertiser's Name	
Membership Number	
Purchase Order Number	
Contact Name	
Telephone/Fax Number	

We wish to place an advertisement in \_\_\_\_\_ edition(s) of Keyways.

## Member Rate (Per issue)

Full Page - £490.00

Half Page - £280.00

*Please tick box as required.*

*All amounts are plus VAT @ current rate*

## Sponsorship - open to affiliate members only

We wish to sponsor \_\_\_\_\_ editions of Keyways and the website.

Sponsorship of \_\_\_\_\_ (Month & year) @£3000.00

*Please tick box as required.*

*All amounts are plus VAT @ current rate*

We understand that all copy is to be submitted for publication in accordance with the specifications overleaf and any origination, or changes, required will be charged as extra.

**Copy is to be received by the editor, or MLA Headquarters, by the 15th of the month preceding issue, i.e. copy for October to be received by 15th September and the artwork for the website will be submitted direct to the webhost.**

We also agree that failure to supply copy for adverts or sponsorship by deadline dates will result in replacement material being used in that reserved space and that we will be invoiced in the normal way.

Name	
On Behalf Of	
Signed	
Date	

# Digital Media Agreement

Advertiser's Name	
Membership Number	
Purchase Order Number	
Contact Name	
Telephone/Fax Number	
Email Address	

We wish to go ahead with the media package option for the promotion of:

For \_\_\_\_\_ number of months.

**Rate** (Per month)

1 month package - £400.00

*Please tick box as required. All amounts are plus VAT @ current rate*

**Further Information**

Please provide Facebook handle for individual to have access to the closed General Locksmithing Group:

Name (as it appears on Facebook):

URL:

All relevant content must be sent to [marketing@locksmiths.co.uk](mailto:marketing@locksmiths.co.uk) in line with any agreed dates of submission. Any materials are to be created as outlined by the specifications below:

Post artwork dimensions - 1200 x 628

Cover artwork dimensions - 820 x 320\*

\* this is viewed 640 x 360 on smartphones

We understand that all copy is to be submitted for publication in accordance with the specifications provided and any origination, or changes, required will be charged as extra. We also agree that failure to artwork by agree deadlines dates will result in replacement material being used in that reserved space and that we will be invoiced in the normal way.

Name	
On Behalf Of	
Signed	
Date	

# Application For Affiliate Membership

Please complete this form in BLOCK CAPITALS, entering details in each box.  
Do not use "ditto", "as above" etc or leave blanks,  
but enter "N/A" for Not Applicable, or "None" if appropriate.

## SECTION ONE

Company Name			
Company Address			
Postcode		County	
Telephone No.			
Fax No.			
Parent/Holding Company			
Names of other Companies in Group			
Type of Business			
Web Address			
Turnover (linked with Locksmith Industry) p/a		£	
Contact Title (e.g Mr)			
Contact Forename Initial(s)			
Contact Surname			
Contact Job Title			
Contact Address			
Postcode		County	
Telephone No.			
Fax No.			
Mobile No.			
E-mail Address			

## SECTION TWO

Please describe below what goods or services are offered / how your membership will benefit the locksmithing industry, members/how you can assist the MLA in achieving its objectives.

--

### SECTION THREE

Recognising the Aims and Objectives of the Master Locksmiths Association to raise and maintain high standards of professional conduct within the locksmithing industry, we wish to support these aims and objectives and hereby apply for membership of the MLA Affiliate Division.

If accepted by the Association, we pledge our support and goodwill to the extent that it will benefit the locksmithing and physical security industry in general and assist the Master Locksmiths Association and its Divisions in achieving their objectives.

We confirm that we are eligible to apply for membership of the MLA Affiliate Division, in that we meet the requirements of the Association's Byelaws; furthermore we understand that membership of the Association can only be awarded to Trading Names / Companies and not to Groups or holding Companies.

We enclose all relevant literature, information, Recognising the Aims and Objectives of the Master Locksmiths Association to raise and maintain high standards of professional conduct within the locksmithing industry, we wish to support these aims and objectives and hereby apply for membership of the MLA Affiliate Division.

If accepted by the Association, we pledge our support and goodwill to the extent that it will benefit the locksmithing and physical security industry in general and assist the Master Locksmiths Association and its Divisions in achieving their objectives.

We confirm that we are eligible to apply for membership of the MLA Affiliate Division, in that we meet the requirements of the Association's Byelaws; furthermore we understand that membership of the Association can only be awarded to Trading Names / Companies and not to Groups or holding Companies. We enclose all relevant literature, information, catalogues, trade price lists etc. for inclusion in the Association's Reference Library.

Signed	
Name in Capitals	
On Behalf of	
Date	

### General Data Protection Regulation 2018

Information given on this form will be held on digital and physical format as part of the MLA's Membership Database during your membership and 5 years after your membership has been ceased. We will use your personal details to create membership related documents and to contact you in regards to your membership. The lawful basis of this processing is the performance of a contract between you and us and your request, to enter into such a contract.

Data in respect of turnover is for MLA use only and will not be divulged to third parties. MLA will only share your details with a third party if sharing is necessary to provide the benefits that are offered by this membership. MLA has signed contracts with any third party involved, that we share your details with, to assure that they are GDPR compliant. For more details about the way we manage your personal data please see our Privacy Policy on [www.locksmiths.co.uk](http://www.locksmiths.co.uk)

# Annual Subscriptions & Fees



SUBSCRIPTIONS	COST (Inclusive of VAT @ current rate)
<b>MLA Affiliate Sector</b>	
Affiliate (<£1m turnover)	£620.00
Affiliate (<£1m <5m turnover)	£1,185.00
Affiliate (<£5m turnover)	£1,780.00
Postage for overseas members (All categories)	
Europe/EU - £35.00	Air Zone 1 - £45.00
	Air Zone 2 - £47.00
To be added to subscription costs	



Master Locksmiths Association  
1 Prospect Park, Valley Drive,  
Rugby, CV21 1TF

Tel: 01327 262255  
Fax: 01327 262539