

Advertising



Products Guide 2026

**Advertising in ALTA publications is restricted to ALTA Members
and Associate Members only**
<https://www.alta.org/membership/find-or-create-account>

Why Advertise with ALTA?

ALTA's Audience

+OVER+

5,000

ALTA Members



NEW
Members
EVERY
YEAR

33,000

TitleNews Online
SUBSCRIBER LIST

12,000

Industry Experts SUBSCRIBE
TO
Title News

ALTA Advertising viewer reach by product

- ◆ Title News Digital Edition monthly - 25,000 per month
- ◆ TitleNews Online e-news Letter monthly - 33,000 emails, clicks per month range 4,500—250 depending upon placement
- ◆ ALTA's Website banners and buttons - 250,000 page views per month, 50,000 views per month per ad - clicks per month range 150—50 depending upon placement
- ◆ News You Can Use (NYCU) - 3 days a week - 33,000 emails, clicks per month range 11,000—630 depending upon placement.
- ◆ DigitalFIX - twice monthly banners and buttons 33,000 emails clicks per month range 700—20 depending upon placement
- ◆ Meeting schedules for ALTA EDGE, Advocacy Summit and ALTA ONE, 300, 200 & 1,000 attendees respectively
- ◆ ALTA Research products reach 30,000 viewers

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:

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

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Artwork due dates:
15th day of the
month prior to ad
run month

Advertising—pricing to fit any budget

Monthly placements, prices from

\$250	Minor Meetings Website Buttons				
\$500	Larger Meetings Website Buttons	Education Website Buttons*			
\$750	NYCU Buttons	ALTA Website Buttons	ALTA ONE Meetings Website Buttons		
\$1,000	TNO Buttons	ALTA Website Banners			
\$1,500	Advocacy Update Buttons	ALTA Website Banners	TitleNews Full Page Ads		
\$2,000	TitleNews Full Page Ads	Digital Title News Table of Contents	Meetings Pages Web Banners	Advocacy Update Banners	NYCU Banners
\$3,000	TitleNews Full Page Ads	Digital Title News Leaderboard	TitleNews Online Banners	ALTA ONE Meetings Website Banners	
\$5,000	Education Center Banner*	Discount Online Course*			
\$10,000	Research Studies*				

*Annual placement

New in 2026: TitleNews Front Page Ad

- Front page trifold ad—opens up to show a 2 page spread
- Exclusively for our 3 print versions distributed at our flagship conferences—(March, April & September)

TitleNews Full Page Cover Ads
TNO Front Cover Trifold

New in 2026



Internal 2 page spreads are available call for details

New in 2026: ALTA Advocacy Update

Advocacy Update
Top Banner
AU1

- Although the ALTA Advocacy Update has been around for quite a while, this is the first time that advertisements will be available.
- Advocacy Update is replacing our Digital FIX semi monthly publication which is to be retired at the end of 2025
- This weekly email penned by our CEO, gives ALTA members the latest information on the association's legislative efforts on Capitol Hill and around the United States.

- Distributed once a week
- Content focused strictly on hot, innovative, and digital topics relevant to title insurance
- Limited to two banners/four buttons
- Sold Monthly
- Static Images only

Statistics

- Distributed to ~33,000 readers
- Banners: 881.6 Average clicks per month
- Buttons: 68.2 Average clicks per month

Advocacy Update Buttons
Slot 1
AU2

Advocacy Update Buttons
Slot 2
AU3

Advocacy Update
Bottom Banner
AU4



To: Member
From: Chris Morton, Chief Executive Officer
Subject: ALTA Advocacy Update - August 27, 2025



House Financial Services Committee Announces September Hearings
Register for ALTA ONE 2025 in New York City
ALTA's Virtual FIX/CM Stokcamp is Back
Renew Your TAN Membership
Continue to Share Your Stories

The August recess is winding down, and soon members of Congress will return to Washington, D.C., with a few weeks left before the Sept. 30 funding deadline. While many House legislative bills passed through the respective appropriations committees in the 1 have their work cut out for them to reach a deal. The most likely outcome is a continuing resolution to give lawmakers additional time to re government in shutdown. Importantly, the National Flood Insurance Act on Sept. 30 as well, so lawmakers hopefully will include an extension ALTA continues to discuss the importance of the NFIP with lawmakers ensure that the program does not lapse in the absence of a bill to share updates as discussions progress.



ALTA's Virtual FIX/CM Stokcamp is Back
The August recess is winding down, and soon members of Congress will return to Washington, D.C., with a few weeks left before the Sept. 30 funding deadline. While many House legislative bills passed through the respective appropriations committees in the 1 have their work cut out for them to reach a deal. The most likely outcome is a continuing resolution to give lawmakers additional time to re government in shutdown. Importantly, the National Flood Insurance Act on Sept. 30 as well, so lawmakers hopefully will include an extension ALTA continues to discuss the importance of the NFIP with lawmakers ensure that the program does not lapse in the absence of a bill to share updates as discussions progress.

Renew Your TAN Membership
We're excited to announce the return of the TAN Membership, a program that allows you to earn a \$100 credit towards your next title insurance policy. To be eligible, you must be a member of ALTA and have a TAN Membership. Renew your membership today to ensure you don't miss out on this valuable benefit.

Built for What's Next

ALTA's Product Calendar	ALTA's Insights, The Data & More	2025 ALTA Fall Plenary
2025 ALTA Fall Plenary October 15-16 New York, NY	ALTA's Insights, The Data & More October 15-16 New York, NY	2025 ALTA Fall Plenary October 15-16 New York, NY

Check out more upcoming events.

Continue to Share Your Stories
You can also help our advocacy efforts by sharing information about the industry with your contacts. We have a new platform to help you do this. It's called the ALTA Advocacy Update. Share your stories with us today.

Upcoming Hearings of State
Senate Banking Committee
Hearings on the State of the Industry
October 15-16, 2025

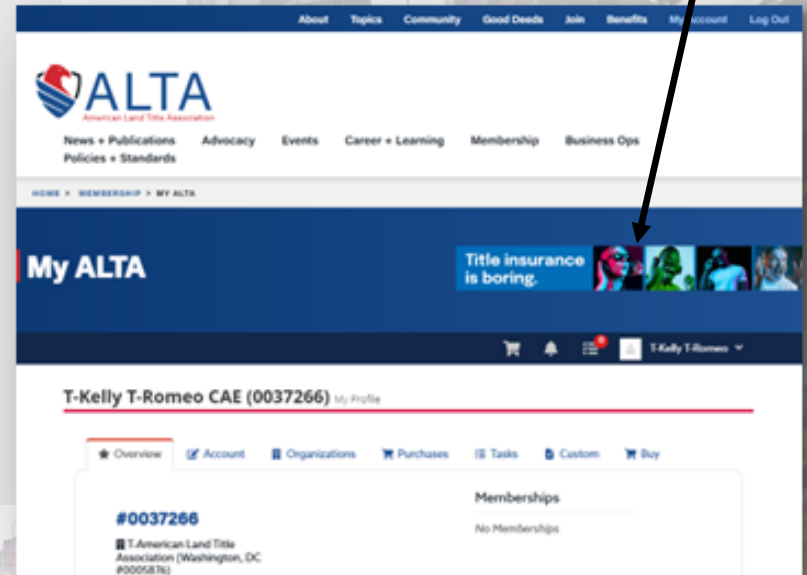
House Financial Services Committee
Hearings on the State of the Industry
October 15-16, 2025



New in 2026: ALTA.org Member Log on

Member Account
Top Banner
WebLO1

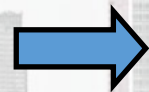
- For the first time we are offering an exclusive banner ad for all member portal views after log in. Statistics
- Single persistent banner ad—not shared
- Log in account page view 220,000 per year
- Other pages:
 - Event registrations: 81K
 - Policies & Procedures 49K
 - Membership directory 48K
 - My account 40K
- Example of ongoing exposure during member purchasing



Merchandise selection



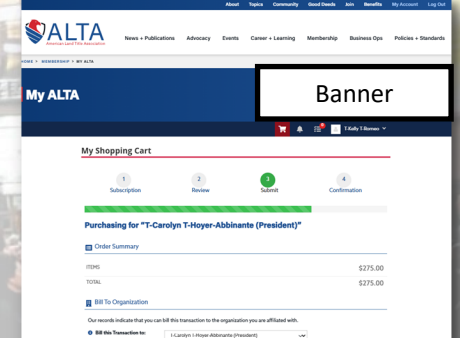
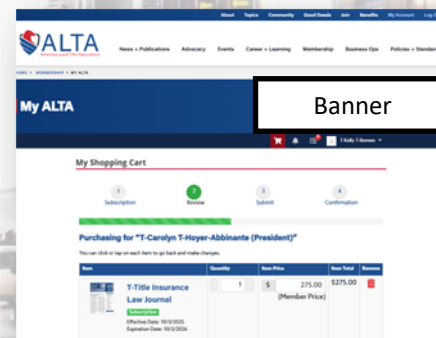
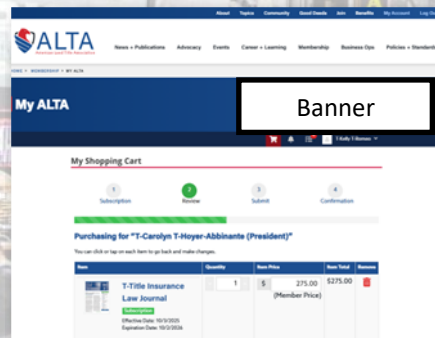
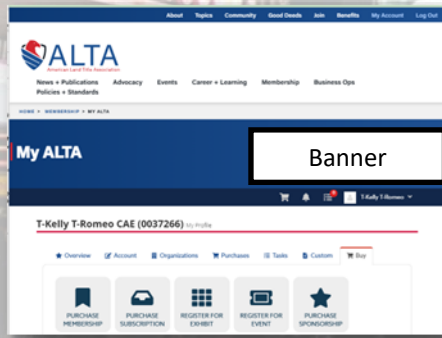
In the shopping cart



Purchase Process



At check out



1. TitleNews Print and Online Editions (TN & DTN)

- ◆ TitleNews, our full-color magazine, features in-depth articles on business, regulatory, and technology issues facing the land title professional.
- ◆ Print edition exclusive to our 3 flagship conferences: March, April & September
- ◆ Digital edition is distributed, via email, monthly to all contacts and marketed throughout the year

Statistics

- ◆ Digital edition has a reach of approximately 33,000 per month
- ◆ Ad impressions: Average 132.4 per month

Key Feature: The leaderboard will play on ALL pages in the digital edition

Digital TitleNews Leaderboard DTN1

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



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 page spreads are available call for details

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)
- ◆ ALTA-produced content on popular topics in the title industry
- ◆ Limited to three banners/four buttons
- ◆ Sold monthly
- ◆ Static images only

- ◆ Statistics:
- ◆ Distributed to ~33,000 readers
- ◆ Top Banner: 5,078.4 average clicks per month
- ◆ Other banners: 370.4 average clicks per month
- ◆ Buttons: 452.55 average clicks per month



TitleNews Online
Top Banner
TNO1

TitleNews Online
Buttons Slot 1
TNO2
2 Berths

TitleNews Online
Middle Banner
TNO3

TitleNews Online
Buttons Slot 2
TNO4

TitleNews Online
Bottom Banner
TNO5

3. ALTA's Website Banner & Buttons Advertising

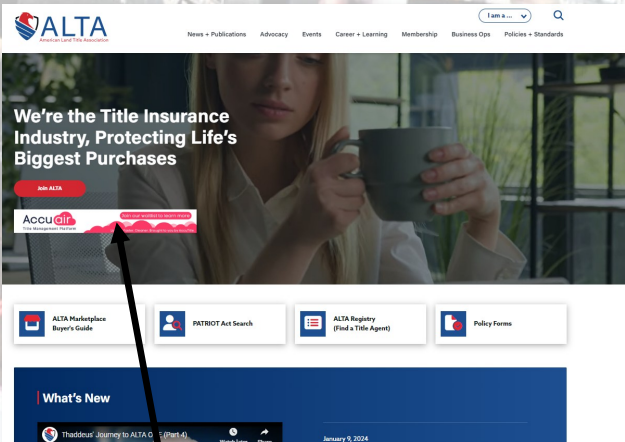
ALTA.org receives an average of 250,000 page views per month:

Banner ads:

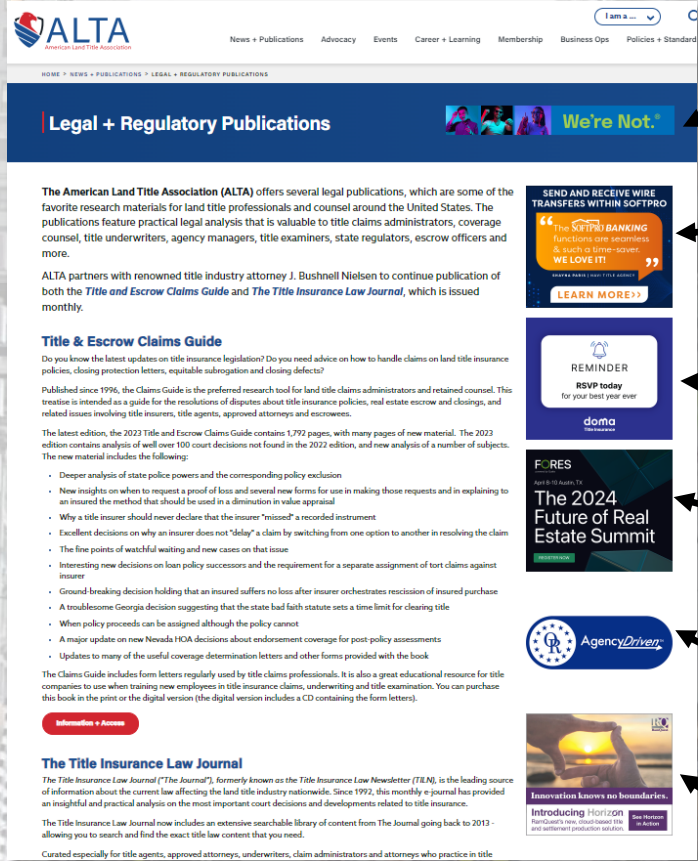
- ♦ Ad will rotate with up to four other ads on the home page and all internal pages

Statistics

- ♦ Average views of 50,000 per month per ad
- ♦ Button ads 71.76 average clicks 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 (Prime)
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 3 days a week
- ◆ Content focused strictly on hot, innovative, and digital topics relevant to the title insurance industry
- ◆ Sold monthly
- ◆ Static images only

- ◆ Statistics
- ◆ Distributed to ~33,000 readers
- ◆ Banners: 9,690.6 Average clicks per month
- ◆ Buttons: 311.33 Average clicks per month



NYCU 1st Top Banner
NYCU1

NYCU 2nd Slot Buttons
NYCU2
2 Berths

NYCU 3rd Slot Buttons
NYCU3
2 Berths

NYCU 4th Slot Buttons
NYCU4
2 Berths



6. ALTA's Meetings & Event Schedules—HOT ITEM

Banner and Buttons on each of ALTA's six 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.



[Event]-Banner [E]-

[Event] Left Button [E]-1

[Event] Right Button [E]-3

[Event] Center Button [E]-2

Ad Type	Large Agents (Winter)	Commercial Network	ALTA EDge	ALTA Advocacy Summit	Large Agents (Summer)	ALTA ONE
Banner	LA1-Ban	CN-Ban	SB-Ban	AAS-Ban	LA2-Ban	ONE-Ban
Buttons	LA1-1, LA1-2 LA1-3	CN-1, CN-2, CN-3	SB-1, SB-2, SB-3	AAS-1, AAS-2, AAS-3	LA2-1, LA2-2, LA2-3	ONE-1, ONE, ONE-2, ONE-3
Ad posted	Sep—Jan (5 mo)	Nov—Feb (4 mo)	Jan—March (2.5 mo)	Feb—May (3.5 Mo)	Mar—Jul (5 mo)	May—Oct (4.5 mo)
Average # Attendees	50	50	300	200	50	1,000

7. ALTA's Legal Publications and ALTA Registry—Annual Evergreen Ads

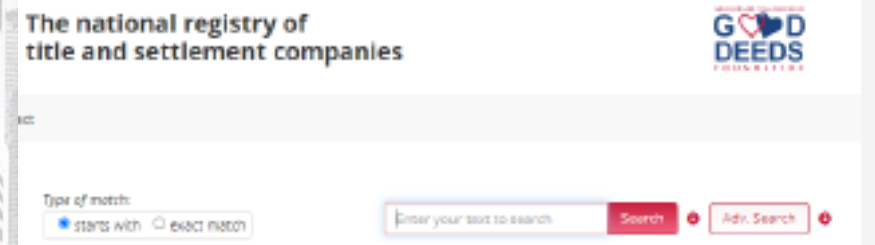
The Title Insurance Law Journal Full Page Ad (TILJ)

- ◆ Leading industry source of information about current law affecting the land title industry nationwide
- ◆ Half page ad included in the 12 digital editions after the cover page for \$2,250
- ◆ Two e-blast messages to ALTA membership highlighting the sponsor and including the logo
- ◆ E-blasts shared in NYCU and TitleNews Online
- ◆ Over 1,800 total users per yearly subscription



ALTA Registry Search Page 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 Annual Evergreen ads

ALTA ELEVATE LEARNING CENTER Banner (EL-1)

- ◆ The ALTA Learning Center ("Elevate") sees 70,000 individual visits a year. We offer a Banner ad & 4 button ads on this website. Note this is a separate website from ALTAs main website.
- ◆ Banner—exclusive—not shared
- ◆ Benefit from quarterly eblast-promotions—13,000 email addresses

Elevate Banner
EL1

Learning Center (EL2-)

- ◆ ALTA Learning Center button ads, ads carry through to subpages
- ◆ Ad placement is for 12 months—with link to sponsor's website

FREE CE Exams Promotion (EL3)

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

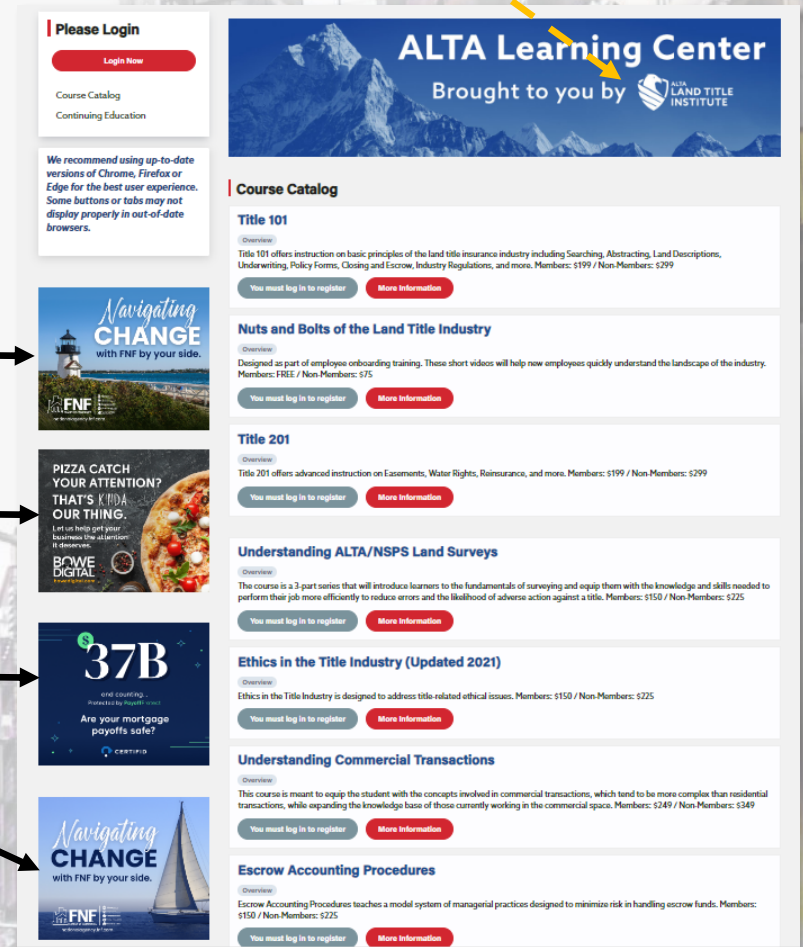
Elevate Web Button
1st Slot (Prime)
EL2-1

Elevate Web Button
1st Slot (Prime)
EL2-2

Elevate Web Button
1st Slot (Prime)
EL2-3

Elevate Web Button
1st Slot (Prime)
EL2-4

CE Exams
EL3



Online Course CE

Requirements for Continuing Education Credit

1. Register and complete an approved course. Successfully enroll in and complete an approved course per the table, below. Course fees vary. Completing the online coursework is a pre-requisite to the CE final exam.
2. Request the CE Exam for your state. In 2023, all CE exams are **SPONSORS NAME** and will be *no cost to you*. Maintaining your CE requirements through ALTA's online courses has never been simpler or cheaper! **If you have completed your required course work, you can request a CE Exam here.**

Go to: [ALTA Learning: Home](https://elevate.alta.org/)
<https://elevate.alta.org/>

9. ALTA Research Sponsorship Annual Evergreen Ads

- ◆ Be an ALTA Research sponsor and really get your brand noticed.
- ◆ The target audience for ALTA Research is ~ 34,000 individuals *per* product

Product Range	Product	Banner, In page promotion & Data Submission Page#	Data Submission pages open
Operations Surveys (OP)	Operations 1	January—December	Semi Annual
	Operations 2		
Critical Issues Studies (CRIS)	CRIS		Full Sponsorship—All Studies
	CRIS-1		Study/Topic 1 Q2
	CRIS-2	Study/Topic 2 Q3	
	CRIS-3	Study/Topic 3 Q4	

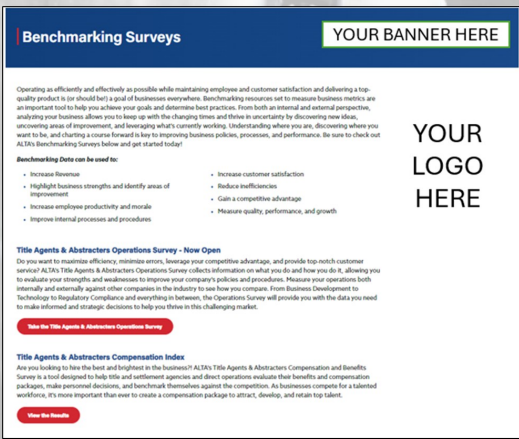
All products offer:

- ◆ Exclusive Web Page Banner Ad
- ◆ In-web Page Ad—Made Possible By

*The exact Survey or Issues Study may vary year to year

#Data Submission page when survey launches

9a. ALTA Research Sponsorship Annual Evergreen Ads

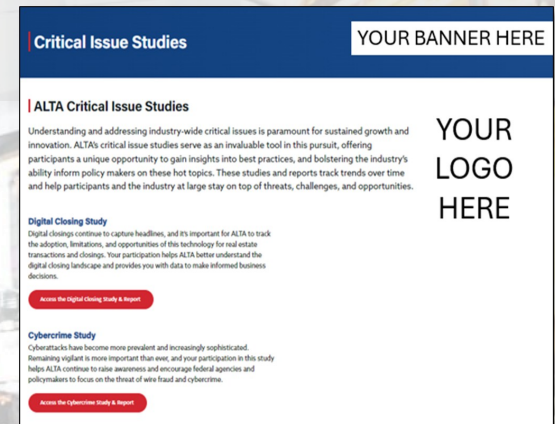


Operations Surveys -- (OP)

- ◆ Benchmarking Surveys—2024 Page Visits: 4,676 (Jan-Aug)
- ◆ ALTA Website - Surveys Landing Page: Banner and Logo
- ◆ ALTA Website Operations Survey Page: Banner and Logo
- ◆ Survey platform branding
- ◆ Acknowledgement in promotional marketing communications

Critical Issues Studies – Full Sponsorship (3 + studies) (CISFull)

- ◆ Critical Issue Studies—2024 Page Visits: 1,474 (Jan-Aug)
- ◆ ALTA Website - Critical Issues Studies Landing Page: Banner and Logo
- ◆ ALTA Website - Individual Study Pages: Banner and Logo
- ◆ Survey Dashboards: Logo (shown under 9c)
- ◆ Acknowledgement in promotional marketing communications



The exact Survey or Issues Study may vary year to year

9b. ALTA Research: Operations Surveys Annual Evergreen Ads

ALTA's operations surveys are a strategic tool to help organizations measure their performance against industry standards and competitors. By comparing key metrics and practices, you can identify areas for improvement, streamline processes, and stay ahead in the ever-changing market.

- ◆ Audience: ALTA Members and Policy Form Licensees—Agents, Abstracters, Underwriter Direct Operations.
- ◆ 2024 Marketing Distribution List: 13,000 email addresses
- ◆ Timeframe: Logo and banner added to website in the first week of January. Survey launch schedule will vary year to year.
- ◆ in the first week of January. Survey launch schedule will vary year to year

Benchmarking Survey Individual Page Branding — Exclusive

- ◆ Banner ad
- ◆ In-page Logo
- ◆ Acknowledgement in promotional marketing communications
- ◆ Survey Dashboard: Logo



Operations Surveys

OP

A screenshot of a survey page titled 'Title Agents & Abstracters Operations Survey'. The page has a blue header with the title and a placeholder for 'YOUR BANNER HERE'. Below the header is a paragraph of text explaining the survey's purpose and data privacy. To the right of the text is a placeholder for 'YOUR LOGO HERE'. Two callout boxes with arrows point to these placeholders: 'Page Exclusive Banner Ad' points to the banner placeholder, and 'In-page Ad Exclusive' points to the logo placeholder.

Title Agents & Abstracters Operations Survey YOUR BANNER HERE

Do you want to maximize efficiency, minimize errors, leverage your competitive advantage, and provide top-notch customer service? ALTA's Title Agents & Abstracters Operations Survey collects information about what title agents, abstracters and underwriter direct operations do, and how they do it, allowing companies to evaluate their strengths and weaknesses to improve their company policies and procedures. From Business Development to Technology to Regulatory Compliance and everything in between, the Operations Survey will provide the data needed to make informed and strategic decisions to help businesses thrive in this challenging market.

Data privacy is a top priority for ALTA, and we want you to know your information is safe! This survey is hosted on a secure platform, and all responses are completely anonymous. No one except your company's designated contact will have access to the company-specific information you provide. ALTA staff may access aggregate data showing industry trends and performance to help us promote the industry.

Access to the Operations Survey data collection is limited to ALTA member companies and ALTA Policy Forms License Holders.

YOUR LOGO HERE

Page Exclusive
Banner Ad

In-page Ad
Exclusive

9c. ALTA Research: a la carte — Critical Issue Studies (CIS#) Annual Evergreen Ads

ALTA's critical issue studies arm ALTA members and the association with a comprehensive overview of the evolution of key industry trends and issues. Participation in these studies plays a pivotal role in shaping industry solutions and provides participants with actionable insights on hot topic issues.

- ◆ Audience: ALTA Members and non-members, State Land Title Association Members
- ◆ 2024 Marketing Distribution List: 13,946 email addresses, plus additional state LTA outreach with their members
- ◆ Timeframe:
 - ◆ Logo and banner added to website in January
 - ◆ Study launch schedule will vary year to year but there will be approximately one study per quarter.

- ◆ ALTA Website - Critical Issues Studies Landing Page: Rotating Banner with other topic sponsors and in page Logo (stationary). For banner exclusivity full sponsorship required.
- ◆ ALTA Website - Individual Study Page: Banner and Logo
- ◆ Study Dashboard: Logo
- ◆ Acknowledgement in promotional marketing communications

Critical Issue Studies
YOUR BANNER HERE

ALTA Critical Issue Studies

Understanding and addressing industry-wide critical issues is paramount for sustained growth and innovation. ALTA's critical issue studies serve as an invaluable tool in this pursuit, offering participants a unique opportunity to gain insights into best practices, and bolstering the industry's ability inform policy makers on these hot topics. These studies and reports track trends over time and help participants and the industry at large stay on top of threats, challenges, and opportunities.

Digital Closing Study
Digital closings continue to capture headlines, and it's important for ALTA to track the adoption, limitations, and opportunities of this technology for real estate transactions and closings. Your participation helps ALTA better understand the digital closing landscape and provides you with data to make informed business decisions.

[Access the Digital Closing Study & Report](#)

Cybercrime Study
Cyberattacks have become more prevalent and increasingly sophisticated. Remaining vigilant is more important than ever, and your participation in this study helps ALTA continue to raise awareness and encourage federal agencies and policymakers to focus on the threat of wire fraud and cybercrime.

[Access the Cybercrime Study & Report](#)



**YOUR
LOGO
HERE**

Critical Issue Study – Topic 1
YOUR BANNER HERE

ALTA Critical Issues Study - Topic 1

Study description and relevant information.

**YOUR
LOGO
HERE**



YOUR LOGO HERE

ALTA's Title Insurance Curative Work Study

Welcome

The objective of this study is to quantify the amount of work that go policy by looking at the various work components and the time staff spend on each of the basic functions related to producing a title pro study will support efforts to promote the value of curative efforts of

9d. ALTA Research Annual Evergreen Ads

Critical Issues—Compact Study

3+ studies (potential to run up to 4)

- ◆ A short survey aimed at collecting high-level insights. The purpose of the compact study is to provide ALTA and the industry with new data on past survey topics, without conducting a full survey and report. They're a faster, more efficient approach to equip ALTA with new content on issues such as digital closings, seller impersonation fraud, curative work, cybercrime, and other hot topics, while extending the life of the original research and reducing member survey fatigue.

Sponsorship Includes:

- ◆ Mention in any marketing outreach
- ◆ Logo and banner on webpage

9e. ALTA Research - Financial and Market Share Data (FMSD Annual Evergreen Ads)

- ◆ ALTA's Industry Financial and Market Share Data includes annual and quarterly title insurance industry market share data by state and company, as well as financial statements for each participating underwriter.
- ◆ 2024 page visits: 5,325 (Jan-Aug)
- ◆ ALTA Webpage: Industry Financial Data – Exclusive Banner and in-page Logo
- ◆ Acknowledgement in any promotional marketing communications.

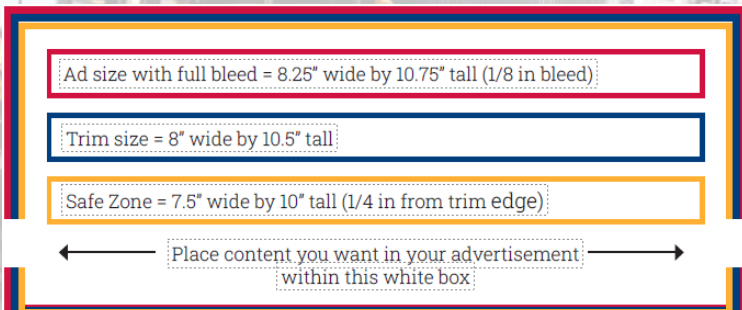
The screenshot shows a webpage layout for 'Industry Financial Data'. At the top, there is a dark blue header with the text 'Industry Financial Data' and a white box on the right containing the text 'YOUR BANNER HERE'. Below the header, there are three links: 'Current Industry Financial Data', 'Title Industry Financial Data Books', and 'Title Industry Financial Data Archive'. The main content area is titled 'Current Industry Financial Data' and contains a light blue box with text: 'Current financial data downloads are available to ALTA Members or Subscribers. If you are a member or subscriber, please log in. ALTA members and active subscribers to ALTA's Industry Financial and Market Share Data may use the Industry Financial Data for internal company use, and for the creation of derivative works. All such uses must be discontinued if not an active subscriber of the data or ALTA member.' To the right of this text is a white box with a blue border containing the text 'YOUR LOGO HERE'. At the bottom, there are two columns of links. The left column is titled 'First Quarter 2024' and includes 'Executive Summary' (with a sub-link 'First Quarter 2024 Title Insurance Industry Market Share Executive Summary') and 'Market Share Data [Excel]' (with a sub-link 'Comparative Three Month 2024 vs 2023 Family Company'). The right column is titled 'Financial Statements [PDF]' and includes links for '2024 First Quarter Fidelity Family Financial Statement', '2024 First Quarter First American Family Financial Statement', '2023 First Quarter Old Republic Family Financial Statement', '2024 First Quarter Stewart Family Financial Statement', and '2024 First Quarter Independent Companies Composite Financial Statement'.

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	Live Area
TN0	Front page trifold 2 page	10 1/2" x 16 +1/4" Bleed	
TN1, TN2, TN3, TN4, TN5	Full Pages & inside, Outside covers	8 1/4" x 10 3/4"	7"x9 1/2"
TN1-2	2 Page Spread	16 1/4" x 10 3/4"	14" x 9 1/2"



Other Products: Artwork Specifications

Item Code	Ad Type	Available in the following products	Dimensions
TNO1, TNO3, TNO5, AU1, AU4, NYCU1, Web1, SB-Ban, AAS-Ban, ONE-	Banner Ad	NYCU, Advocacy Update & TitleNews Online	936w x 120h pixels @ 96 dpi
TNO2, TNO4, AU2-AU3, 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	
OP CRITS & OP, CRI, DCS, CCS	Banner	Research	936 by 120 pixels or 468 by 60 pixels

Banner Ad, AKA, Horizontal Ads, Button Ads, AKA Square Ads

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

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	Contract Date/Due Date	Month	Contract Date/Due Date
Jan	Dec1/Dec15	Jul	Jun1/Jul15
Feb	Jan1/Jan15	Aug	Jul1/Jul15
Mar	Feb1/Feb15	Sep	Aug1/Aug15
Apr	Mar1/Mar15	Oct	Sep1/Sep15
May	Apr1/Apr15	Nov	Oct1/Oct15
Jun	May1/May15	Dec	Nov1/Nov15

All purchases are for a single month: no mid-month ad swap outs w/o an additional fee

Conference Banner & Button Artwork Due Dates

EDge	December 15th of the prior year
Advocacy Summit	January 15th
ALTA ONE	April 15th

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Advertising Pricing—Monthly Ads

Product Group	Item Code	Ad Name	Monthly Fee
TitleNews (Print & Digital)	TN0	TitleNews front page trifold—printed only	\$6,500
	TN1, TN2, TN3	TitleNews Covers, Front Inside/Back Inside/Back outside	\$3,424
	TN4	Full Page Ads (FPA) Pages 3-20	\$1,766
	TN5	Full Page Ads (FPA) Pages 21-End	\$1,231
	TN6	Cover Premium Month Addl Fee per mo	\$2,000
	TN7	Full Page Premium Month Addl Fee per mo	\$1,000
	DTN1	DTN Leaderboard	\$2,461
	DTN2	DTN Table of Contents (TOC)	\$1,605
	TN0 Full Year buy out	Purchase of TN0 for all three print editions	\$18,000 price only available to Strategic Partners

- ◆ All prices are for monthly advertisement placement.
- ◆ Changing advertisements within a month (i.e. sponsor is placing new artwork in the same space during the same month) requires a fee of \$200 per swapped artwork.
- ◆ Artwork due dates for changing and advertisement are the same as for whole month ads. Please see contract.

Advertising Pricing—Monthly Ads Continued

Product Group	Item Code	Ad Name	Monthly Fee
News You Can Use	NYCU1	NYCU Banner (Top)	\$2,194
	NYCU2	NYCU 2nd Slot Buttons	\$1,017
	NYCU3	NYCU 3rd Slot Buttons	\$910
	NYCU4	NYCU 4th Slot Buttons	\$803
Alta.org	Web1-1	Rotating Web Banners 1 thru 6	\$1,819
	Web1-6	Web Banner Home Page Only	\$1,070
	Web2-1	Web Button 2-1	\$910
	Web2-2	Web Button 2-2	\$856
	Web2-3	Web Button 2-3	\$856
	Web2-4	Web Button 2-4	\$642
	Web2-5	Web Button 2-5	\$535
TitleNews Online	TNO1	TNO Banner (Top)	\$4,334
	TNO2	TNO Buttons Slot 1	\$2,729
	TNO3	TNO Banner (Middle)	\$3,264
	TNO4	TNO Buttons Slot 2	\$1,659
	TNO5	TNO Banner (Bottom)	\$3,264
Advocacy Update	AU1	Advocacy Update Banner (Top)	\$2,301
	AU2	Advocacy Update Buttons Slot 1	\$1,873
	AU3	Advocacy Update Buttons Slot 2	\$1,766
	AU4	Advocacy Update Banner (Bottom)	\$1,819

Meetings Website Advertising Pricing

Product Group	Item Code	Ad Name	Period (sold as a block no swap outs)	Fee
ALTA Meetings	LA1-Ban	Large Agents Winter Meeting Banner Ad	Jan—Mar, May-Jul	\$2,675
	LA1-1	Large Agents Winter Meeting Button Ad		\$535
	LA1-2	Large Agents Winter Meeting Banner Ad		\$535
	LA1-3	Large Agents Winter Meeting Banner Ad		\$535
	CN-Ban	Commercial Network Meeting Banner Ad	Nov-Feb	\$1,070
	CN-1	Commercial Network Meeting Button Ad		\$268
	CN-2	Commercial Network Meeting Button Ad		\$268
	CN-3	Commercial Network Meeting Button Ad	\$268	
	SB-Ban	EDGE Banner	Jan-Mar	\$1070
	SB-1	EDGE Left Hand Button		\$535
	SB-2	EDGE Center Button		\$535
	SB-3	EDGE Right Hand Button		\$535
	AAS-Ban	ADVOCACY SUMMIT Banner	Feb—May	\$589
	AAS-1	ADVOCACY SUMMIT Left Hand Button		\$268
	AAS-2	ADVOCACY SUMMIT Center Button		\$268
	AAS-3	ADVOCACY SUMMIT Left Hand Button		\$268
	LA2-Ban	Large Agents Summer Meeting Banner Ad	Mar-Jul	\$2,675
	LA2-1	Large Agents Summer Meeting Button Ad		\$535
	LA2-2	Large Agents Summer Meeting Banner Ad		\$535
	LA2-3	Large Agents Summer Meeting Banner Ad		\$535
ONE-Ban	ALTA ONE Banner	May -Oct	\$3,219	
ONE-1	ALTA ONE Left Hand Button		\$642	
ONE-2	ALTA ONE Center Button		\$642	
ONE-3	ALTA ONE Right Hand Button		\$642	

Advertising Pricing—Annual Products

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

ALTA Publications, Registry & ALTA Education Center

Product Group	Item Code	Ad Name	Annual Fee
Publications Registry	TILJ	The Title Insurance Law Journal Half Page Ad	\$2,250
	Reg	The ALTA Registry Search page Banner	\$1,000
Education	EL1	ALTA ELEVATE LEARNING CENTER Banner	\$12,000
	EL2-1	ALTA ELEVATE LEARNING CENTER Button—Premium	\$3,000
	EL2-2	ALTA ELEVATE LEARNING CENTER Button	\$2,000
	EL2-3	ALTA ELEVATE LEARNING CENTER Button	\$1,000
	EL2-4	ALTA ELEVATE LEARNING CENTER Button	\$750
	EL3	Online courses discount ad	\$5,000

ALTA Research

Product Group	Item Code	Ad Name	Annual Fee
Operations Surveys *	OP1	Operations Survey 1	\$5,000
	OP2	Operations Survey 2	\$5,000
Critical Issues Studies *	CISFull	Full Sponsorship (can be 3 or more)	\$25,000
	A la carte		
	CIS#	Topics 1—3 per topic	\$10,000
Industry Financial & Market Share Data	FMSD	Financial and Market Share Data	\$5,000

* The exact Survey or Issues Study may vary year to year