

Dear ATMS member

I am writing to advise that in order to better rationalise how ATMS funds are spent, ATMS will no longer be taking out 'header' advertising in the Yellow Pages print directories. Instead, more focus is being placed on the Online Yellow Pages directory.

The print form of Yellow Pages advertising has become increasingly unpopular with members, with only 135 members, (just over 1% of the membership), taking out advertisements this year. Members do indicate however that they remain interested in the Yellow Pages Online (Internet) Directory.

Consequently for 2011, ATMS will continue to take out advertisements in the major Yellow Pages directories, and which direct people to contact ATMS for the details of accredited practitioners in their area. These advertisements however will not be the same 'header' type advertisement taken out previously. You will be unable to list your name and clinic details in a block with other members under the ATMS header.

(Of course, individual members can still take out at their own expense an entry in the print directory, and in that advertisement use the ATMS logo and/or refer to the fact they are an ATMS member.)

ATMS will also however assist in the payment of the Yellow Pages mail out to ATMS members promoting the Online Yellow Pages directory. By assisting to pay for this mail out, ATMS will help keep down the costs to members of this on line advertising. The Yellow Pages online advertisements include a supporting reference that the practitioner is an ATMS member

I trust that you will agree that increasing the focus on the Online Yellow Pages directory, while still maintaining some presence in the print directories, is a better use of ATMS resources.

Yours sincerely

Matthew Boylan  
Company Secretary