



ALOA Yellow Pages Brand AD National Program

The Associated Locksmiths of America, Inc. has partnered with TMP Directional Marketing to launch an innovative Yellow Pages campaign. Consumers using the number one media for Locksmiths will be directed to select an ALOA member thru the ALOA Trademarked Column Listing and ALOA Branded Ad program. Yellow Pages receive over 26 million references annually, more than three times the amount of the next most used media. Educating consumers at the point of purchase becomes critical for differentiating an ALOA member from other locksmiths and directing consumers to a trusted locksmith within the Yellow Page books.

ALOA and TMP Directional Marketing have developed a partnership with AT&T, Idearc, The Berry Company, Cincinnati Bell, and DEX to launch this extraordinary Yellow Pages program. This partnership provides the ad space needed to educate consumers to the advantage of using an ALOA member and the space needed to identify ALOA members in the directory coverage area. A "Trademark Column Listing" and an "ALOA Branded Ad" will be provided in each directory. ALOA members can sign up for the program with the purchase of a "Trade Listing". The cost of a "Trade Listing" varies with each directory. See sample of a Trademark Column Listing and ALOA Branded Ad below.

Trademark Column Listing

ASSOCIATED LOCKSMITHS OF AMERICA, INC



- Serving the locksmith industry for over 50 years
- Representing qualified professionals
- "LOCKSMITHS YOU CAN TRUST"

www.findalocksmith.com

"FOR OUALIFIED MEMBERS CALL"

Firm Name
1234 Main Street.....555-111-2222

Note: ALOA member's, pay to list their information in the Trademark Column Listing; includes their name, address and phone number

ALOA Branded Ad



STOP
Read this before calling.

ALOA is an organization providing qualified locksmiths throughout the world.

LOOK FOR OUR AD & LOGO UNDER "LOCKS & LOCKSMITHS" FOR A QUALIFIED LOCKSMITH NEAR YOU.

Find Qualified Locksmiths Members at www.findalocksmith.com

Watch for Advertising Order forms for details and submission of your listing in your ALOA Membership Renewal Mailing. 2010 Dues must be paid to participate.

About TMP Directional Marketing

TMP Directional Marketing (TMPDM) is the largest local search marketing agency, offering online, offline and mobile advertising solutions to top national brands.