

AMERICAN  
LAND TITLE  
ASSOCIATION



# 2022 ALTA MEDIA KIT

Membership | Benefits | Sponsorship | Packages | Ideas

# WHY ALTA?

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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.**



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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## 2022 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 Marketplace:  
Attorney, title industry vendor, consultant, and others  
not qualified for active membership

**Dues: \$600.00**

Associate Marketplace Enhanced:  
Additional fields in the ALTA Marketplace to include ads,  
videos, and references

**Dues: \$1,000.00**

<<MONTH DAY, YEAR>>

ALTA ID# <<ORG ID>>

Due: December 31, 2021

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# Join ALTA as a Member!

Thank you for becoming a member of ALTA. We appreciate your support and dedication.

## 3 EASY WAYS TO JOIN



ONLINE

[www.alta.org/membership](http://www.alta.org/membership)



FAX

202.223.5843



MAIL

ALTA-Attn: CMG  
P.O. Box 6930  
McLean, VA 22106-9902

### STEP 1: Identify your membership type and level

Associate Marketplace	\$600.00
Marketplace Enhanced*	\$1,000.00
Future Title Professional**	\$150.00

### STEP 3: Complete your company info

<<COMPANY>>

<<ADDRESS>>

<<ADDRESS 2>>

<<CITY, STATE ZIP>>

<<PHONE>>

<<EMAIL>>

<< PRIMARYCONTACT>>

<<PCONTACTEMAIL>>

### ADD ADDITIONAL EMPLOYEES

NAME	EMAIL ADDRESS

### STEP 2: Calculate your dues

Description	Price
One-year ALTA Membership <i>To access all of your member benefits, visit <a href="http://alta.org/member">alta.org/member</a></i>	\$ _____ (See Step 1)

**Total** \$ \_\_\_\_\_

### STEP 4: Complete your billing info

☐ Check # \_\_\_\_\_ Enclosed (*Payable to ALTA*)

☐ Charge my: ☐ VISA ☐ AMEX ☐ MasterCard

Card Number

CVV

Exp. Date

Name on Card (print)

Billing Address (if different from company address)

City, State, Zip

Cardholder's Signature

Interested in advertising or sponsorships with ALTA? For more information contact the Marketing Department, at [marketing@alta.org](mailto:marketing@alta.org) or visit our website at [www.alta.org/about/advertise-with-alta.cfm](http://www.alta.org/about/advertise-with-alta.cfm)

### ADDITIONAL INFORMATION

\*Includes an enhanced listing in the Marketplace, company name highlighted and bolded in search results for the Marketplace and a highlight of the company profile at least once a year in an ALTA publication.

\*\*Allows access to LTI courses at the member rate and our communications for one person.

# 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 2022 membership fee must be paid in order to sign on as a 2022 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

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## 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)
- Event attendee lists with emails



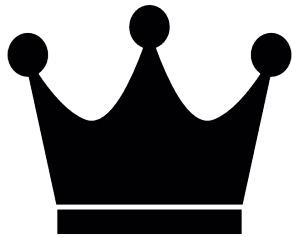
## LEGEND

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)
- Event attendee lists with emails



## 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)
- Event attendee lists with emails

## 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)
- Event attendee lists with emails





## 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)
- Event attendee lists with emails

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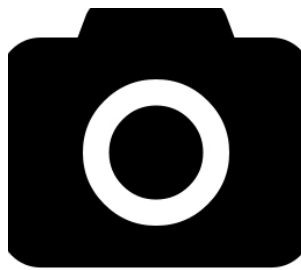
## CELEBRITY

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)
- Event attendee lists with emails



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## 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)
- Event attendee lists with emails

# 2022 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](#)
- 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](http://www.alta.org/elite)

# HIGHLIGHTED ITEMS

**Let's create together.**

# Thought Leader Package

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- Co-host/moderate one ALTA Insights webinar
- Guaranteed speaking slot at ALTA ONE breakout session
- 5 registrations to ALTA ONE, 3 to ALTA SPRINGBOARD and 2 to ALTA Advocacy Summit (in addition to partnership package registrations)
- Sponsor one ALTA ONE Omni session speaker
- Sponsor one ALTA SPRINGBOARD session speaker

Cost

**\$70,000 (one available)**

# Innovation Package

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- 3 articles included in DigitalFix
- Banner in DigitalFix for the full year
- Co-host/moderate one ALTA insights webinar on innovation
- Sponsor a lounge at ALTA ONE
- Facilitator assignment for one at ALTA SPRINGBOARD
- Sponsor all innovation-focused engagement lab and notable sessions at ALTA ONE

Cost

**\$60,000 (one available)**



# 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**

# 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**





# 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.



Cost

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



# 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**

**March 15-16, 2022**  
**Marriott Water Street**  
**Tampa, FL**

**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: Registration opens mid-January**  
**-Guaranteed number of brain dates with potential clients**
- **Schedule information is available on our website: [meetings.alta.org/springboard](https://meetings.alta.org/springboard)**

SPONSORSHIP	DESCRIPTION	MEMBER PRICE	ADDITIONAL COST?
Tote Bag Insert	Paper inserts that will be included in each attendee's tote bag	\$2,000	the sponsor is responsible for additional production costs
Sponsor/Registration Basic Package	includes 1 registration, listed as sponsor	\$2,000	-
Room Drop (per night)	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	\$2,000	the sponsor is responsible for additional production costs
Registration Desk Giveaway	Branded giveaway to be provided to attendees at the registration desk	\$2,000	the sponsor is responsible for additional production costs
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. Potential for 3 per timeslot per day.	\$2,500	-
TitleNews BellyBand	The March edition of TitleNews will include the sponsor's artwork that will be wrapped around the outside cover and each attendee	\$2,500	-
Pen Sponsorship	Branded pens provided to each attendee to use throughout the week	\$3,000	-
Secondary Commercial Break: #1	30 - 60 second commercial time slot mid to end of session (specific slot based on programming breaks)	\$3,500	-
Secondary Commercial Break: #2	30 - 60 second commercial time slot mid to end of session (specific slot based on programming breaks)	\$3,500	-
Secondary Commercial Break: #3	30 - 60 second commercial time slot mid to end of session (specific slot based on programming breaks)	\$3,500	-
Email Sponsorship	Daily email to all attendees that includes your logo on the top.	\$5,000	-

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Playbook Sponsor	Receive branding on the book attendees use to note take, reference the schedule and much more	\$5,000	-
Premier Commercial Break: #1	30 - 60 second commercial time slot at premier time of the conference	\$5,000	-
Premier Commercial Break: #2	30 - 60 second commercial time slot at premier time of the conference	\$5,000	-
Premier Commercial Break: #3	30 - 60 second commercial time slot at premier time of the conference	\$5,000	-
Reusable Water Bottles	Branded reusable water bottles placed out by water stations throughout the meeting space to give you extra exposure and keep attendees hydrated	\$6,000	-
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
Starbucks Gift cards, Welcome Gift	a \$5 gift card emailed to each attendee to kick off the conference. Sponsor name and logo included on the gift card email distribution	\$7,000	-
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	\$7,000	-
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.	\$7,000	-
Tote Bag Sponsorship	"Sponsor to provide a branded tote bag that attendees will receive upon arrival (quantity to be determined)"	\$8,000	the sponsor is responsible for additional production costs
Charging Station	Branded charging station placed in a prime location within the meeting space	\$10,000	-
Reception Sponsorship	Sponsor recognition on all schedule postings, signage and cups/napkins will sponsor's logo will be displayed	\$10,000	-
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.	\$10,000	-
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.	\$10,000	-

**May 15-17, 2022**  
**Hilton DC National Mall**  
**Washington, DC**

**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**
- **No vendor space offered**
- **Once determined, the schedule will be available on our website: [meetings.altaprofessionals.org/advocacy](https://meetings.altaprofessionals.org/advocacy)**



SPONSORSHIP	DESCRIPTION	MEMBER PRICE	ADDITIONAL COST?
Paper Padfolio Insert	Paper inserts that will be included in each attendee's padfolio	\$1,000	the sponsor is responsible for additional production costs
Sponsor/Registration Basic Package	includes 1 registration, listed as sponsor	\$2,000	-
Padfolio Sponsorship	Branded padfolios that will be distributed to each attendee	\$2,000	the sponsor is responsible for additional production costs
Room Drop (per night)	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	\$2,000	the sponsor is responsible for additional production costs
Registration Desk Giveaway	Branded giveaway to be provided to attendees at the registration desk	\$2,000	the sponsor is responsible for additional production costs
Lobby Day Maps	Maps branded with your logo to help attendees navigate Capitol Hill	\$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. Potential for 3 per timeslot per day.	\$2,500	-
TitleNews BellyBand	The May edition of TitleNews will include the sponsor's artwork that will be wrapped around the outside cover and each attendee	\$2,500	-
Pen Sponsorship	Branded pens provided to each attendee to use throughout the week	\$3,000	-
Secondary Commercial Break: #1	30 - 60 second commercial time slot mid to end of session (specific slot based on programming breaks)	\$3,500	-
Secondary Commercial Break: #2	30 - 60 second commercial time slot mid to end of session (specific slot based on programming breaks)	\$3,500	-
Secondary Commercial Break: #3	30 - 60 second commercial time slot mid to end of session (specific slot based on programming breaks)	\$3,500	-

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Email Sponsorship	Daily email to all attendees that includes your logo on the top.	\$5,000	-
Premier Commercial Break: #1	30 - 60 second commercial time slot at premier time of the conference	\$5,000	-
Premier Commercial Break: #2	30 - 60 second commercial time slot at premier time of the conference	\$5,000	-
Premier Commercial Break: #3	30 - 60 second commercial time slot at premier time of the conference	\$5,000	-
Tuesday Breakfast	Receive recognition on the schedule and during the event as the sponsor	\$5,000	-
Tuesday Lunch	Receive recognition on the schedule and during the event as the sponsor	\$6,000	-
Reusable Water Bottles	Branded reusable water bottles placed out by water stations throughout the meeting space to give you extra exposure and keep attendees hydrated	\$6,000	-
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
Starbucks Gift cards, Welcome Gift	a \$5 gift card emailed to each attendee to kick off the conference. Sponsor name and logo included on the gift card email distribution	\$7,000	-
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	\$7,000	-
Charging Station	Branded charging station placed in a prime location within the meeting space	\$10,000	-
Reception Sponsorship	Sponsor recognition on all schedule postings, signage and cups/napkins will sponsor's logo will be displayed	\$10,000	-
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.	\$13,000	-
Wi-Fi Sponsorship	Sponsor the Wi-Fi in the meeting space and include your custom password; sponsor to provide Wifi login cards	\$15,000	the sponsor is responsible for additional production costs
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.	\$15,000	-

**October 11-15, 2022  
The Hotel Del Coronado  
San Diego, CA**



**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 2022**

SPONSORSHIP	DESCRIPTION	MEMBER PRICE	ADDITIONAL COST?
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
<del>Day 1 Omni Session Giveaway</del>	Sponsor to provide a branded item that will be placed on each session prior to the start of the session (quantity to be determined)	<del>\$2,500</del>	the sponsor is responsible for additional production costs
<del>Day 2 Omni Session Giveaway</del>	Sponsor to provide a branded item that will be placed on each session prior to the start of the session (quantity to be determined)	<del>\$2,500</del>	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
<del>Room Drop- Tuesday</del>	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	<del>\$2,500</del>	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
Our Values Award Sponsorship	Sponsor branding on event marketing email, verbal recognition with logo placement when sponsors are announced. Not exclusive, multiple sponsor slots available	\$3,000	-
TitleNews BellyBand	The September edition of TitleNews will include the sponsor's artwork that will be wrapped around the outside cover and each attendee	<del>\$3,000</del>	-

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Hotel Branding - Small	Small Exposure: Similar to one 2x2 floor cling (sponsor will work with ALTA team to determine size and location)	\$5,000	-
Engagement Lab Sponsor	logo on session PPT, verbal thank you with staff intro	<del>-\$5,000</del>	-
Commercial in sleeping rooms	Play a 30-60 second commercial in attendees sleeping room throughout ALTA ONE	<del>-\$6,000</del>	-
Email Sponsorship	Schedule emailed daily to attendees that will include sponsor's logo	<del>-\$7,000</del>	-
Hotel Branding- Medium	Medium Exposure: Similar to one 4x4 floor cling or two 2x2 floor clings (sponsor will work with ALTA team to determine size and location)	\$7,000	-
Boozy Break	sponsor the celebratory bloody mary and mimosa bar to cheers to the end of ALTA ONE; the bar will be provided immediately following the final Omni Session on Friday	<del>-\$7,000</del>	-
Keycards	Hotel keycards will be branded with your logo and artwork and distributed to each attendee hotel guest that checks in.	<del>\$8,000</del>	the sponsor is responsible for additional production costs
Charging Station	Branded charging station placed in a prime location within the meeting space	\$8,000	-
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.	<del>\$9,000</del>	-
Tote Bag	"Sponsor to provide a branded tote bag that attendees will receive upon arrival (quantity to be determined)"	<del>-\$10,000</del>	the sponsor is responsible for additional production costs
<del>Omni Session Commercial, Day 1</del>	30 - 60 second commercial time slot mid-session	<del>-\$10,000</del>	-
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	-
<del>White Lanyards</del>	Branded black lanyards that will be distribute to each attendee to use with their name badge	<del>\$10,000</del>	the sponsor is responsible for additional production costs
Hotel Branding - Large	Large Exposure: Similar to one 6x6 floor cling, 2 4x4 floor clings, or 3 2x2 floor clings (sponsor will work with ALTA team to determine size and location)	\$10,000	-
<del>Water Bottles</del>	Branded reusable water bottles placed out by water stations throughout the meeting space to give you extra exposure and keep attendees hydrated.	<del>\$10,000</del>	-
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	-
<del>Head Shot Station</del>	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.	<del>\$10,000</del>	-



Wednesday Happy Hour	Sponsor recognition on all schedule postings, signage and cups/napkins will sponsor's logo will be displayed	\$12,000	-
<del>Starbucks Gift cards for Attendees—Welcome Gift, Day 1</del>	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.	<del>\$12,000</del>	-
Notable 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	-
<del>Welcome Happy Hour</del>	Sponsor recognition on all schedule postings, signage and cups/napkins will sponsor's logo will be displayed	<del>\$14,000</del>	-
Wi-Fi Sponsorship	Bring complimentary Wi-Fi 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.	<del>\$15,000</del>	the sponsor is responsible for additional production costs
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.	\$15,000	-
Hotel Branding - Premium	Premium Exposure: Similar to a large wall or window cling in a premium location(sponsor will work with ALTA team to determine size and location)	\$15,000	-
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.	\$15,000	-
<del>Omni Session Sponsor, Day 1</del>	"Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT during session, sponsor name included on schedule postings (additional sponsorships sold for second commercial slot & giveaway item)"	<del>\$25,000</del>	-
<del>Omni Session Sponsor, Day 2</del>	"Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT during session, sponsor name included on schedule postings (additional sponsorships sold for second commercial slot & giveaway item)"	<del>\$25,000</del>	-
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	-
Omni Session Sponsor, Day 3	"Sponsor logo on marketing email prompting big name speaker, verbal thank you during session, logo on PPT during session, sponsor name included on schedule postings (additional sponsorships sold for second commercial slot & giveaway item)"	\$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 vary	-

# 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 a 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<sup>1/2</sup>"

	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? Contact [Claire Mitchell](#)

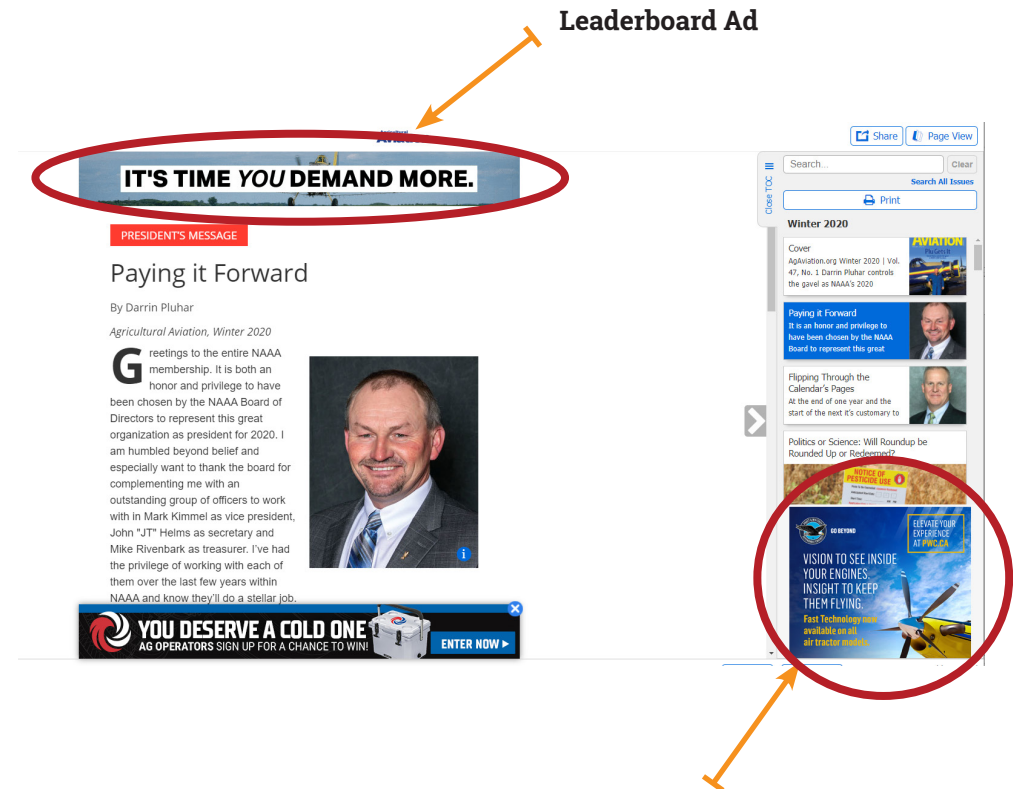
# TitleNews Digital Button Ads

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!](#)



	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

Interested in purchasing? Contact [Claire Mitchell](#)

# Digital Fix

## 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!](#)

- 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

Interested in purchasing? Contact [Claire Mitchell](#)

# 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
- 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

Interested in purchasing? Contact [Claire Mitchell](#)

# 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	2022 Housing Market Outlook	Jessica Lautz, NAR; Odeta Kushi, First American
January	Employee Engagement: DecisionWise	DecisionWise, Steve Day, Shonna Cardello
February	People-first leadership skills	Stephen Rudolph
March	How to select a RON provider	Jonathan Kearns, MISMO; Tyler Newlon, Pioneer Title
April	Differences between social media platforms	TBD
April	Differences between social media platforms	Dean Colura, Title Tap; Colin Smith, Old Republic
April	Advocacy Summit Preview	TBD
May	Integrating disparate technologies	Jason Doshi, paymints.io; Hoyt Mann, alanna; Kevin Nincehelter, Premier One
June	How to handle cryptocurrency	Andrew Zankel, Core Title Services; Keith Madden, Stewart; Alex Kanen, Wall Street Blockchain Alliance
June	Real-time payments	TBD
July	How to protect against ransomware	Christopher Buse, Old Republic
July	Money-laundering red flags	TBD
August	RESPA Part 1	TBD
August	RESPA Part 2	TBD
September	Remote Interviewing/Onboarding	TBD
September	TBD	TBD
November	Midterm election preview/ALTA policy update	TBD
November	TBD	TBD
December	TBD	TBD

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

Interested in purchasing? Contact [Claire Mitchell](#)

# Title Insurance Law Newsletter

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- 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? Contact [Claire Mitchell](#)



# TIRS State Compliance Guide

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- The TIRS State Compliance Guide is the most comprehensive collection of regulatory information, customs, and practices of the title industry available. Guides are updated yearly after the new legislative sessions conclude.
- Enterprise subscription: Over a thousand subscribers have access to the guides
- Subscription with over 120 companies: 30% of subscribers are underwriter companies, and 50% are title agencies. All the major underwriter companies have a subscription
- Web-based yearly subscription with option to download or print
- Exclusive sponsorship
- Ad included in every state compliance guide: 50 state guides plus the District of Columbia
- Sections included in each guide: Introduction, Title Insurers, Title Agents, Abstracters, Escrow/Closing Personnel, Market Practices, and Real Estate Practices
- Additional information about TIRS can be found [here](#)

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Cost

**\$5,000 per year**

Interested in purchasing? Contact [Claire Mitchell](#)

## Contract & Artwork Deadlines

Issue Date	Contract Date	Artwork Due
January	12/24/2021	12/27/2021
February	01/01/2022	01/15/2022
*March (ALTA SPRINGBOARD Issue)	02/01/2022	02/15/2022
April	03/01/2022	03/15/2022
*May (ALTA Advocacy Summit Issue)	04/02/2022	04/16/2022
June	05/01/2022	05/15/2022
July	06/01/2022	06/15/2022
August	07/01/2022	07/15/2022
*September (ALTA ONE Issue)	08/01/2022	08/15/2022
October	09/01/2022	09/15/2022
November	10/01/2022	10/15/2022
December	11/01/2022	11/15/2022

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

## Ad Specs for NYCU, DF, & TNO

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

## Ad Specs for TitleNews Digital Ads

	Leaderboard Ad	TOC Ad
Dimensions	960 w x 90 h pixels	300 w x 250 h pixels