



## 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 through the ALOA Trademark and 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 Ad" and a "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 and Branded Ad below.

### Trademark Ad

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"

### 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](http://www.findalocksmith.com)**

Watch For An Order Form With Details for Submission of your Directory Order in your ALOA Membership Renewal Mailing.

#### 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.