

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



Who We Are

Accreditation & Training for Landlords and Agents Service (ATLAS) is an umbrella organisation for all accrediting organisations in London and the South East. A partnership of local authorities, university accommodation units, private landlord associations, and partner authorities in Kent, Sussex, Thames Gateway, Hampshire, Midlands, Wales, Surrey Heath, Guildford etc. and have been in operation since 2004.

- >> LLAS is the biggest and most successful accreditation scheme in the Country.
- >> Over 19000 landlords and over 1350 letting and managing agents accredited in London, and over 8000 accredited landlords and agents outside of London. 160 members join monthly on average. Have a database of over 35000 of accredited and non- accredited landlords and agents. We aim to accredit 100,000 landlords and agents by 2022.
- >> LLAS Targets an often difficult-to-reach market (private landlords, letting and managing agents).
- >> LLAS provide an opportunity for companies to have exposure to all London local authorities databases, external communication channels of partners outside of London, affiliated landlord associations and the chance to be promoted locally at local council events, landlord forums, landlords and agents conferences and exhibitions.
- >> The website is regularly accessed by people wanting to find out about LLAS/ATLAS 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 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), Residential Landlord Association- Landlord Accreditation Scheme (RLA-LAS), Southern Landlord Association (SLA) 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:
35000+

Our Demographic

Website Stats from the past Year

Hits per Year:

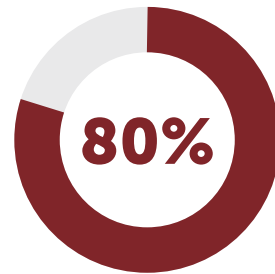
3967496

Hits per Month:

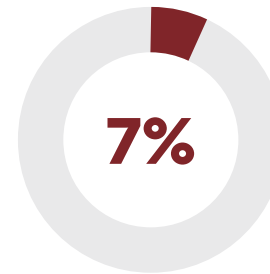
584237

Hits per Day:

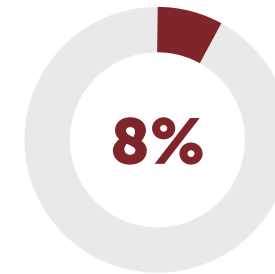
15940



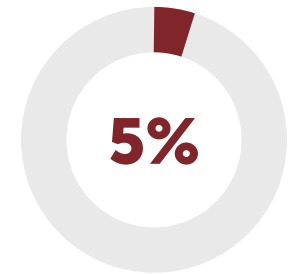
Landlords, agents
and Investors



Prospective
Landlords and
Agents



Property
Professionals



Local Authorities
and affiliated
partners

Website Advertising

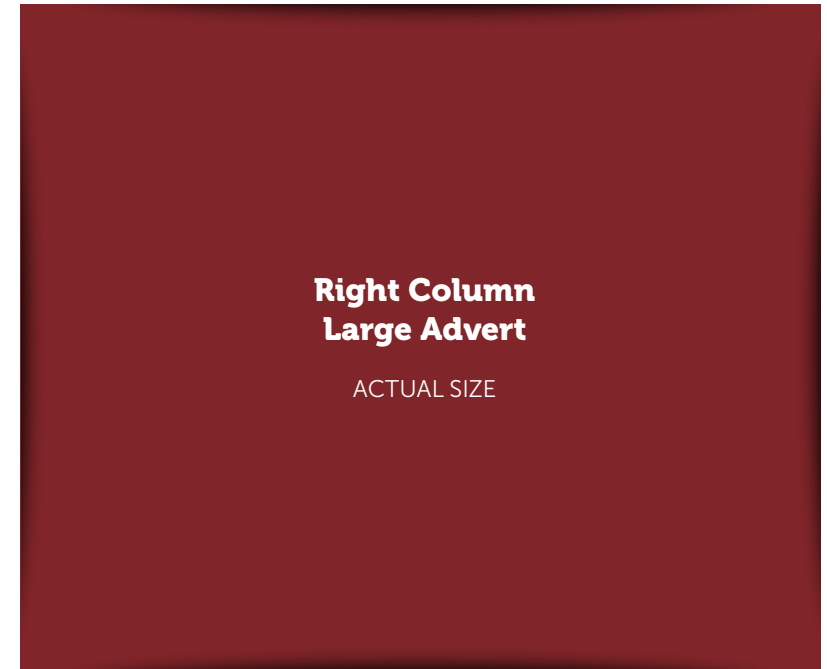
- >> Advertisements will be set within the home-page of www.londonlandlords.org.uk
- >> Banner adverts will be displayed on the right column of the home page, and the advert will appear on every page of the ATLAS website
- >> **Unfortunately it is not possible for ATLAS staff to create artwork for clients 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

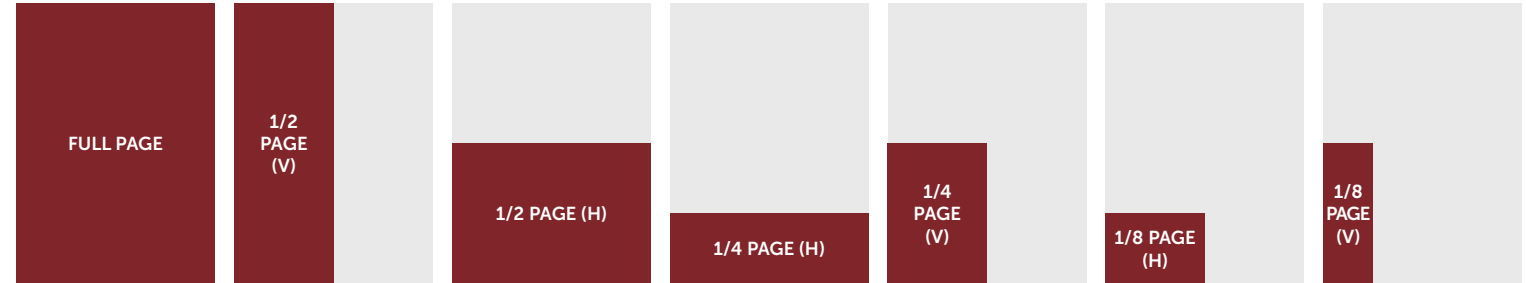
Website Sizes



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

2017	2018
28 February	28 February
30 June	29 June
31st October	31 October

Other Ways to Advertise & Sponsor

ATLAS Sponsorship Opportunities

A TLAS 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 20-25 attendees.

Sponsorship Opportunity Option 1 £950.00

Sponsor a ATLAS training session

- >> The training session will be promoted on the ATLAS website as Accreditation Course sponsored by "Your Company"
- >> Logo and link to your company website for the duration of 4 months.
- >> Provide a promotional leaflet to ATLAS staff, which will be distributed to attendee landlords 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 and mingle and network with attendee landlords and agents at no further cost to your company

Sponsorship Opportunity Option 2 £6000.00

- >> Your Logo will be on the ATLAS website with text 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 2 years.
- >> Receive 10 full payment Vouchers (valid for 6 months), staff onsite training with ATLAS
- >> Promotional leaflet emailed to our distribution list,
- >> ½ a 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 leaflet
- >> Your company logo & link, and a 100 word texts will be included as sponsors 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 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. With the introduction of the London Rental Standard we expect a significant increase in numbers and therefore expect to accredit a minimum of 9000 landlords and agents over this period.

- >> Your company details and logo, website and contact detail will placed on the reverse of all the accreditation cards produced during the 4yrs
- >> Your Logo on the LLAS/ATLAS website with text (200 characters) introducing your company and offers to Accredited Landlords and link to your company website
- >> Promotional leaflet mailed to landlords with LLAS mail shot 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 // 2yrs

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 code' 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 £60) 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



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:

Jessica Alomankeh

LLAS/ATLAS Projects Manager

Telephone: **020 7974 1970**

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

Address: **(LLAS/ATLAS)
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 ATLAS (UK Landlord Accreditation Partnership) 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 ATLAS 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 ATLAS right to reject the Advertising Copy; and advertising space being available.
- ATLAS 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 ATLAS decides that the advertisement copy is unsuitable in, the ATLAS 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, ATLAS 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.
- ATLAS may make any additions to, changes in or deletions from any advertisement copy required by any competent authority, provided that the ATLAS 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 ATLAS 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 ATLAS fails to publish any advertisement, ATLAS 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. The ATLAS accepts no liability for any error in the advertisement, or in the case of multiple advertisements the repetition of an error unless notified to ATLAS 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 ATLAS may be bound) that are in force at the time the Advertisement is to be inserted;
- 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 ATLAS liable to any claims or proceedings whatsoever;
- 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;

- 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 ATLAS 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

- ATLAS will invoice the Advertiser for the agreed advertising rate following the ATLAS 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 ATLAS media pack at the time when the booking is received by the ATLAS subject to any discounts agreed in writing by ATLAS. ATLAS reserves the right to change the Advertising Rate at any time without notice.
- In the event that the ATLAS discovers an error in the price of the advertising space booked by the Advertiser, ATLAS 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 ATLAS 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 ATLAS 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 ATLAS'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 ATLAS acceptance of a booking in accordance. ATLAS 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 ATLAS 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

- ATLAS 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 ATLAS against any claim, cost, loss, damage and/or expense that ATLAS 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 ATLAS 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.
- ATLAS 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 ATLAS 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 ATLAS
- 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 ATLAS 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 ATLAS