

London Landlords Accreditation Scheme (LLAS) & Accreditation & Training for Landlords and Agents Service (ATLAS)



Who We Are

Accreditation & Training for Landlords and Agents Services (ATLAS) is an umbrella organisation for accrediting organisations. ATLAS is a partnership of local authorities, university accommodation units, private landlord associations, and partner authorities in Kent (KLAS), Sussex (SLAS), Thames Gateway (TGSE-LAS), Hampshire (HLAS), Midlands (MLAS), Surrey Heath (SHLAS), Guildford (GLAS), Oxford (OCC-LLAS) etc. and have been in operation since 2004.

The LLAS (London Landlord Accreditation Scheme) is the London Scheme and manages all the schemes under ATLAS

- > **ATLAS- LLAS** (London Accreditation Scheme) is the biggest and most successful accreditation scheme in the Country.
- > Over **65000** landlords and Letting and managing agents accredited. **200** members join monthly on average. Have a database of over **63000 landlords** and agents. We aim to accredit 100,000 landlords and agents by 2025.
- > LLAS Targets an often difficult-to-reach market (private landlords, letting and managing agents).
- > LLAS provide an opportunity for companies and agencies to enhance their marketing efforts through sponsorship and product promotion via the LLAS database, website, publications, our highly successful Conference & Award Ceremony events, forums and gain exposure to your local landlords and property market.
- > The website is regularly accessed by people wanting to find out about LLAS and register for accreditation. It also attracts a lot of visitors, all of whom are looking for landlords, agents and local authorities related information.
- > The ATLAS-LLAS website is promoted on all partners advertising materials, on their websites and in local magazines.
- > 95% of our traffic is UK based, and the extra 5% owners of UK properties based around the world.
- > ATLAS is promoted across the Country by our affiliated members such as Midland Landlords Accreditation Scheme (MLAS), Rent Smart Wales (RSW), Howz, **TFP** etc.
- > If your organisation is looking for unparalleled property marketing exposure with an ever-growing membership and broader base of accreditation schemes resource, then LLAS can accommodate and accelerate your marketing initiatives.

Where Can I Advertise?

- >> Website - www.londonlandlords.org.uk
- >> Quarterly Newsletter - **The PRESS**
- >> Other ways you can advertise/sponsor



Audience Breakdown

Newsletter
Readership:
65000+

Our Demographic

Website Stats from the past Year

Unique visits per Year:

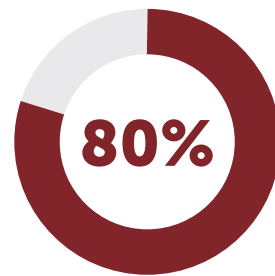
701076

Unique visits per Month:

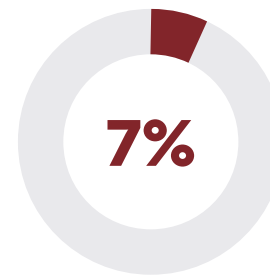
58423

Hits per Day:

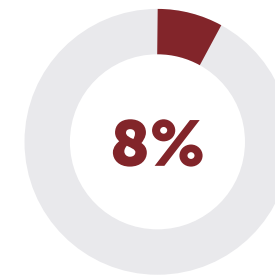
5947



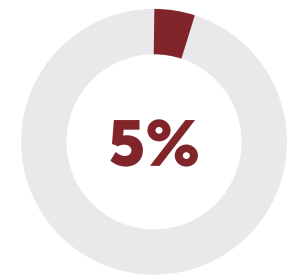
Landlords, agents
and Investors



Property
Professionals



Prospective
Landlords and
Agents



Local Authorities
and affiliated
partners

Website Advertising

- >> Advertisements will be set within the home-page of www.londonlandlords.org.uk
- >> Banner adverts will be displayed on the right column of the home page, and the advert will appear on every page of the ATLAS website
- >> **Unfortunately it is not possible for ATLAS staff to create artwork for clients due to lack of resources.** Please email your artwork when it's ready to be placed on the website

Website Advertising Rates

Banner Position on Website	Size (pixels)	3 months	6 months	12 months
Right Column Large Advert	300 (w) x 250 (h)	£460.00	£700.00	£1000.00
Right Column Medium Advert	300 (w) x 100 (h)	£400.00	£600.00	£800.00
Right Column Small Advert	125 (w) x 125 (h)	£200.00	£400.00	£600.00

All prices are in pounds sterling (GBP) plus excluding VAT

Website Sizes

Right Column
Large Advert

ACTUAL SIZE

Right Column
Medium Advert

ACTUAL SIZE

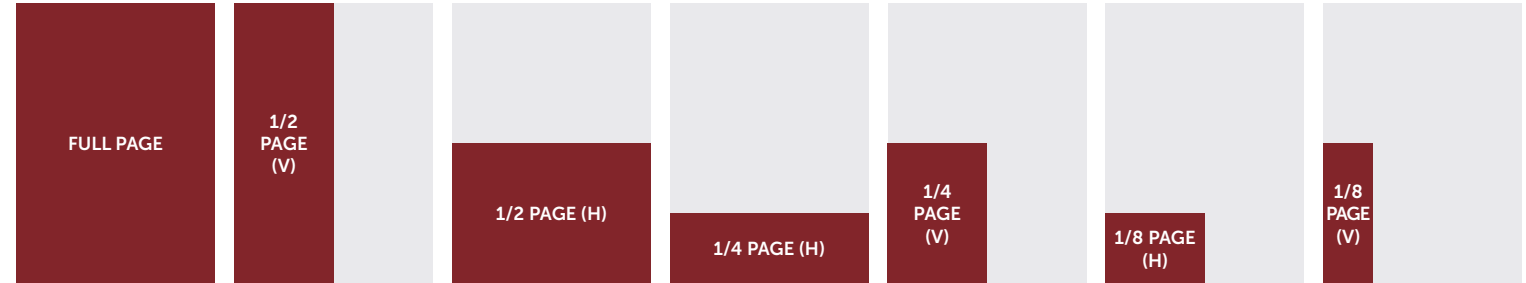
Right Column
Small Advert

ACTUAL SIZE

Newsletter

- >> Published quarterly, opportunities to advertise throughout the year
- >> Available online at www.londonlandlords.org.uk and partners websites
- >> Distributed via email & post
- >> Distributed at landlord forums, conferences, exhibitions, etc. and at Landlord and Buy to let Shows

Newsletter Sizes



Newsletter Rates (per copy)

Sizes of adverts & editorial (mm)	Accredited landlords and Agents	Non accredited landlords/ Agents
1/8 Page Vertical 52.5 (w) 148.5 (h)	£90	£120
1/8 Page Horizontal 105 (w) 74.25 (h)		
1/4 Page Vertical 105 (w) 148.5 (h)	150 + VAT	£200 + VAT
1/4 Page Horizontal 210 (w) 74.25 (h)		
1/2 Page Vertical 105 (w) 297 (h)	£230 + VAT	260 + VAT
1/2 Page Horizontal 210 (w) 148.5 (h)		
Full Page 210 (w) 297 mm (h) (+margins for cropping 5 mm each side)	£380 + VAT	£450 + VAT
1/4 Page Editorial	£50 + VAT	£100 + VAT
1/2 Page Editorial	£100 + VAT	£160 + VAT
Full Page Editorial	£120 + VAT	£180 + VAT
1/2 Page Advertorial	£100 + VAT	£170 + VAT
Full Page Advertorial	£180 +VAT	£250 + VAT

Publishing Dates

- End of February
- End of June
- End of October

Other Ways to Advertise & Sponsor

LLAS & ATLAS Sponsorship Opportunities

LLAS accreditation one-day development sessions are conducted at various locations across London and partner authorities 2-3 times per week with each session attracting approximately 20-30 attendees.

Sponsorship Opportunity Option 1 £950.00

Sponsor a LLAS/ ATLAS training session

- >> The training session will be promoted on the LLAS & ATLAS website as Accreditation Course sponsored by "Your Company"
- >> Logo and link to your company website for the duration of 4months.
- >> Provide a promotional leaflet to LLAS & ATLAS staff, which will be distributed to attendee landlords and agents on the day of training and also distributed with correspondence to other landlords/agents on our database.
- >> Four members of your team will have the opportunity to attend the training, mingle and network with attendee landlords and agents at no further cost to your company .

Sponsorship Opportunity Option 2 £5000.00

- >> Your promo banner and link will be on the LLAS & ATLAS website with 100-word profile, introducing your services or products and offers to accredited landlords and agents and
- >> A logo/banner & link to your company website for 2years.
- >> Receive 10 full payment Vouchers (valid for 6 months) for your staff to attend training or onsite tailored training of your choice with LLAS.
- >> Your promotional leaflet emailed to our distribution list,
- >> full page advert in LLAS/ATLAS newsletter for 2 years. (6 publications in total)

Sponsorship Opportunity Option 3 £2500.00 // 5000 copies

Print and Design

- >> Print and design costs of the widely distributed main LLAS/ATLAS leaflet
- >> Your company logo & link, and a 100 word texts will be included as sponsor of the leaflet

Sponsorship Opportunity Option 4 £3500.00 // 10000 copies

- >> Print and design costs of the widely distributed HHSRS leaflet (Housing Health Safety Rating System)
- >> Illustrations of the 29 Hazards in the home makes it a favourite for landlords, agents and local authorities' staff that carry out property inspections. This leaflet is distributed widely, not only in London and the South East, but all over the UK, including Wales, Midlands and to boroughs not affiliated with LLAS or ATLAS
- >> Your company logo & link, and a 100 word texts will be included as sponsors of the HHSRS leaflet

Other Ways to Advertise & Sponsor

Sponsorship Opportunity Option 5

£5000.00 // 2 years

Sponsorship of specific elements of LLAS activity such as:

- >> Quarterly newsletter
- >> Website
- >> Training materials
- >> LLAS information Leaflets

As well as supporting the overall mission of LLAS, that provide a platform for your company to communicate its brand and messaging about new product offerings or new partnerships

Sponsorship Opportunity Option 6

£10000.00 // 4 years

Your company could sponsor the production of LLAS/ATLAS Accreditation Card for any new member's over 5 years. a minimum of 9000 landlords and agents over this period.

- >> Your company details and logo, website and contact detail will be placed on the reverse of all the accreditation cards produced during the 4yrs
- >> Your Logo on the LLAS/ATLAS website with text (100 characters) introducing your company and offers to Accredited Landlords and agents and link to your company website
- >> Promotional leaflet mailed to landlords with LLAS mail shots and distributed at events held or attended by LLAS/ ATLAS staff.
- >> Full page advert in the LLAS newsletter for 6 editions (2yrs)

Sponsorship Opportunity Option 7

£10000.00 // 3 years

LLAS -CPD Training programme

Training and Continuous professional development is at the heart of the LLAS offer, with training for landlords and agents run across London in partnership with member local authorities. Your company could support a programme of LLAS training/CPD covering key areas of interest such as:

- >> Getting properties 'up to standard' against key areas of HHSRS
- >> Helping landlords meet their energy efficiency requirements
- >> Keeping on top of repairs and maintenance for your property portfolio
- >> Taxation

Training could be offered on a borough-by-borough basis in partnership with each local authority. It would either be offered at a reduced fee to landlords (e.g. £20 as opposed to the usual £69) or a fully funded fee.

This training could incorporate any endorsement of your company products and services over and above those of any of other provider – but your company could support the programme not only through cash but also through providing experts – to facilitate training for example Taxation



ATLAS



Contact Us

If you would like to take up the opportunity to sponsor or advertise your services/products with LLAS/ATLAS or wish to discuss further the opportunities presented here, please contact:

Fatima Begum
LLAS/ATLAS Marketing & Support Officer

Telephone: **020 7974 2839**

Email: **LLAS@camden.gov.uk**

Address: **London Landlord Accreditation Scheme
Private Sector Housing Team,
8th Floor,
5 Pancras Square,
London N1C 4AG**

Website: **www.londonlandlords.org.uk**

Terms and Conditions

- All prices shown above exclude vat, please add percentage VAT rate applies at the time of request.
- We do not offer any guarantees in respect of the additional traffic your website can expect.
- Our undertaking to you is to deliver the advertising as specified; its effectiveness depends on factors beyond our control such as the size of the market and level of demand for the product or service you provide.
- The website is primarily aimed at promoting the reputation of the LLAS (The London Landlords Accreditation Scheme) & ATLAS (Accreditation & Training for Landlords and Agents Services), its partners and businesses. Advertisements will only be accepted from organisations based in or near the UK; those based elsewhere but with a significant presence here; those offering goods or services of specific interest to Landlords and Agents in particular.
- We do not accept adverts for web-sites which include any material which might cause offence to sections of our society. (e.g. on grounds of geographical or racial origin, gender, sexual orientation, religion, disability, politics, offensive language, depictions in words or images of violent or sexual acts, derogatory remarks relating to persons or organisations).
- Sites containing direct links to other sites hosting such content are also unacceptable.
- We do not accept adverts from sites offering what we consider to be fronts for illegal activities or for pyramid schemes or "scams" which may not be strictly illegal.
- Whilst we make best efforts to maintain these standards we accept no responsibility for any sites advertised which on further examination do prove to fall short of the standards.
- The advert must be an appropriate representation of the kind of information to be found at content of the website

it directs visitors to. (This is to prevent "innocent" ads linking to sites containing potentially offensive material).

- We reserve the right to discontinue service to any site which transgresses our standards. In such cases we will NOT refund the balance of any fees for display time not delivered.

Acceptance of Advertisement

- Advertisements are accepted subject to the following conditions:
- The Advertising Copy must be received by the LLAS no later than 1 week prior to the relevant Production Deadline and the Advertiser shall supply the Advertising Copy in such forms as the Company shall specify in the Advertisement Specifications.
- Approval of Advertising Copy shall not in any way prejudice the LLAS right to reject the Advertising Copy; and advertising space being available.
- LLAS has at its absolute discretion the right to omit, suspend or change the position of any advertisement accepted including but not limited to the following reasons:
- to comply with legal or moral obligations placed on the Company or any Advertiser; and
- to avoid infringing third party's rights, the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority.
- If LLAS decides that the advertisement copy is unsuitable, LLAS will notify the advertiser in writing who must supply an alternative copy within 2 Working Days of receiving the notification. If the alternative copy is not accepted, LLAS shall be entitled at its discretion to repeat a previous accepted advertisement copy or to publish other suitable material and shall be paid by the advertiser in full for the advertising space booked.
- LLAS/ATLAS may make any additions to, changes in or deletions from any advertisement copy required by

any competent authority, provided that LLAS inform the advertiser prior to making any addition, change or deletion, where reasonably practicable.

- In the event that the Advertising Copy does not comply with the Advertisement Specification LLAS shall be permitted to either reject or change the advertising copy to comply with the advertising specification. Such changes may include (but are not limited to) reformatting, cropping, resizing and editing.
- In the event that LLAS fails to publish any advertisement, LLAS shall not incur any liability to the advertiser for any damage or loss in respect of non-publication.
- It is the responsibility of the advertiser to check that the advertisement copy is correct. LLAS accepts no liability for any error in the advertisement, or in the case of multiple advertisements the repetition of an error unless notified to LLAS immediately at the point at which the error occurs

Advertisement Content and Advertisement Warranties

The Advertiser warrants that:

- it has the full power and authority to enter into and perform these terms;
- it complies with all applicable laws, rules and regulations and any industry codes or rules (by which the Advertiser or LLAS may be bound) that are in force at the time the Advertisement is to be inserted;
- In respect of any Advertisement submitted which contains the name or pictorial representation (photographic or otherwise) of any living person and / or any part of any living person and / or copy by which any living person is or can be identified, the Advertiser has obtained any authority of such living person to make use of such name, representation and / or copy;
- Advertisement does not contain any material that shall breach any contract or infringe or violate any copyright,

trademark or any other personal or proprietary right of any person or render the LLAS liable to any claims or proceedings whatsoever;

- The Advertisement submitted is not obscene or libelous;
- The advertisement and any information submitted must be legal, decent, honest and truthful and comply with the British Code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority;
- The Advertiser agrees to indemnify LLAS and keep it indemnified against all claims, costs, proceedings, demands, losses, damages or expenses whatsoever arising directly or indirectly as a result of any breach or non-performance of any of the representations, warranties or other terms herein contained or implied by law.

Payment

- LLAS will invoice the Advertiser for the agreed advertising rate following the LLAS advertising Booking Form. Invoices will be due and payable within 30 days of the date of the invoice.
- The advertising rate to be paid by the Advertiser is the rate displayed in LLAS media pack at the time when the booking is received by the LLAS subject to any discounts agreed in writing by LLAS. LLAS reserves the right to change the Advertising Rate at any time without notice.
- In the event that LLAS discovers an error in the price of the advertising space booked by the Advertiser, LLAS shall notify the Advertiser as soon as possible providing the Advertiser the option of either reconfirming the booking at the correct price or cancelling the booking. If LLAS is unable to contact the Advertiser for the purposes of this error, the booking shall be deemed cancelled and where the Advertiser has already made payment for the Advertising Space this shall be refunded in full.
- In the event that payment is not made by the due date in accordance, LLAS reserves the right to charge interest

on the amount outstanding at a rate of 4% accruing daily.

Contract Cancellation

- The Advertiser shall have a period of 20 Working Days from the date of LLAS's acceptance of a booking in which it may issue a notice of cancellation. Cancellations are subject to a 50 % cancellation fee.
- No cancellation will be accepted following the period of 10 Working Days from the date of the LLAS acceptance of a booking in accordance. LLAS reserves the right to repeat previous accepted Advertising Copy if an Advertising Copy is not received by the deadline and shall be paid by the Advertiser in full for the advertising space booked.
- Any discount granted by LLAS to the Advertiser for multiple advertisement insertions will apply only in the event that all the advertisements contemplated are placed. In the event that the Advertiser cancels or does not include any multiple advertisements, the Advertiser will lose the right to discount and will be charged at the normal rate.

Indemnity and Liability

- LLAS shall not be liable in contract, tort (including limitation negligence), pre-contract or other representations (other than fraudulent or negligent misrepresentations) or otherwise out of or in connection with the Terms for any:
- economic losses (including without limitation loss of revenues, data, profits, contracts, business or anticipated savings); or
- loss of goodwill or reputation; or
- Special or indirect losses suffered or incurred by that party arising out of or in connection with the provision of any matter under these Terms.
- The Advertiser shall indemnify LLAS against any claim, cost, loss, damage and/or expense that LLAS may incur as a direct or indirect consequence of the Company publishing the Advertisement in accordance with the

instructions of the Advertiser.

Copyright

- The Advertiser hereby grants LLAS a worldwide license to reproduce, display and copy the Advertisement in the LLAS/ATLAS newsletter.

Miscellaneous Provisions

- This Contract shall be governed by the laws of England and Wales and any dispute will be resolved exclusively in the courts of England and Wales.
- LLAS shall be under no liability for any delay or failure to deliver advertising space or otherwise perform any obligation as specified in these Terms if the same is wholly or partly caused whether directly or indirectly by circumstances beyond its reasonable control
- If any portion of these Terms is held by any competent authority to be invalid or unenforceable in whole or in part, the validity or enforceability of the other sections of these Terms shall not be affected.
- These Terms do not create or confer any rights or benefits enforceable by any person that is not a party (within the meaning of the U.K. Contracts (Rights of Third Parties) Act 1999).
- No delay or failure by LLAS to exercise any powers, rights or remedies under these Terms will operate as a waiver of them nor will any single or partial exercise of any such powers, rights or remedies preclude any other or further exercise of them. Any waiver to be effective must be in writing and signed by an authorized representative of LLAS
- These Terms including the documents or other sources referred to in these terms and conditions supersede all prior representations undertakings and agreements between the Advertiser and LLAS relating to the use of this Site (including the booking of advertising space) and sets forth the entire agreement and understanding between the Advertiser and LLAS