ADVERTISE WITH ALTA

Advertising Products Guide

2024

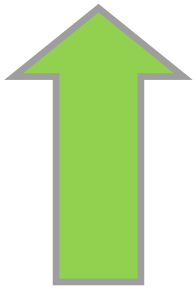
Why Advertise with ALTA?

ALTA's Audience

+OVER+

6,200

ALTA Members



950+

NEW Members YEARLY

34,900

TitleNews Online SUBSCRIBER LIST

12,000

Industry Experts SUBSCRIBE TO Title News

About our members

- Almost 100% of all closing funds for mortgages in the United States pass through businesses that operate in the title insurance and settlement space.
- That's $2T - $4T each year. ALTA members are part of this community, serving consumers and mortgage lenders – they are an integral part of enabling the American dream of home ownership.
- Our members provide a key element to this dream and protecting it.

Our advertising opportunities include:

1. TitleNews Print and Online Editions - ALTA's monthly publication in both print and digital formats
2. TitleNews Online e-newsletter
3. ALTA Web site
4. News You Can Use (NYCU)
5. ALTA DigitalFIX e-newsletter
6. ALTAs main events schedule and meeting sites
7. ALTA Research products

ALTA Advertising viewer reach by product

- Title News Digital Edition monthly - 25,000 per month
- TitleNews Online e-news Letter monthly – 33,000 emails, average 150 clicks per month
- ALTA's Website banners and buttons – 250,000 page views per month, 50,000 views per month per ad – average 20 clicks per month
- News You Can Use (NYCU) - daily - 33,000 emails, average 50 clicks per month
- DigitalFIX - twice monthly banners and buttons 33,000 emails 50 clicks per month
- Meeting schedules for ALTA SPRINGBOARD, Advocacy Summit and ALTA ONE, 300, 200 & 1,000 attendees respectively
- ALTA Research products reach 40,000

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New this year!

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2024 Artwork Submission Procedures/New Ad Server

In order to best serve our customers, we have introduced a new procedure for the submission of advertisement artwork. This is as follows:

- The deadline for all artwork is the 15th day of the month prior to when the advertisements are to running. If the deadline is missed ALTA may run an advertisement from a prior month in its place, please see contract.
- Artwork must be sent to the following email address only: ads@alta.org
- The subject line of the email accompanying the artwork must include:
  - The name of the company making the submission.
  - Month or months the individual advertisement is scheduled to run.
  - Where the artwork is for a TitleNews Full Page Advertisement the abbreviation FPA must be included.
  - Digital Title News advertisement must include the abbreviations DTN-Leaderboard, or DTN– TOC for a table of contents advertisement
- All advertisement artwork file names must be free of spaces, please use an underscore in place of a space.
- All Advertisements purchases are for a single ad to run for a minimum of one month. Where a "mid-month" swap out has been purchased the artwork must be submitted by the 15th day of the prior month irrespective of when the advertisement is to be swapped out.
- Artwork must conform with the specifications laid out in this guide, all artwork that is not correctly sized will be returned to the submitter for resizing. Please note the deadline for submission will remain the same as all advertisements.
- ALTA will confirm receipt of all submitted artwork.

We hope this change will streamline the process and ensure accuracy of advertisement placement throughout the year and will enhance the impact of your marketing campaign.

1. TitleNews Print and Online Editions

- TitleNews, our full-color magazine, features in-depth articles on business, regulatory, and technology issues facing the land title professional.
- Print edition is distributed quarterly
- Print edition has a reach of approximately 12,000 subscribers per mailing
- Digital edition is distributed, via email, monthly to all contacts and marketed throughout the year
- Digital edition has a reach of approximately 25,000 per month

TitleNews Full Page Cover Ads
TN1 Inside Front Cover
TN2 Inside Back Cover
TN3 Outside Back Cover

Digital TitleNews Leaderboard
DTN1

TitleNews Full Page Interior Ads
TN4 Page 3-20
TN5 Page 21-end

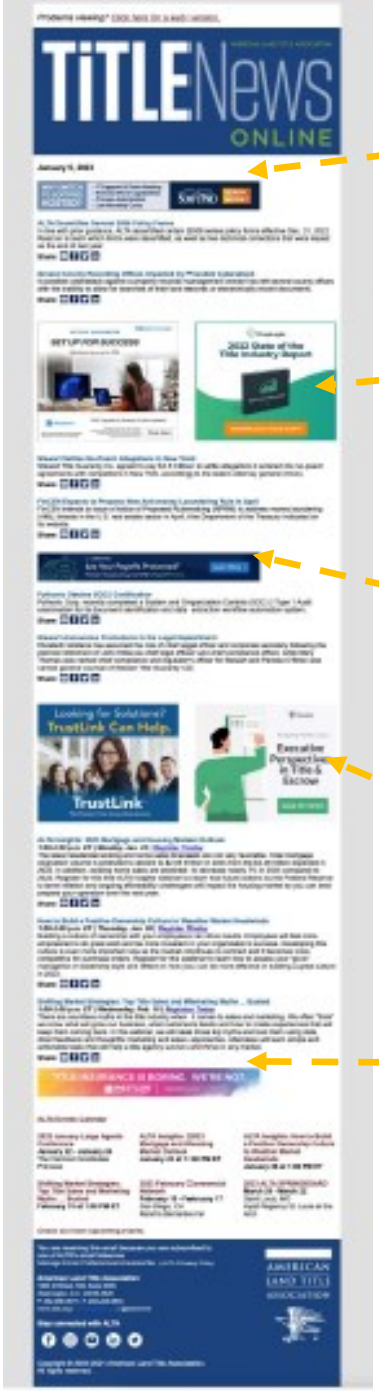
March, May & September are Premium Months
TN6 Cover Premium Month Additional Fee
TN7 Full Page Advertisement Additional Fee

Digital TitleNews Table of Contents (TOC)
DTN2

2. ALTA's TitleNews Online e-news Letter (TNO)

Twice a week, the top stories impacting the title industry are brought to you by email. Much like the print version of TitleNews, this e-newsletter strives to provide timely industry updates that you need to maintain a competitive edge in the marketplace.

- Distributed twice weekly (Tuesday & Thursday)
- Distributed to ~33,000 emails
- Average ad clicks -150 per month
- ALTA-produced content on popular topics in the title industry
- Limited to three banners/four buttons
- Sold monthly
- Static images only



TitleNews Online
Top Banner
TNO1

TitleNews Online
Primary Buttons Slot 1
TNO2
Two Berths

TitleNews Online
Middle Banner
TNO3

TitleNews Online
Regular Buttons Slot 2
TNO4
Two Berths

TitleNews Online
Bottom Banner
TNO5

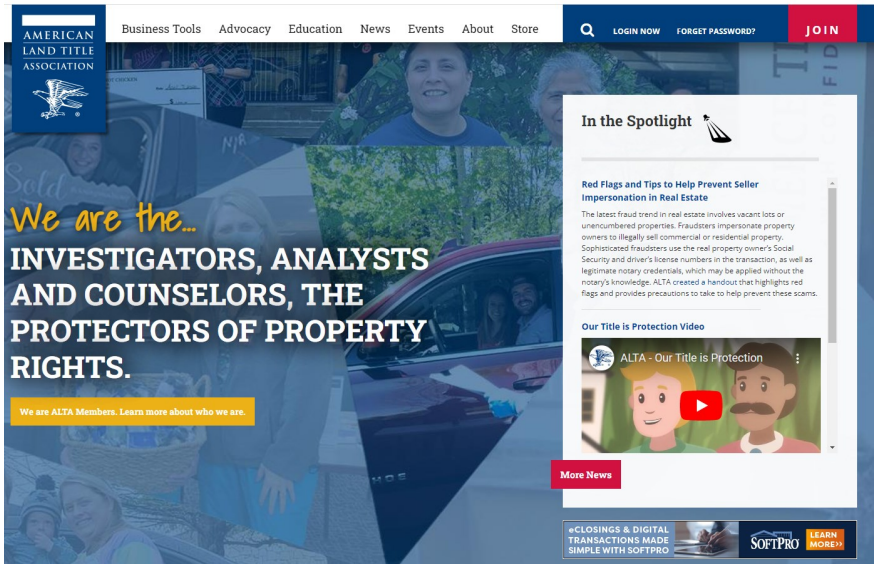
3. ALTA's Website Banner & Button Advertising

ALTA.org receives an average of 250,000 page views per month Banner ads:

- Ad will rotate with up to four other ads on the home page and all internal pages
- Average views of 50,000 per month per ad
- Average ad clicks - 20 per month

Button ads:

- Average ad clicks - 30 per month (all pages)



Web Banner
As it appears on the home page
Web1-1

Web Banner as it appears on inside pages
Web1-1

Web Button
1st Slot Premium
Web2-1

Web Button
2nd Slot
Web2-2

Web Button 3rd Slot
Web2-3

Web Button
4th Slot
Web2-4

Web Button
5th Slot
Web2-5

4. ALTA's News You Can Use (NYCU)

- Distributed twice monthly
- Distributed to ~33,000 emails
- Average ad clicks - 50 per month
- Content focused strictly on hot, innovative, and digital topics relevant to title insurance
- Average ad clicks - 30 per month (all pages)

- Limited to two banners/four buttons
- Sold monthly
- Static images only

NYCU 1st Slot 1 Banner
NYCU1

NYCU 3nd Slot Buttons
NYCU3
Two Berths

NYCU 4th Slot Buttons
NYCU4
Two Berths

NYCU 2nd Slot Buttons
NYCU2
Two Berths

5. ALTA's DigitalFIX e-newsletter

- Distributed twice monthly
- Distributed to ~33,000 emails
- Average ad clicks - 50 per month
- Content focused strictly on hot, innovative, and digital topics relevant to title insurance
- Limited to two banners/four buttons
- Sold Monthly
- Static Images only

DigitalFIX Top Banner DF1

DigitalFIX Buttons Slot 1 DF2 2 Berths

DigitalFIX Buttons Slot 2 DF3 2 Berths

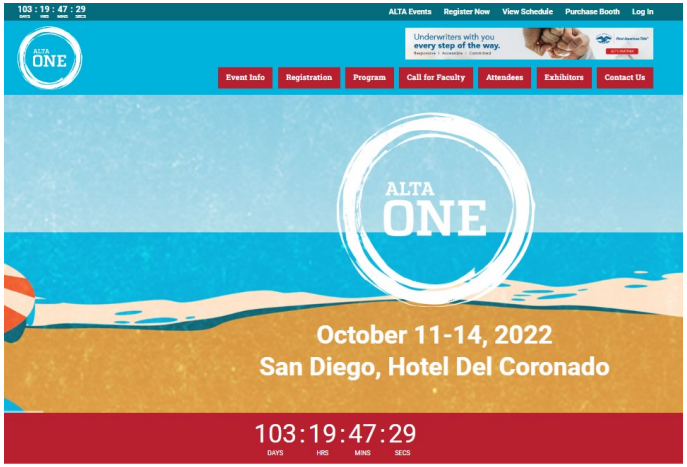
DigitalFIX Bottom Banner DF4

New in 2024

6. ALTA's Meetings & Event Schedules

- Banner and Buttons on each of ALTAs major events each year.
- All site traffic passes through the meetings home page, plus all attendees refer to the online scheduled and guide in the run up to the event and during it
  - 1 Banner ad—static
  - 3 Buttons ad –static
- Note these ads do not replace the list of Strategic Partners and Conference Sponsors listed on the home pages
- Ads will remain as long as the Website is operational, purchasers should expect their ads to runs until the last day of the event where upon the site may be taken down
- Metrics. ALTA will provide a report on ad performance within 30 days of the ad run end. The report will consist of the # Clicks & #views only

[Event] Banner [E]-Ban



[Event] Buttons Left, Center & Right [E]-B

Ad Type	ALTA SPRINGBOARD	ALTA Advocacy Summit	ALTA ONE
Banner	SB-Ban	AAS-Ban	ONE-Ban
Button	SB-B	AAS-B	ONE-B
Ad posted	Jan—March (3 mo)	Mid Mar —May (3 Mo)	May—Oct (6 mo)
Average # Attendees	300	200	1,000

7. ALTA's Legal Publications and ALTA Registry

TIRS State Compliance Guides Ads (TIRS1 & TIRS2)

- State by state regulatory and local practice guides for entities establishing real estate title closing operations in every state and the District of Columbia.
- Yearly e-subscription
- Multiple e-blast messages to ALTA membership highlighting the sponsor and including the logo
- Over 2,400 total users per yearly subscription
- TIRS1—Exclusive half page ad on the first content page in all the state guides included in the regional volume of your choice
- TIRS2- Exclusive full-page ad on the first content page in all the 50 state guides and the District of Columbia

The Title Insurance Law Journal Ad (TILJ)

- 1 Banner ad to run for the year
- Yearly e-subscription
- Full page ad included in the 12 digital editions immediately after the cover page
- Exclusive 2024 sponsorship
- Two guaranteed e-blast messages to ALTA membership highlighting the sponsor and including the logo
- Over 1,800 total users per yearly subscription

See a sample of the Journal (formerly known as the Title Insurance Law Newsletter) by visiting ALTA - Title Insurance Law Journal

The ALTA Registry Banner (Reg)

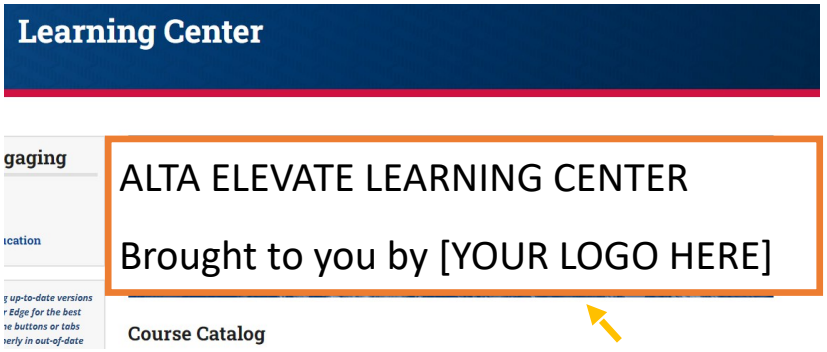
- The ALTA Registry is an industry utility for lenders, title agents, realtors and consumers.
- Advertising in the ALTA Registry is exclusive so only your brand will make an impression.

Image Specifications: The size that we recommend for logo images is 80px*50px (width*height). Also, we recommend using image formats: PNG, JPEG or JPG.

8. Education Sponsorships

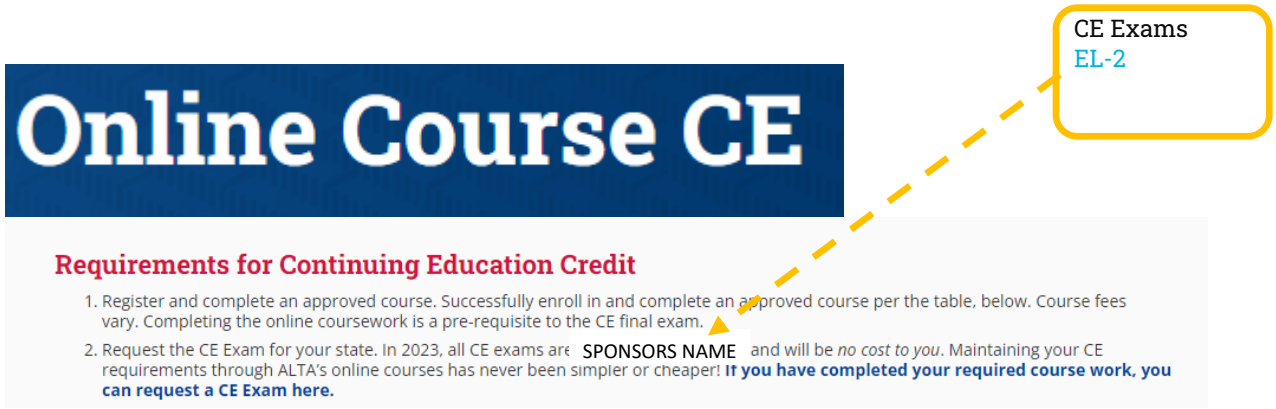
ALTA ELEVATE LEARNING CENTER Banner (EL-1)

- ALTA Elevate Learning Center Banner—exclusive—not shared
- Benefit from quarterly eblast-promotions—13,000 email addresses



FREE CE Exams Promotion (EL-2)

- Free CE Exams promotion — exclusive—not shared
- Webpage and email acknowledgement in notifications to users



New in 2024

9. ALTA Research Products Sponsorship

- In 2024 ALTA Research offers additional sponsorship opportunities such as:
  - Benchmarking Surveys: Which will consist of:
    - Compensation Index & Operations Surveys
  - Critical Issues Surveys: Which will consist of:
    - Digital Closing Study& Cyber Crime Study
- Benchmarking Resources are part of ALTA's Strategic Research Initiatives for 2024
- Elevate your brand presence with exclusive sponsorship of the Compensation Index AND the Operations Survey
- Target audience is ~ 40,000 individuals

Benchmarking BR

Sponsorship Acknowledgement

Critical Issues CRI

Sponsorship Acknowledgement

Compensation Index CI

Sponsorship Acknowledgement
Survey Dashboard Masthead

Operations Survey OP

Sponsorship Acknowledgement
Survey Dashboard Masthead

Digital Closings Study DCS

Sponsorship Acknowledgement
Survey Dashboard Masthead

Cyber Crime Study CCS

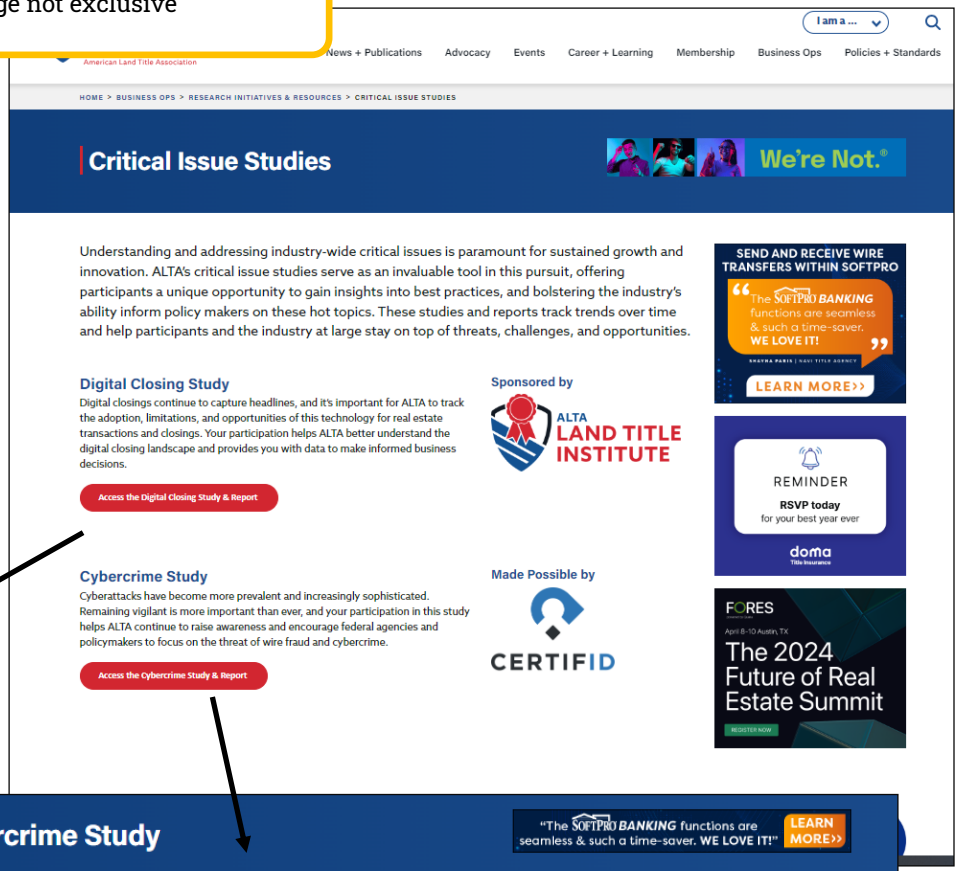
Sponsorship Acknowledgement
Survey Dashboard Masthead

9a. Critical Issues Sponsorship

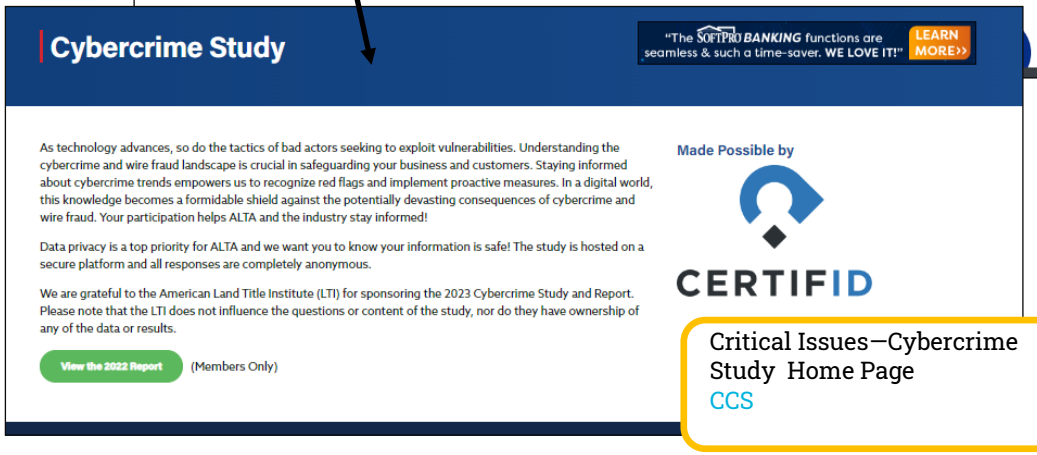
ALTA Critical Issues Studies

- Home page acknowledgement—not exclusive
- Target audience 63,000 individuals
- Two Products— Home page partial exclusivity
  - Cybercrime home page
  - Digital Closing Study home page
- Survey dashboards—exclusive

Critical Issues Studies Home Page not exclusive



Critical Issues Study— Digital Closings Study Home Page
DCS



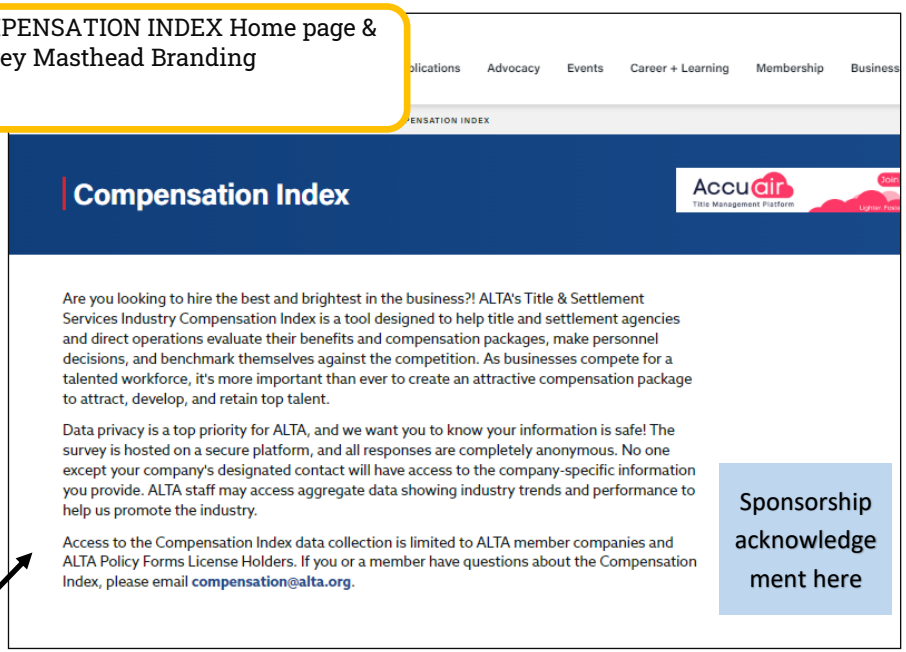
Critical Issues—Cybercrime Study Home Page
CCS

9b. Benchmarking Surveys Sponsorship

ALTA Benchmarking Surveys

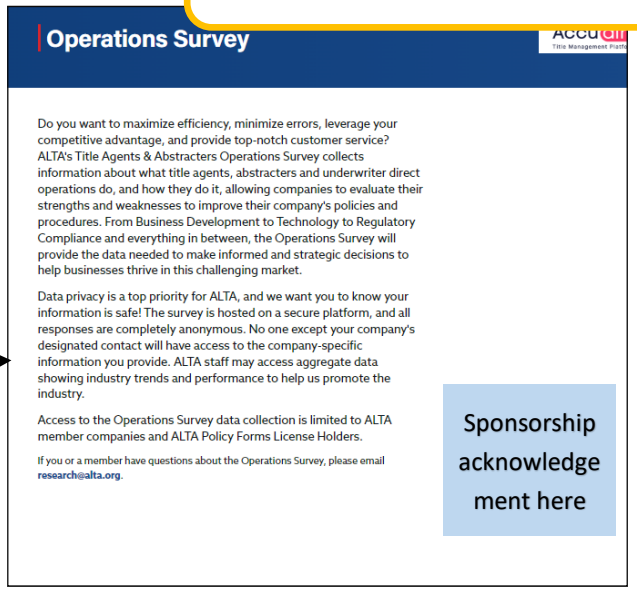
- Home page acknowledgement—not exclusive
- Target audience 63,000 individuals
- Forms of survey promotion may include: NYCU and TNO blurbs, social media posts, marketing e-blasts, personalized emails, ALTA connection posts, word-of-mouth promotion
- Two Products— Home page partial exclusivity
  - Operations Survey NEW THIS YEAR—the promoted Benchmarking Survey in 2024
  - Compensation and Benefits Survey
- Survey dashboards—exclusive

COMPENSATION INDEX Home page & Survey Masthead Branding
CI



Benchmarking Surveys Home Page Branding not exclusive

OPERATIONS SURVEY Home page and Survey Masthead Branding
OP

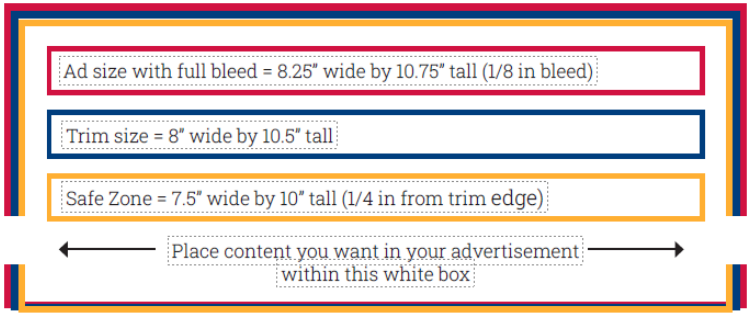


Artwork Specifications

Purchaser is responsible for providing artwork on or before Artwork Due date, late delivery may result in the forfeiture of ad space or the reuse of prior content.

All static artwork is to be submitted to ALTA as an email attachment only together with any applicable URLs.

TitleNews Magazine Print & Digital			
Ad Sizes—TitleNews Trim Size is 8"x10 1/2"			
Item Code	Ad Type	W/Bleed	Trim
TN1,TN2,TN4,TN5	Full Pages & inside covers	8.1/4" x 10 3/4"	8"x 10 1/2""
TN1-2	2 Page Spread	16 1/4" x 10 3/4"	16" x 10
TN3	Outside Back Cover	8.1/4" x 10 3/4"	8" x 10 1/2""



Other Products: Artwork Specifications			
Item Code	Ad Type	Available in the following products	Dimensions
TNO1, TNO3, TNO5, DF1, NYCU1, Web1, SB-Ban, AAS-Ban, ONE-Ban	Banner Ad	NYCU, Digital Fix & TitleNews Online	936w x 120h pixels @ 96 dpi
TNO2, TNO4, DF2-DF4,NYCU 2-4, Web2, SB-B, AAS-B, ONE-B	Button Ad		600w x 500h pixels @ 96 dpi
DTN1	Leaderboard	Digital TitleNews Digital	960w x 90h pixels
DTN2	Table of Contents (TOC)		300w x 250h pixels
TIRS/TILJ	Banner	TIRS & TILJ	
Reg	Banner	ALTA Registry	80px*50px
EL	Banner	Education	
BR, CI, CRI, DCS, CCS	Banner	Research	936 by 120 pixels or 468 by 60 pixels
Banner Ad, AKA, Horizontal Ads, Button Ads, AKA Square Ads			

Ready to order?
sponsorship@alta.org

Artwork Due Dates—Always the 15th of the Prior Month

Artwork is to be submitted to ads@alta.org only

Purchaser is responsible for providing artwork on or before Artwork Due date, late delivery may result in the forfeiture of ad space or the reuse of prior content

Artwork Due Dates—Annual Purchases	
All Annual Purchases	Artwork is due on the 15th of the month before ads are scheduled to run
Annual ads are a one time placement—no mid-year swap-outs without additional fee	

Artwork Due Dates—Monthly Purchases			
Month ad is to run	Due Date	Month ad is to run	/Due Date
Jan	Dec15	Jul	Jun15
Feb	Jan15	Aug	Jul15
Mar	Feb15	Sep	Aug15
Apr	Mar15	Oct	Sep15
May	Apr15	Nov	Oct15
Jun	May15	Dec	Nov15
All single month purchases are for one ad for a single month at a minimum: no mid-month ad swap outs w/o an additional fee. Mid-month swap out artwork must be summitted in accordance with the above deadlines.			

Advertising Pricing—Monthly Products

All prices are for monthly advertisement. Changing advertisements in a month requires an fee of $150.00 per swap: Dues dates are the same as for whole month ads.

Item Code	Ad Name	Monthly Fee	2-3 Units	4-6 Units	7-8 Units	9-12 Units
TN1, TN2, TN3	TitleNews Covers, Front Inside/Back Inside	$ 3,050	$ 2,950.00	$ 2,850.00	$ 2,825.00	$ 2,700.00
TN4	Full Page Ads (FPA) Pages 3-20	$ 1,550	$ 1,450.00	$ 1,400.00	$ 1,300.00	$ 1,250.00
TN5	Full Page Ads (FPA) Pages 21-End	$ 1,050	$ 950.00	$ 850.00	$ 750.00	$ 700.00
TN6	Cover Premium Month Addl Fee per mo	$ 2,000				
TN7	Full Page Premium Month Addl Fee per mo	$ 1,000				
DTN1	DTN Leaderboard	$ 2,050	$ 1,950.00	$ 1,850.00	$ 1,750.00	$ 1,700.00
DTN2	DTN Table of Contents (TOC)	$ 2,050	$ 1,450.00	$ 1,350.00	$ 1,250.00	$ 1,200.00
TNO1	TNO Banner (Top)	$ 4,050	$ 3,950.00	$ 3,850.00	$ 3,750.00	$ 3,700.00
TNO2	TNO Primary Buttons Slot 1	$ 2,550	$ 2,450.00	$ 2,350.00	$ 2,250.00	$ 2,200.00
TNO3	TNO Banner (Middle)	$ 3,050	$ 2,950.00	$ 2,850.00	$ 2,750.00	$ 2,700.00
TNO4	TNO Regular Buttons Slot 2	$ 1,550	$ 1,500.00	$ 1,450.00	$ 1,300.00	$ 1,200.00
TNO5	TNO Banner (Bottom)	$ 3,050	$ 2,450.00	$ 2,350.00	$ 2,250.00	$ 2,200.00
DF1	DigitalFIX Banner (Top)	$ 2,050	$ 1,950.00	$ 1,850.00	$ 1,750.00	$ 1,700.00
DF2	DigitalFIX Buttons Slot 1	$ 1,550	$ 1,500.00	$ 1,400.00	$ 1,300.00	$ 1,200.00
DF3	DigitalFIX Buttons Slot 2	$ 1,550	$ 1,500.00	$ 1,400.00	$ 1,300.00	$ 1,200.00
DF4	DigitalFIX Banner (Bottom)	$ 1,050	$ 950.00	$ 850.00	$ 750.00	$ 700.00
NYCU1	NYCU Banner	$ 2,050				
NYCU2	NYCU 2nd Slot Buttons	$ 950				
NYCU3	NYCU 3rd Slot Buttons	$ 850				
NYCU4	NYCU 4th Slot Buttons	$ 750				
Web1-1	ALTA.org Web Banner 1	$ 1,700				
Web2 1-4	ALTA.org Web Buttons 2 1-4	$ 650				
SB-Ban	SPRINGBOARD Banner (3 mo)	$ 1,000*				
SB-B	SPRINGBOARD Buttons (3 mo)	$ 500*				
AAS-Ban	Advocacy Banner (3 mo)	$ 550*				
AAS--B	Advocacy Buttons (3 mo)	$ 250*				
ONE-Ban	ALTA ONE Banner (5 mo)	$ 1,000*				
ONE-B	ALTA ONE Buttons (5 mo)	$ 1,000*				

* Buttons: Per month per Button

* Banners Per month per Banner

Advertising Pricing—Annual Products

All prices are for annual advertisement/sponsorship products. Changing advertisements mid-year requires an additional fee.

Item Code	Ad Name	Annual Fee
TIRS	TIRS State Compliance Guides Banner	$2,500
TILJ	The Title Insurance Law Journal Banner	$3,000
TIRS+TILJ	Products Bundle	$5,000
Reg	The ALTA Registry Search page Banner	$1,000
EL-1	ALTA ELEVATE LEARNING CENTER Banner	$10,000
EL-2	FREE CE Exams Promotion	$5,000

Item Code	Ad Name	Annual Fee
CI	Benchmarking—Compensation Index Branding	$15,000
OP	Benchmarking—Operations Survey Branding	$10,000
DCS	Critical Issues—Digital Closings Study Branding	$7,500
CCS	Critical Issues—Cyber Crime Study Branding	$7,500