

2021

ALTA MEDIA KIT



Membership | Benefits | Sponsorship | Packages | Ideas

WHY ALTA?

For more than a century, the American Land Title Association (ALTA) has been the voice, advocate, and champion of the 6,400-member-strong abstract title insurance industry. As the convener of America's title and settlement companies large and small, ALTA represents a powerful community of dedicated professionals and organizations, who, along with their industry partners, are shaping the very bedrock of the nation's homebuying landscape.

ALTA members represent a powerful force in the U.S. economy, overseeing a \$17 billion industry that touches upon every city, town, and village across the nation. They provide homebuyers the peace of mind and security —keeping America strong and thriving.



American Land
Title Association

Protect your property rights

**ALTA members
bring a lot
to the table.**

**Not the least of
which is opportunity.**



Call to Action



Together, the ALTA community wields significant buying power and influence over the entire homebuying ecosystem. Each year, members routinely invest significantly in products and services like telecom, software, employee benefits, video, and email services, which are not only the backbone of the title insurance industry but the engines of the nation's economy. Last year, for instance, ALTA members spent more than \$77 million on telecom alone.

As a group, ALTA members provide industry partners with a rare and appealing opportunity to engage in meaningful brand interactions that have the relevance to make a difference and the impact to leave a lasting impression. ALTA has engineered just the inventory of innovative products and services to do it.

Each of these products and services can be customized to meet the specific needs of your organization. Our team is eager to work with you to engineer just the right solution that helps you surpass your goals and exceed your expectations.

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2021 ALTA MEMBERSHIP

- ALTA membership is at an all-time high
- Get your services and products in front of our membership
- ALTA members turn to our Associate Members first when selecting a business partner

Benefits Included:

- Access to ALTA's more than 6,400 member companies
- Listing in the [ALTA Marketplace](#)
- Discounts on exhibit booths, sponsorships, and ad space
- Opportunities for increased profits through extensive industry networking events
- Opportunity to offer vendor demo sessions



Publications Received:

- Weekly Advocacy Update from ALTA's CEO
- Daily news clips of top headlines across the country
- Print & Digital editions of the TitleNews magazine
- Twice a week TitleNews Online newsletter
- Twice a month DigitalFix newsletter

Associate Members:
Attorney, title industry vendor,
consultant, and others not qualified
for active membership

Dues: \$460.00

2021 ALTA Membership Application

AMERICAN
LAND TITLE
ASSOCIATION



The American Land Title Association, founded in 1907, is the national trade association and voice of the abstract and title insurance industry.

There are three simple ways to join ALTA:

1. By fax at 888-329-2582
2. By mail to: ALTA-Attn: CMG
P. O. Box 6930
McLean, VA 22106-9902
3. Online at <https://www.alta.org/membership/>

Membership Category: (check active or associate)

Active: Restricted to business entities primarily engaged in land title evidencing or insuring as an abstracter, title, insurance agent, or title insurance underwriter.

Classification: (Active Applicants, only)

Abstracter Agent for Title Insurance Underwriting Company Title Insurance Underwriter Company

Associate: A person engaged in providing services to the land title industry.

Please note your profession and how it relates to the industry:

Membership Information

Member ID # _____

Contact Person _____

Contact Person's Phone _____

Contact Person's E-mail _____

Company Name _____

Address _____

City _____

State _____

Zip _____

County _____

Company Phone _____

Company E-mail _____

Fax _____

Web Site _____

Payment Information:

Dues Amount (refer to dues schedule, reverse): \$460

MERS Subscription

(\$75 – optional for Active Applicants only): _____

TOTAL PAYMENT: _____

Payment Method:

Check (Payable to ALTA)

AMEX DISCOVER Mastercard VISA

Note: Credit card payments are NOT accepted for amounts greater than \$5,000. Refer to address above to remit check payments by mail.

Card Number _____

Exp. Date _____

csv # _____

Cardholder's Name _____

Billing Address (if different from above) _____

Cardholder's Signature _____

ALTA Partnership Packages

Bundle your money and save \$
Obtain additional exposure throughout the year
Customizeable to fit your marketing plan
Available to current members only

NOTE: The sponsor is responsible for any additional costs associated with a sponsorship such as production or printing
Minimum of 10% to ALTA Advocacy Summit; Minimum of 10% to ALTA SPRINGBOARD; Minimum of 10% to ALTA ONE
Remaining 70% to be distributed as company sees fit

Partnerships are available to current members only.
Your 2021 membership fee must be paid in order to sign on as a 2021 partner.

Steps on selecting your partnership levels:

Determine your total investment amount

Select your sponsorship and advertising options that fit your marketing plan & meet your partnership level minimums

LUMINARY

Investment: \$200,000 or higher

Bonus: \$50,000 in extra sponsorship or advertising opportunities

Benefits:

- First choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- First choice of date and time for Hospitality Hub at ALTA ONE and \$500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list



LEGEND

Investment: \$100,000 - \$199,999

Bonus: \$18,000 in extra sponsorship or advertising opportunities

Benefits:

- Second choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Legend Partners, slots will be assigned based on investment total.)
- Second choice of date and time for Hospitality Hub at ALTA ONE and \$500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list



ICON

Investment: \$80,000 - \$99,999

Bonus: \$15,000 in extra sponsorship or advertising opportunities

Benefits:

- Third choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Icon Partners, slots will be assigned based on investment total.)
- Third choice of date and time for Hospitality Hub at ALTA ONE and \$500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list

SUPERSTAR

Investment: \$60,000 - \$79,999

Bonus: \$12,000 in extra sponsorship or advertising opportunities

Benefits:

- Fourth choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Superstar Partners, slots will be assigned based on investment total.)
- Fourth choice of date and time for Hospitality Hub at ALTA ONE and \$500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list





VIP

Investment: \$40,000 - \$59,999

Bonus: \$8,000 in extra sponsorship or advertising opportunities

Benefits:

- Fifth choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple VIP Partners, slots will be assigned based on investment total.)
- Fifth choice of date and time for Hospitality Hub at ALTA ONE and \$500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list

CELEBRITY

Investment: \$30,000 - \$39,999

Bonus: \$4,500 in extra sponsorship or advertising opportunities

Benefits:

- Sixth choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Celebrity Partners, slots will be assigned based on investment total.)
- Sixth choice of date and time for Hospitality Hub at ALTA ONE and \$500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list



INSIDER

Investment: \$20,000 - \$29,999

Bonus: \$3,000 in extra sponsorship or advertising opportunities

Benefits:

- Seventh choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple Insider Partners, slots will be assigned based on investment total.)
- Seventh choice of date and time for Hospitality Hub at ALTA ONE and \$500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list



2021 ALTA PARTNER PROGRAM CONTRACT

Please use the form below to brainstorm your partnership package. This is not required for submission.

ALTA ONE (minimum of 10% of total investment) Rate

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

ALTA Advocacy Summit (minimum of 10% of total investment) Rate

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

ALTA SPRINGBOARD (minimum of 10% of total investment) Rate

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Additional Sponsorships Rate

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Advertising & Webinar Sponsorships Rate

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Elite Provider Program Rate

_____ \$ _____

Total Sponsorship and Advertising Spend

\$ _____

Full payment due within 30 days. Installment options available with credit card only.

ALTA ELITE PROVIDER PROGRAM

Annual Program Fee

Member Rate: \$5,000

Benefits include:

- Company name at the top of the [ALTA Marketplace](#)
- Link from the [ALTA Best Practices webpage](#) to the Elite Providers webpage
- Company profile highlighted once a year in TitleNews Online
- Special consideration for speaking engagements or article submissions
- Elite Provider designation on booth space at ALTA SPRINGBOARD and ALTA ONE (booth space sold separately)
- A press release announcing acceptance into the program



Qualifications:

To qualify for the Elite Provider Program, applicants must be ALTA members in good standing for at least one year prior to application submission.

Applicants must complete the Elite Provider Application. Acceptance into the program is subject to approval by the Elite Provider Staff Team.

As part of the application, applicants must submit detailed information about the benefits they will offer ALTA members, their five most recent balance sheets demonstrating the financial stability of the applicant, and a list of 10 references. Applicants will be assessed based on their financial strength, their commitment to the overall industry, their national distribution capabilities, and reference checks with existing customers.

Upon acceptance into the Elite Provider Program, members will be required to sign additional agreements with ALTA. Such agreements are subject to annual review by the Elite Provider Staff Team, and membership rights may be withdrawn at any time if problems arise with the company's product or services. The program fee will be included with the partnership agreement but the application and payment must be processed online (excludes renewals).

See more at www.alta.org/elite

ALTA Meeting Sponsorship Ideas

Let's create together.

Welcome Drink

Attendees can enjoy a complimentary welcome drink at the hotel bar, courtesy of your brand. ALTA will work with you to create a branded coupon that can then be traded in at the bar for a beverage of the attendee's choice. Take advantage by positioning your staff at the bar to interact with people using the coupon.

Cost

starting at \$15,000



Welcome Treat

Road-weary travelers will be delighted when they receive a welcome treat upon check-in at the hotel. In a paper bag, branded with your company logo, they will receive a branded bottle of water, piece of fruit, bag of chips, and a cookie. You have the option to include a welcome letter or piece of collateral. This could also be a goodbye treat that we provide attendees at the end of the event, leaving your brand as the final special point on their experience.

Cost

starting at \$13,000



Lounge Spots

Lounge spots are placed in the common areas of the hotel and can be fully branded. These can be used as a collaborative space, or simply as a quiet space to recharge, take a call, or relax.

Cost

starting at \$7,000



Signature Cocktail

Our bartenders will work with you to create a drink that represents your brand. This drink will be featured at all receptions and evening events onsite. You have the option to provide branded glasses or other swag at your own costs to enhance the experience.

Cost

starting at \$7,000

Cash Grab Booth

Illustrate how you save your customers money with an exciting cash grab booth. This inflatable booth can be branded with your company logo. The booth can be set at registration, at receptions, during breaks, and more. You can provide actual cash in the booth, coupons for discounts, or other giveaway items.



ALTA Box

This is your opportunity to be featured in a special care package delivered to ALTA members during the membership renewal (Q4). Up to seven companies will be featured in the box, positioned as providing “best of” solutions to the ALTA community. The elegant gift boxes will be shipped direct to members.

This is a non-event sponsorship

Cost

\$7,000 + the cost of gifts

Cost

starting at \$7,000 + the cost of prizes



VIRTUAL

ALTA SPRINGBOARD takes attendees' organizations and careers to the next level - it is the forum for fresh thinking, new insights, and a big step forward.



- **NOTHING about this event is traditional**
- **Three day conference that is part business accelerator, part knowledge community, and part leadership ideas festival where attendees will experience fresh thinking, new insights, and advanced education**
- **~400 attendees**
- **Vendor Space: pricing below**
 - Guaranteed number of brain dates with potential clients
- **Schedule information is available on our website: meetings.alta.org/springboard**

Sponsorship	Description	Membership Sponsorship Price
Sponsor/Registration Basic Package	includes 1 registration, listed as sponsor	\$2,000
Special Topic Room	An educational session that is run by the sponsor to discuss key topics in the industry. The topic must be pre-approved by ALTA. Session will be listed on the schedule.	\$2,000
Cameo, Day 1	Bring a celebrity guest to the ALTA SPRINGBOARD attendees with this sponsorship. They will record a special video and verbally announce your company as the sponsor. rights to use video for x amount of time (time dependant on celebrity contract).	\$4,000
Cameo, Day 2	Bring a celebrity guest to the ALTA SPRINGBOARD attendees with this sponsorship. They will record a special video and verbally announce your company as the sponsor. rights to use video for x amount of time (time dependant on celebrity contract).	\$4,000
Cameo, Day 3	Bring a celebrity guest to the ALTA SPRINGBOARD attendees with this sponsorship. They will record a special video and verbally announce your company as the sponsor. rights to use video for x amount of time (time dependant on celebrity contract).	\$4,000
Career Advancement Talk Sponsor: 8 total available	session button includes logo, verbal thank you at the beginning	\$5,000

Interested in purchasing? Visit the [ALTA Store](#)

Contact: Claire Mitchell • P: 202-296-3671 x225 • E: cmitchell@alta.org

Knowledge Communities, Day 1	session button includes logo, verbal thank you at the beginning	\$5,000
Knowledge Communities, Day 2	session button includes logo, verbal thank you at the beginning	\$5,000
Knowledge Communities, Day 3	session button includes logo, verbal thank you at the beginning	\$5,000
Networking Roulette	A networking tool that virtual attendees will use to meet new faces and connect with old.	\$5,000
Pre-Event Package Item - 5 available	Work with the ALTA team to determine a branded piece to be included in the pre-event prep box that will be mailed to all attendees. Price of item is included in sponsorship cost.	\$5,000
Starbucks Giftcards- Tuesday	a \$5 gift card emailed to each attendee (in-person and virtual) to kick off the conference. Sponsor name and logo included on the gift card email distribution	\$7,000
Email Sponsorship	Daily email to all attendees that includes your logo on the top. The email provides an explanatory video that is useful to attendees. Your company is verbally thanked in the video.	\$10,000
Brandating Platform, Second Tier- Two available	Shared sponsorship will give branding on all aspects of the platform including pre-promotion & schedule as the second tier sponsor below the first tier. Will work closely with the brandating team to make sure you are receiving the right amount of exposure and being matched for dates.	\$10,000
Ideas Festival Sponsor, Day 1	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$15,000
Ideas Festival Sponsor, Day 2	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$15,000
Ideas Festival Sponsor, Day 3	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$15,000
Brandating Platform, First Tier	Shared sponsorship will give branding on all aspects of the platform including pre-promotion & schedule as the first tier sponsor above the second tier. Will work closely with the brandating team to make sure you are receiving the right amount of exposure and being matched for dates.	\$20,000
Brandating Platform Sponsor, Exclusive	Exclusive level sponsorship will give sponsor full branding on all aspects of the platform including pre-promotion & schedule. Will work closely with the brandating team to make sure you are receiving the right amount of exposure and being matched for dates.	\$40,000

VENDOR OPTIONS

Vendor Space	Member Price	Add Demo	Guaranteed Number of Braindates	Registrations (1 comp with demo purchase)
1st row with demo space & demo time on schedule (2 medium buttons side by side) (vendor select available 1-hour time slot) "	\$10,000	included	10	10
2nd row with demo space & demo time on schedule (2 medium buttons side by side) (vendor select available 1-hour time slot) "	\$9,000	included	10	10
3rd row with demo space & demo time on schedule (2 medium buttons side by side) (vendor select available 1-hour time slot) "	\$8,000	included	10	10
4th - 10th row button slot one or two (1 medium button)	\$3,000	\$1,500	5	5
11th row to end button slot one, two, or three (1 small button)	\$1,500	\$500	2	3

VIRTUAL

The ALTA Advocacy Summit unifies those in our industry to create influence, strength, and a voice that resonates.

- Advocacy is in our mission as an association – it's part of our purpose and one of the places where we have a legacy of impactful contributions.
- At this Summit, ALTA members come together to connect, learn, and advance the industry
- ~250 attendees
- Sponsor and registration packages available- **COMING SOON**
- No vendor space offered

- Once determined, the schedule will be available on our website: meetings.alta.org/advocacy



Interested in purchasing? Visit the [ALTA Store](#)

**October 12-15, 2021
The Hilton Riverside
New Orleans, LA
-With Virtual Component**



This is the one event that unites ALTA members through a shared purpose: to protect the property rights of homeowners and shape the future of the industry.

- **ALTA ONE brings together leaders, professionals, and innovators in the title insurance, abstracter and settlement industry and is viewed as indispensable and irreplaceable.**

This experience is designed and curated for the community. The curriculum features stimulating speakers, dynamic networking opportunities and a forum for keeping up with best practices and regulation changes.

- **~1,300 attendees**
- **Vendor space: Space is between \$5,500 - \$21,000 depending on booth size
Vendor space located by event session rooms, food, and drinks
Virtual, In-person or combination options available
*Vendor registration opens mid-Spring 2021**

Sponsorship	Description	Membership Price Per Sponsorship	Additional Costs?
Our Values Award Sponsorship	Sponsor branding on event marketing email, verbal recognition with logo placement when sponsors are announced. Not exclusive, 4 sponsor slots available	\$3,000	-
Sponsor/Registration Basic Package	includes 1 registration, listed as sponsor	\$2,000	-
Tote Bag Insert	"Sponsor to provide a branded item that will be placed in each tote bag that attendees will receive upon arrival (quantity to be determined)"	\$2,000	the sponsor is responsible for additional production costs
Day 1 Omni Session Giveaway	Sponsor to provide a branded item that will be placed on each session prior to the start of the session (quantity to be determined)	\$2,500	the sponsor is responsible for additional production costs
Day 2 Omni Session Giveaway	Sponsor to provide a branded item that will be placed on each session prior to the start of the session (quantity to be determined)	\$2,500	the sponsor is responsible for additional production costs
Day 3 Omni Session Giveaway	Sponsor to provide a branded item that will be placed on each session prior to the start of the session (quantity to be determined)	\$2,500	the sponsor is responsible for additional production costs
Room Drop- Tuesday	Sponsor will receive the rights to drop a branded gift/hospitality item in each attendees' hotel room, will have the option to review rooming list and pre-select recipients	\$2,500	the sponsor is responsible for additional production costs
Room Drop- Wednesday	Sponsor will receive the rights to drop a branded gift/hospitality item in each attendees' hotel room, will have the option to review rooming list and pre-select recipients	\$2,500	the sponsor is responsible for additional production costs
Room Drop- Thursday	Sponsor will receive the rights to drop a branded gift/hospitality item in each attendees' hotel room, will have the option to review rooming list and pre-select recipients	\$2,500	the sponsor is responsible for additional production costs

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TitleNews BellyBand	The September edition of TitleNews will include the sponsor's artwork that will be wrapped around the outside cover and each attendee	\$3,000	-
Engagement Lab Sponsor	session button includes logo, verbal thank you at the beginning	\$5,000	-
Email Sponsorship	Schedule emailed daily to attendees that will include sponsor's logo	\$5,000	-
Hotel Branding - Small	Small Exposure: Similar to a floor cling (sponsor will work with ALTA team to determine size and location)	\$5,000	-
Networking Roulette- Virtual Sponsorship Only	A networking tool that virtual attendees will use to meet new faces and connect with old.	\$5,000	-
Keycards	Hotel keycards will be branded with your logo and artwork and distributed to each attendee hotel guest that checks in.	\$6,000	the sponsor is responsible for additional production costs
Notable Sponsor	session button includes logo, verbal thank you with staff intro, logoed thank you PPT slide at the beginning and end	\$7,000	-
Tote Bag	"Sponsor to provide a branded tote bag that attendees will receive upon arrival (quantity to be determined)"	\$7,500	the sponsor is responsible for additional production costs
Hotel Branding - Medium	Medium Exposure: Similar to a wall cling (sponsor will work with ALTA team to determine size and location)	\$7,500	-
Charging Station	Branded charging station placed in a prime location within the meeting space	\$7,500	-
Lounge Spot	Lounge spots are placed in the common areas of the hotel and can be fully branded. These can be used as a collaborative space, or simply as a quiet space to recharge, take a call, or relax.	\$8,000	-
Photo Booth	Create some fun and entertainment for attendees. Signage to promote sponsor. Photo booth prints can include sponsor logo. Add this photo booth to your vendor space to draw traffic.	\$9,000	-
Omni Session Commercial, Day 1	30 - 60 second commercial time slot mid-session	\$10,000	-
Omni Session Commercial, Day 2	30 - 60 second commercial time slot mid-session	\$10,000	-
Omni Session Commercial, Day 3	30 - 60 second commercial time slot mid-session	\$10,000	-
Head Shot Station	Everyone is always looking for a new headshot. Bring a professional photographer to ALTA ONE attendees. Signage to promote sponsor. Add this photo booth to your vendor space to draw traffic.	\$10,000	-
Black Lanyards	Branded black lanyards that will be distribute to each attendee to use with their name badge	\$10,000	the sponsor is responsible for additional production costs
Signature Cocktail	Our bartenders will work with you to create a drink that represents your brand. This drink will be featured at the hotel bar each night. You have the option to provide branded glasses or other swag at your own costs to enhance the experience.	\$10,000	-

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Hotel Branding - Large	Large Exposure: Similar to an escalator cling (sponsor will work with ALTA team to determine size and location)	\$10,000	-
Wifi Sponsorship	Bring complimentary wifi to all attendees with this sponsorship. You can customize the password for branding purposes and provide small cards to be distributed to each attendee so they have the login access readily available.	\$10,000	-
Water Bottles	Branded reusable water bottles placed out by water stations throughout the meeting space to give you extra exposure and keep attendees hydrated.	\$10,000	-
Wednesday Happy Hour	Sponsor recognition on all schedule postings, signage and cups/napkins will sponsor's logo will be displayed	\$12,000	-
Starbucks Giftcards for Attendees	a \$5 gift card emailed to each attendee (in-person and virtual) to kick off the conference. Sponsor name and logo included on the gift card email distribution.	\$12,000	-
ALTA Unplugged, Contributing Sponsor	Included on branding on all aspects of the event: pre-promotion, schedule, on-site below the headlining sponsor. Will work closely with the ALTA team to plan event including entertainment options. 5 additional tickets to the event included	\$12,500	-
ALTA Unplugged, Contributing Sponsor	Headliner branding on all aspects of the event: pre-promotion, schedule, on-site along with the contributing sponsors. Will work closely with the ALTA team to plan event including entertainment options. 5 additional tickets to the event included	\$12,500	-
Welcome Happy Hour	Sponsor recognition on all schedule postings, signage and cups/napkins will sponsor's logo will be displayed	\$14,000	-
Hotel Branding - Premium	Premium Exposure: Similar to an elevator bank (sponsor will work with ALTA team to determine size and location)	\$15,000	-
Welcome Treat	Branded treat given to attendees as a welcome. You have the option to include a welcome letter or piece of collateral. This could also be a goodbye treat that we provide attendees at the end of the event, leaving your brand as the final special point on their experience.	\$18,000	-
Welcome Drink	Attendees can enjoy a complimentary welcome drink at the hotel bar, courtesy of your brand. ALTA will work with you to create a branded coupon that can then be traded in at the bar for a beverage of the attendee's choice. Take advantage by positioning your staff at the bar to interact with people using the coupon.	\$20,000	-
Omni Session Sponsor, Day 1	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$25,000	-
Omni Session Sponsor, Day 2	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$25,000	-
Omni Session Sponsor, Day 3	Intro 30-60 commercial time slot, Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT, sponsor name included on schedule (addt sponsorships sold for 2nd commercial slot & giveaway item)	\$25,000	-
ALTA Unplugged, Headlining Sponsor	Headliner branding on all aspects of the event: pre-promotion, schedule, on-site along with the contributing sponsors. Will work closely with the ALTA team to plan event including entertainment options. 10 additional tickets to the event included	\$25,000	-
ALTA Unplugged, Exclusive Sponsor	Exclusive level sponsorship will give sponsor full branding on all aspects of the event: pre-promotion, schedule, on-site. Will work closely with the ALTA team to plan event including entertainment options. Potential for back stage passes, reserved seating, etc. 20 additional tickets to the event included	\$50,000	-
Hospitality Hub	Priced per room size and per day. A conference room within the meeting space to use as you see fit.	Prices varies	-

Interested in purchasing? Visit the [ALTA Store](#)

Advertising & Web Exposure

**Unlimited
options.**

TitleNews Magazine

Print & Digital

TitleNews is digital! ALTA's award-winning magazine will be digitally distributed throughout the year. We will still be printing and mailing quarterly, but our readership will be primarily web-based. Our full-color magazine features in-depth articles on business, regulatory, and technology issues facing the land title professional.

FACTS:

- Printed edition mailed to over 12,000 people quarterly (March, June, Sept, Dec)
- Printed edition distributed at an in-person major meeting (Sept)
- Digital copy distributed via email to all contacts and marketed throughout the year
- Digital edition has a reach of ~25,000 per month
- Average ad clicks - 20 per month
- Increase your views by enhancing your ad with videos

See previous editions of digital TitleNews by clicking [here!](#)

Ad Sizes - TitleNews Trim Size is 8" x 10 ^{1/2} "			
	Without	With Bleed	Live Area
Full Page	7 x 9 1/2	8 1/4 x 10 3/4	7 x 9 1/2
1/2 Page Horizontal	7 x 4 5/8	n/a	n/a
2 Page Spread	15 x 10	16 1/4 x 10 3/4	16 x 10 1/2
*Outside Back Cover	7 x 7 1/2	8 1/4" x 8 5/8	8 x 8 1/2

*ALTA reserves the top 2 inches of Outside Back Cover for Mailing Panel information.

Cost	1x		3x	6x	12x
	Member	Non-Member	Member Only		
Covers	\$3,000	\$4,000	\$2,900	\$2,800	\$2,700
Full Page (Pages 3-20)	\$1,500	\$2,500	\$1,400	\$1,300	\$1,200
Full Page (Pages 21- End)	\$1,000	\$2,000	\$900	\$800	\$700
Ad Enhancement	\$1,000	\$2,000	\$900	\$800	\$700
Cover -Premium Month Additional Fee	\$2,000	\$3,000			
Full Page- Premium Month Additional Fee	\$1,000	\$2,000			

Interested in purchasing? Visit the [ALTA Store](#)

TitleNews Digital Button Ads

TitleNews is digital! Our full-color magazine features in-depth articles on business, regulatory, and technology issues facing the land title professional.

FACTS:

- Digital copy distributed via email to all contacts and marketed throughout the year
- Digital edition has a reach of ~25,000 per month

See previous editions of digital TitleNews by clicking [here!](#)



Cost	1x		3x	6x	12x
	Member	Non-Member	Member Only		
Leaderboard Ad	\$2,000	\$3,000	\$1,900	\$1,800	\$1,700
Table of Contents Ad	\$1,500	\$2,500	\$1,400	\$1,300	\$1,200

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TitleNews Online

- 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
- See a sample newsletter by clicking [here!](#)

Digital Fix

- 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
- See a sample newsletter by clicking [here!](#)

Cost	1		3x	6x	12x
	Member	Non-Member	Member Only		
Primary Banner	\$4,000	\$5,000	\$3,900	\$3,800	\$3,700
Regular Banner	\$3,000	\$4,000	\$2,900	\$2,800	\$2,700
Primary Button (2)	\$2,500	\$3,500	\$2,400	\$2,300	\$2,200
Regular Button (2)	\$1,500	\$2,500	\$1,400	\$1,300	\$1,200

Cost	1x		3x	6x	12x
	Member	Non-Member	Member Only		
Primary Banner	\$2,000	\$3,000	\$1,900	\$1,800	\$1,700
Regular Banner	\$1,000	\$2,000	\$900	\$800	\$700
Regular Button (2)	\$1,500	\$2,500	\$1,400	\$1,300	\$1,200

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News You Can Use (NYCU)

- Distributed five days a week
- Distributed to ~33,000 emails
- Average ad clicks - 75 per month
- Daily news relevant to the title industry gathered together into one e-newsletter
- Seven ads per issue
- Sold monthly
- Static images only
- Max of **4** 1st or 2nd slot purchases
- See a sample newsletter by clicking [here!](#)

Cost	Ad Slot	Member	Non-member
	1st Slot (banner)	\$2,000	\$3,000
	2nd Slot (2 available)	\$900	\$1,900
	3rd Slot (2 available)	\$800	\$1,800
	4th Slot (2 available)	\$700	\$1,700

ALTA.org 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:

- Ads will be located on internal pages hand picked by you.
- Average ad clicks - 30 per month (all pages)

Top pages in ALTA.org: [Membership](#), [News](#), [Policy Forms](#), [Patriot Act Search](#)

Cost	Ad Slot	Member	Non-member
	Website Banner	\$1,750	\$2,750
	Website Button per page	\$600	\$1,600

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ALTA Insights Webinar Series

- Webinar schedule here -->
- Updates and additions will be posted as they become available
- Sold per webinar
- 30 - 60 second sponsor commercial slot
- Sponsor mentioned on invitation emails, verbally during webinar and logo on the webinar PPT slide
- See more information on ALTA Insights webinars by clicking [here!](#)

Cost

\$3,000 per webinar



Month	Topic	Speakers
January	Remote Working Engagement: AcuMax	Jay Hawreluk, CEO of AcuMax Index
January	2021 Housing Market Outlook	Odetta Kushi, First American
February	How to Tell Your Story	Mary O'Donnell, Jim Scott Polsinelli
February	HOP: How to Use Social Media as a Marketing Tool	Linda Grahovec, Patrick Harris, Kaelyn Guillory
March	Cybersecurity/FBI Internet Fraud Report	Andy White, Chris Hacker
April	Diversity and Inclusion	TBD
April	TIPAC/TAN/Congressional Liaisons/ Advocacy Summit promo	TBD
May	New Survey Standards	TBD
June	Latest on Digital Closings	TBD
June	Redaction	TBD
July	Decision Wise	TBD
July	M&A: Exit Strategy	TBD
August	How Title Companies Can Use AI/ Automation to Drive Efficiency	TBD
September	Indian Lands: Case Study	TBD
October	Commercial Market Outlook	TBD
November	Data Privacy	TBD

Dates, topics and speakers are subject to change after a sponsorship is secured.

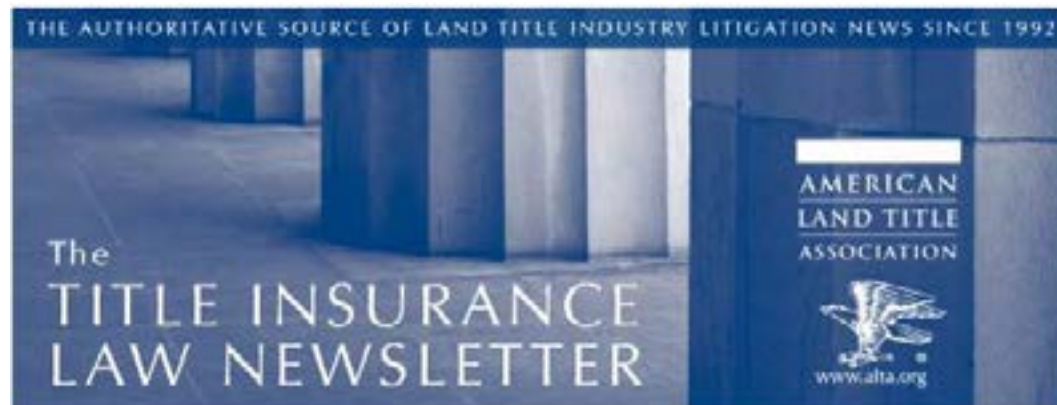
Interested in purchasing? Visit the [ALTA Store](#)

Title Insurance Law Newsletter

- Ad included in 12 digital editions
- Exclusive sponsorship
- 400 - 500 readers per month
- Topics will include: Data Privacy, Cyber Security Trends, Native American Lands, Claims in Title
- Sold yearly
- See a sample of TILN by clicking [here!](#)

Cost

\$3,000 per year



Interested in purchasing? Visit the [ALTA Store](#)

Contract & Artwork Deadlines

Issue Date	Contract Date	Artwork Due
January 2021	12/24/2020	12/27/2020
February	01/01/2021	01/15/2021
*March (ALTA SPRINGBOARD Issue)	02/01/2021	02/15/2021
April	03/01/2021	03/15/2021
*May (ALTA Advocacy Summit Issue)	04/02/2021	04/16/2021
June	05/01/2021	05/15/2021
July	06/01/2021	06/15/2021
August	07/01/2021	07/15/2021
*September (ALTA ONE Issue)	08/01/2021	08/15/2021
October	09/01/2021	09/15/2021
November	10/01/2021	10/15/2021
December	11/01/2021	11/15/2021

* Due to increased demand there will be a premium placed on these months in TitleNews

Ad Specs for All Digital Ads

	Banner Ad	Button Ad
Dimensions	936 pixels wide by 120 pixels tall at 96 dpi	600 pixels wide by 500 pixels at 96 dpi

TitleNews Print & Digital Ad specs on page 21