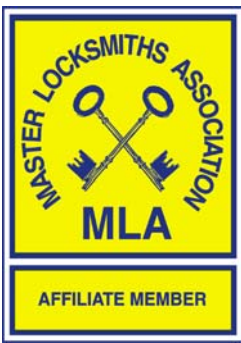




Master Locksmiths Association

Affiliate Membership Pack



AFFILIATE MEMBER BENEFITS

- ❖ Sponsorship of Keyways is only open to Affiliate members.
- ❖ Banner on the MLA website is offered to Keyways Sponsors in the first instance, and then Affiliates.
- ❖ Use of website to have link to own site.
- ❖ Use of web forum to highlight new products and *Special Deals for MLA*.
- ❖ Special deals for members will be highlighted in the members benefits section of the website
- ❖ Direct contact with MLA Locksmiths through regional meetings.
- ❖ Opportunity to have products on display at MLA Head Office for students (potential customers) to view.
- ❖ Regular Exhibition with reduced rates for Affiliates.
- ❖ Opportunities to show at regional exhibitions as well as give presentations at regional meetings.
- ❖ Meetings held at MLA Head Offices to exchange ideas/views on the industry and links with the Association.
- ❖ Listing in Approved Company Directory and Keyways.
- ❖ 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 seminars and training.
- ❖ The opportunity every subscription year for one Affiliate Member employee to attend an MLA basic Locksmithing Training Course, free of charge, providing a full years subscription fees have been paid (lunch and 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



MLA AFFILIATE SECTOR APPLICATION FOR 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.

Office Use Only

SECTION ONE

Company Name

Company Address

County

Postcode

Telephone No.

Facsimile No.

Parent/Holding Company

Names of other Companies
in Group

Type of Business

Turnover (linked with Locksmith Industry) p/a

£

Contact Title (e.g Mr)

Contact Forename Initial(s)

Contact Forename(s)

Contact Surname

Contact Job Title

Contact Address

County

Please continue overleaf

Postcode	<input type="text"/>
Telephone No.	<input type="text"/>
Facsimile No.	<input type="text"/>
Mobile No.	<input type="text"/>
Email Address	<input type="text"/>
Web Address	<input type="text"/>

SECTION TWO
Please describe what goods or services are offered / how your membership will benefit the locksmithing industry / 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, catalogues, trade price lists etc. for inclusion in the Association's Reference Library.

Signed

Name in Capitals

On behalf of

Date

DATA PROTECTION ACT

Information given on this form will be held on computer as part of the MLA's Membership Database. Data in respect of turnover is for MLA use only and will not be divulged to third parties. Other information may be supplied to third parties in furtherance of the MLA's objectives.

MASTER LOCKSMITHS ASSOCIATION
 5D GREAT CENTRAL WAY
 WOODFORD HALSE
 DAVENTRY, NORTHANTS NN11 3PZ



MASTER LOCKSMITHS ASSOCIATION KEYWAYS - ADVERTISING/SPONSORSHIP CONTRACT

Advertiser's Name

Advertiser's Membership number

Purchase Order Number:

Contact name

Contact phone/fax

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 the edition of KEYWAYS and the Website.

Sponsorship of(month & year)	@ £3000.00
Sponsorship of+ adverts in 5 consecutive issues @ £4000.00	

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 fifteenth of the month preceding issue, i.e. copy for October Issue 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.

Signed..... Print name.....

On behalf of.....Date.....

Sponsorship

This is open to Affiliate members only and includes:-
Colour illustration for front cover and advertisement on back cover.
Four pages of articles, photographs and illustrations.
One full page advert + acknowledgement of sponsorship in body of magazine.

Technical Information

Advertisement sizes, based on an A4 portrait page:

Full Page	- no bleeds	297mm x 210mm
Full Page	- with bleeds	303mm x 216mm
Half Page	- landscape	148mm x 210mm
Cover Illustration	- for sponsor only	210mm x 170mm

Please note that the cover illustration must leave room for the editor's "In This Issue" display, so the illustration may be full width but must not exceed 170mm height.

Because of the compatibility issues of different programs, all artwork must be supplied as a high resolution PDF file. Any other format will only be accepted by prior agreement with the editor.

Neither the printers nor the Master Locksmiths' Association will accept responsibility for the correct reproduction of any images not supplied in the proper format.

Any display advertisements or sponsorship material supplied as artwork, originals or separate images will incur an additional charge, if any origination is involved.

Agency commission of 10% will be allowed on display advertisements only. No commission is payable on sponsorship. All sponsorship and advertising is subject to vat at the current rate.

Copy is to be received by the editor, or MLA Headquarters, by the fifteenth of the month preceding issue, i.e. copy for October Issue to be received by 15th September.

MASTER LOCKSMITHS ASSOCIATION
2010/2011 ANNUAL SUBSCRIPTIONS AND FEES

SUBSCRIPTIONS

COST
(Inclusive of VAT @ Current rate)

MLA AFFILIATE SECTOR

AFFILIATE (<£1m turnover)	£509.96
AFFILIATE (>£1m <£5m turnover)	£984.66
AFFILIATE (>£5m turnover)	£1473.46
BRAND NAME REGISTRATION	£509.96
AFFILIATE MEMBER EMPLOYEE	£5.00*

MEMBERSHIP

COMPANY (MAIN)	£296.10
COMPANY (BRANCH)	£165.68
PERSONALTRADING MEMBER	£176.25
FELLOW	£74.02
MEMBER	£74.02
ASSOCIATE	£74.02
APPROVED COMPANY EMPLOYEE	£5.00*
HONORARY	£0.00
RETIRED	£0.00

BRITISH LOCKSMITHS INSTITUTE (BLI)

STUDENT	£86.96
ADVANCED STUDENT	£74.02

GUILD OF KEYCUTTERS

MEMBER (Per Address)	£108.10
IF MLA APPROVED COMPANY MEMBER	£68.16

FEES

ENROLMENT (Approved Company)	£117.50
ENROLMENT (BLI)	£47.00
RE-JOINING	£47.00

POSTAGE FOR OVERSEAS MEMBERS (ALL CATEGORIES)

EUROPE/EU = **£20.00** AIR ZONE 1 = **£28.00** AIR ZONE 2 = **£30.00**
To be added to subscription costs

PLEASE SEND YOUR ENROLMENT FEE ONLY WITH YOUR MEMBERSHIP APPLICATION, YOU WILL BE INVOICED FOR YOUR SUBSCRIPTION FEE ONCE YOUR MEMBERSHIP APPLICATION HAS BEEN APPROVED

*Employee membership is to enable CRB check to be performed and hence training to be undertaken and/or ID card to be obtained only