

ALTA Media Kit 2026

Membership | Benefits | Sponsorship | Packages | Ideas



Sponsorships are open to ALTA Members and Associate Members only

<https://www.alta.org/membership/find-or-create-account>

For the full range of sponsorship opportunities please refer to the pricing and availability guide.

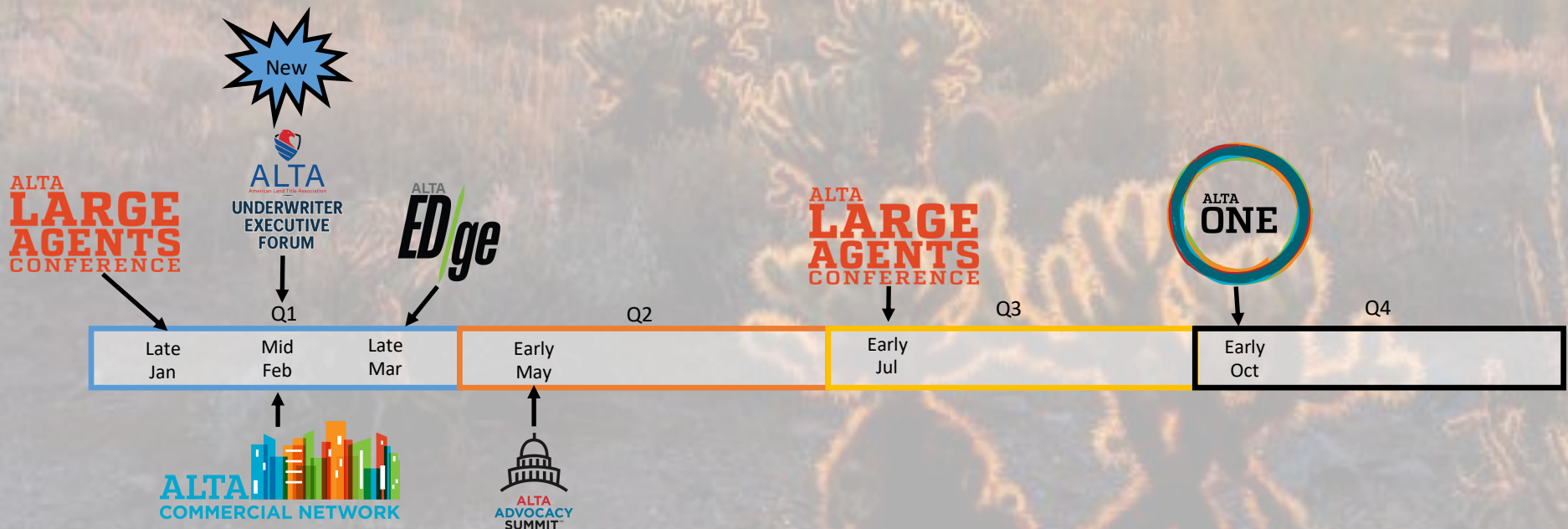
For more info go to <https://www.alta.org/business-operations/industry-partners/advertise-with-alta>

Strategize with ALTA



- ♦ The American Land Title Association (ALTA) offers unparalleled access to a highly engaged and influential audience within the title insurance and real estate settlement industry. By aligning your brand with ALTA, you gain visibility among top decision-makers, underwriters, agents, and industry leaders who actively seek trusted partners and innovative solutions. With ALTA's respected reputation and wide-reaching platforms—ranging from digital advertising and event sponsorships to custom content and thought leadership opportunities—you can elevate your brand, build credibility, and drive measurable business growth.
- ♦ Great meetings and publications!

Plan with ALTA



New Sponsorship Opportunities for 2026



ALTA Underwriter Executive Forum:

- ◆ This new invitation only meeting is a gathering of senior leaders and executives



Large Agents Conference:

- ◆ Sponsored pre-event—Vendor staff may attend



**ALTA
NATIONAL TITLE
PROFESSIONAL**

National Title Professional Breakfast @ ALTA ONE

- ◆ Premium brand exposure at National Title Professional Designation Breakfast at ALTA ONE



ALTA ADVOCACY Summit—Roof top Reception:

- ◆ Sponsorships available: Cocktail party/reception at ALTA's new offices with members of congress and the administration



ALTA EDge:

- ◆ User Group/Demo Sessions: Vendor driven user group training in a classroom environment
- ◆ Your user group meeting will be programmed into the schedule and will be an integral part of EDge
- ◆ ALTA will provide all the logistics, all you do is meet or train your customers and engage new ones



ALTA ONE:

- ◆ Double wide tabletop booth with hotel branding as part of the exhibits—only one available.
- ◆ Indoor “Sports Hall” for fun and games!
- ◆ Site visit for ALTA ONE next year - planned for late May early June 2026, open to Strategic Partners only



Advertising:

- ◆ Front page tri-fold two page ad for 3 printed versions Advocacy Update—replacing DigitalFIX—ALTAs own weekly newsletter

2026 ALTA Associate Membership



When you join ALTA as an Associate Member you get access to a whole host of benefits

Including: Annual dues: \$800

- ♦ Access to ALTA's more than 5,400 member companies
- ♦ Listing in the ALTA's online Marketplace
- ♦ Exhibit Hall access—only Members and Associate Members can exhibit in our exhibit halls, including vendor demo sessions
- ♦ Opportunities for increased profits through extensive industry networking events

Publications:

- ♦ 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

ALTA at large:

- ♦ ALTA committee participation opportunities
- ♦ Discounts on educational courses and legal publications
- ♦ Speaking opportunities—through our call for faculty selection process

ALTA Marketplace:

Showcase your products and services to businesses searching by name, field, location, or categories

Free with Associate Membership

Marketplace Premier:

Greater visibility by appearing ahead of regular Marketplace listings and includes enhancements like a demo request/RFP email button, among others

Dues: \$550.00 in addition to Membership
New Associate Members in their first year get:

- ♦ 1 free pass to ALTA ONE*
- ♦ 1 free tote bag insert at ALTA ONE*
- ♦ 1 free full page ad in Title News—space permitting*
- ♦ Logo in Sponsor video loop in General/Omni Sessions at ALTA ONE*

*Must be used in the calendar year of new membership—not transferable—only available if member attends ALTA ONE

ALTA's Strategic Partner Program

Starting at only \$20K a year



Open to active associate members the Strategic Partner Program is a great way to plan and deliver a comprehensive marketing plan, and save money. To join the program partners must have spent a minimum of \$20,000 on sponsorships, exhibiting, Elite Provider Program, and advertising:

- ◆ Determine your total investment amount
- ◆ Select your sponsorship and advertising options that fit your marketing plan & meet your partnership level minimums
- ◆ Partner level is based upon spending after partner bonus credit and any discounts have been applied
- ◆ Partners must spend a 10% minimum of their total spend on all of our 3 annual events

NOTE: The sponsor maybe responsible for any additional costs associated with a sponsorship such as acquisition, production, printing or some hotel direct costs.

Partner Level	Investment Level	Credit	Booth selection priority & discount*	Omni Sessions Sponsor loop acknowledgement	Attendee lists with email addresses**	Sponsorship multi year lock-ins	Sponsor invited to ALTA ONE site visit
Legend	\$100K+	\$15K	1st-Yes	Yes	Yes	Yes	Yes
Icon	\$80K	\$10K	2nd-Yes	Yes	Yes	Yes	Yes
Superstar	\$60K	\$8K	3rd-Yes	Yes	Yes	No	Yes
VIP	\$40K	\$5K	4th-Yes	Yes	Yes	No	Yes
Celebrity	\$30K	\$3K	5th-Yes	Yes	Yes	No	Yes
Insider	\$20K	\$2K	6th-Yes	Yes	Yes	No	Yes

Strategic Partner Booth Discount only on Level 3 & 4 booths at ALTA ONE Only

** Attendee lists for ALTA EDge, Advocacy Summit & ALTA ONE Only

ALTA's Strategic Partner Program



ALTA ONE Planning Site Visits with Partners

In 2025 we held a pilot planning site visit for Strategic Partners for ALTA ONE 2026. The objective of the visit was, as a group, to tour the property and get a first hand experience of the layout, branding opportunities and view the types of outlets and meeting spaces available. Once the group experience was concluded the ALTA Meetings team held private 1-1 meetings with individual sponsors to answer any questions and discuss possible sponsorship and meeting options. The pilot was a success. We now intend that this experience is to become a regular feature of the Strategic Partner Program—specifically for ALTA ONE.

ALTA ONE 2027 will be held in the JW Marriott in Austin TX. In late May/early June 2026 we will be traveling to Austin for a planning site visit. All Strategic Partners are invited to join us—more details to follow:

Proposed schedule:

- ◆ Day One: Evening: ALTA hosts welcome dinner for Strategic Partners
- ◆ Day Two: Morning: ALTA Team and Partners tour property with hotel staff
- ◆ Day Two: Afternoon: ALTA Team and Partner private 1-1s
- ◆ Day Two: Evening: Visit concludes



Meeting Sponsorships



If you are interested in exhibiting at one of our meetings please either go to <https://portal.alta.org/exhibits/upcoming-exhibits> or send an email to sponsorship@alta.org

Key 2026 Dates

Meeting	Meeting Dates	Due date for Artwork	Due date for all Video Files	Sponsorship Items	Ship to
	1/26 - 1/28	1/3	1/14	On or after 1/24 & On or before 1/25	ALTA/E Mincey [COMPANYT][SPONSOR ITEM] The Ritz Carlton Rancho Mirage, 68900 Frank Sinatra Drive Rancho Mirage, CA 92270 760 321 8282
	Mid Feb	2/1	NA	On or after 2/11 & On or before 2/12	ALTA/E Mincey [SPONSOR ITEM] San Antonio, TX Mid Feb
	Mid Feb	2/1	2/7	On or after 2/11 & On or before 2/14	ALTA/E Mincey [SPONSOR ITEM] San Antonio, TX Mid Feb
	3/18—3/22	2/15	2/28	On or after 2/28 & On or before COB 3/4	ALTA EDge: L/Yarborough/P Martin [COMPANY NAME] [SPONSOR ITEM] [DAY IF APPLICABLE] Omni Frisco Hotel 11 Cowboys Way, Frisco, TX 75034 469 287 0000
	5/11—5/13	4/1	4/15	On or after 4/21 & On or before COB 4/28	ALTA ADVOCACY: [COMPANY NAME] [SPONSOR ITEM] [DAY IF APPLICABLE] 601 Pennsylvania Ave NW, Suite 750, North Building Washington, DC 20004 202 296 3671**
	7/19-7/21	5/31	5/15	On or after 7/17 & On or before 7/18	ALTA/E Mincey [COMPANY NAME] [SPONSOR ITEM] The Umstead Hotel & Spa, 100 Woodland Park, Cary, NC 27513
	10/12—10/15	8/28	9/15	On or after 9/14 & On or before COB 9/22	ALTA ONE/L Yarborough/P Martin [COMPANY NAME][SPONSOR ITEM] [DAY IF APPLICABLE] The Westin Kierland Resort & Spa 6902 E Greenway Pkwy, Scottsdale, AZ 85254 480 624 1000

♦ All tracking numbers must be emailed to ALTA upon shipping.

* Approximate Dates - for more info: <https://www.alta.org/events/>

** This is ALTAs new office location—the change in office location is scheduled for Mid August 2025

ALTA Commercial Network

FIVE BIG Reasons to Attend:

- ♦ **NETWORKING:** Finding other people who work solely in the commercial market can be difficult at other events, but it's easy at ALTA Commercial Network! No other meeting provides a simple, effective opportunity to identify title resources and referrals
- ♦ **DEEP-DIVE CONVERSATIONS:** ALTA Commercial Network presents an intimate setting in which to ask in depth and nuanced questions of your peers and industry experts.
- ♦ **THE LATEST INFORMATION:** There are hot topics in the commercial real estate space. Get updates on these issues and discuss the one most important to you in a small group setting.
- ♦ **FUN:** Is there another time or place where you can talk commercial title while soaking up the fun?

Sponsorship Opportunities available per meeting

- ♦ 4.11 Badge Lanyards \$2,500 sponsor acquires lanyards
- ♦ 39.12 Key Cards: \$3,000 includes delivery
- ♦ 51.170 & 51.171 General Session sponsor video—60 commercial Day 1 \$4,350 Day 2 \$3,500
- ♦ 74.41 Welcome dinner sponsorship \$6,000 includes bar cups and napkins, signage, and table drop with location themed item—sponsor supplied
- ♦ 74.42 Happy Hour second night \$4,500 (includes branded napkins only)
- ♦ 79.315 & 79.316 Room Drops day 1 & 2—\$3,500,\$2,500 (delivery included)
- ♦ 79.337 & 79.338 Chair Drops day 1 & 2— \$2,140 each
- ♦ 81.10 Private meeting rooms \$5,000 timing TBD
- ♦ 230-233: Banner & button ads on meetings website (230.00—233.00) Banner Ads \$1,000, Button Ads \$250, ads run Nov-Feb



ALTA Annual Commercial Network
2026 San Antonio, TX
TBD

NEW! Underwriter Executive Forum

The Underwriter Executive Forum is the new chance to gather leaders from the title industry's underwriter companies in this exclusive Forum to discuss and create solutions to pressing challenges. This one-day event was designed with the pressing needs of title underwriters in mind. Vendors may attend only upon the invitation of the Chair of the group.



Mid February
2026
San Antonio, TX

Sponsorship Opportunities

- ◆ 4.10 Badge Lanyards \$2,500 sponsor acquires lanyards
- ◆ 39.12 Key Cards: \$3,000 includes delivery
- ◆ 79.314 Room Drop: \$2,800 delivery included
- ◆ 79.335 Chair Drop: \$1,500
- ◆ 79.402 Registration notebook give away (sponsor supplied) each meeting: \$3,000
- ◆ 74.412 Welcome dinner sponsorship \$6,000 includes branded napkins, signage, and table drop with location themed item—sponsor supplied table drop available
- ◆ 81.20 Private meeting rooms \$5,000

ALTA LARGE AGENTS CONFERENCE

This meeting is specifically designed for your target audience: industry leaders, decision makers, owners, and other title professionals who know what the industry is dealing with, and are discussing solutions. This opportunity puts your brand in front of Presidents, CEOs, CFOs, owners, and high-volume agents from some of the countries largest agencies.

ALTA LARGE AGENTS CONFERENCE

New this Year: Sponsor Pre-event (on or off property) \$10,000

- ◆ Sponsor may host an on or off property pre-meeting event. Sponsors staff may attend the pre-event only.
- ◆ Sponsor is responsible for all event costs and sponsors staff may attend the event.
 - ◆ 33.074 Winter
 - ◆ 33.075 Summer
- ◆ Add-on: all expenses related to the event

Sponsorships of this conference has strict guidelines:

- ◆ Sponsor staff will not be permitted to attend unless the sponsor is a Title Agent who qualifies to attend meeting and registered

ALTA LARGE AGENT CONFERENCES in 2026

- ◆ 16th—21st January—The Ritz-Carlton Palm Springs, CA
- ◆ 19th-21st July—Umstead Hotel & Spa, Cary, NC

Sponsorship Opportunities

- ◆ 4.10 Badge Lanyards \$2,500 sponsor acquires lanyards
- ◆ 39.12 Key Cards: \$3,000 includes delivery
- ◆ 74.63 & 74.64 Pre-event sponsorship \$10,000
- ◆ 79.31-79.313 Room Drops all nights, each room drop each meeting: \$2,800 delivery included
- ◆ 79.331— 79.334 Chair Drops all days, each chair drop each meeting: \$2,500
- ◆ 79.40 & 79.401 Registration desk note book give away (sponsor supplied) each meeting: \$3,000
- ◆ Happy Hours Winter —\$5,350 (includes branded napkins) 2 per meeting
 - ◆ 74.61 Winter
 - ◆ 74.62 Summer
- ◆ Advertising:
 - ◆ Banner & Button ads on Meetings website 240.00—253.00 Ads run Sep-Jan & Feb –Jul.
 - ◆ Banners: \$2,500, Buttons \$500



- ♦ ALTA EDge (formerly SPRINGBOARD) is the event designed specifically to help title professionals take their businesses to the next level. It is focused on providing proven strategies, practical education and networking opportunities that will accelerate business success for anyone who attends
- ♦ 2 1/2 day meeting with 300+ attendees
- ♦ Vendor Space: Space is available in the exhibit hall located by food and drinks
- ♦ User Group/Technology Demos for vendors built into the program
- ♦ Booths available for purchase now: <https://portal.alta.org/exhibits/upcoming-exhibits>



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

Very exclusive & limited exhibitor space available - call for details



- ♦ ALTA ONE brings together leaders, professionals, and innovators in the title insurance, abstractor 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.
- ♦ 1,000+ attendees
- ♦ Vendor space: Space is available in Market ONE located by food, and drinks
- ♦ Schedule information will be available on our website: meetings.alta.org/ALTAONE
- ♦ Booths available for purchase now: <https://portal.alta.org/exhibits/upcoming-exhibits>



October 12th—15th 2026

ALTA ONE 2026—Change of Pattern—note the program has changed; the opening night party is now on Monday evening and ALTA ONE wraps up Thursday please see the program here:
<https://meetings.alta.org/one2026/>

2026 Featured Sponsorships



National Title Professional Designation Breakfast (89.20)



Gain premium visibility by sponsoring the National Title Professional Designation Breakfast at ALTA ONE. This is an invite-only event for an exclusive group of industry leaders and decision makers.
\$8,000

Sponsorship Includes:

Recognition as the National Title Professional Designation Breakfast Sponsor in the online schedule and conference App
Branding on napkins
Opportunity for a branded chair drop at each attendee's seat
Direct exposure to influential decision-makers in a relaxed, high-visibility setting

Wi-Fi for Meeting Space

Exclusive: Brand meeting space Wi-Fi:
ALTA EDge Branded SSID & Password:
ALTA ONE Branded password only
Both: Code cards included



ALTA EDge (102.20) \$10,000

ALTA ONE (102.10) \$16,050



In-room TV Commercial—EDge only (39.14)

Exclusive: your commercial plays on guest room TVs whenever the TV is first turned on

\$9,450



2026 Featured Sponsorships

ALTA EDge Special Topic Rooms (2 only) (81.00 & 81.01)

Host a 60 minute special topic room presentation, topic to be part of event programming and included on the schedule. Includes 1 free pass for presenter

\$6,955



ALTA ONE—Branded Double Sided Light Boxes

(70.01) 3'w x 7'h \$5,000

(70.02) 10'w x 10'h \$8,000



ALTA ADVOCACY SUMMIT Reception—The very first roof top reception at ALTA's new offices

ALTAs first ever roof-top reception in our brand new offices with members of congress and the current administration. Multiple branding opportunities for sponsors and technology vendors— brand visibility to elected officials: static and video.

(XX) Exclusive Branding (banners and video): \$35,000

(YY) Multiple Branding: \$8,000 per placement

(ZZ) Technology Buffet: \$1,500 per vendor

Table top space for collateral and branded items

New!!

Don't miss out



ALTA Conference Apps

(16.20) EDge \$8,560

(16.21) Capitol Hill Day App \$5,350

(16.20) ALTA ONE App \$12,840

Sponsor a conference App and provide your organization the opportunity for maximum exposure. Your company will be recognized each time an attendee utilizes the app which will be used to schedule and track meetings, parties and sessions. No add ons.



2026 Featured Sponsorships

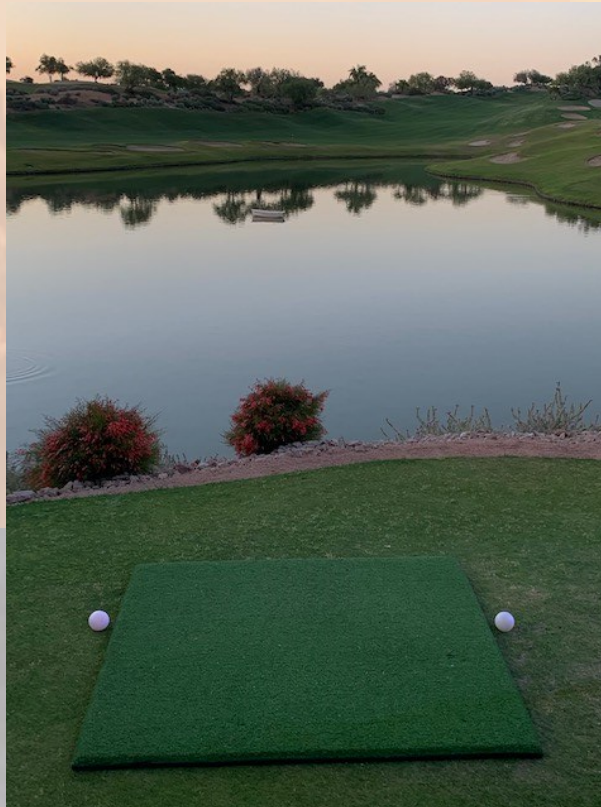
Hit the Boat (34.01)

Be a big hit with your customers with a new spin on golf, make it competitive with fun prizes, and improve chipping skills: Exclusive to one sponsor for the whole meeting

\$7,500

Included:

- ◆ 2 hours of hit the boat (can prorate for additional time (this would be an add on))
- ◆ The boat
- ◆ Rental clubs for participant use
- ◆ Floating golf balls
- ◆ 2 Kierland Associates to execute the event
- ◆ Protective mat and tee markers
- ◆ Lighting and AV available at an additional fee through Encore (lighting only necessary if event is during dark)



2026 Featured Session Sponsorships

Meeting	Day	Premium/Headline Sponsor	Commercial Break	Premium/Headline Sponsor
ALTA ONE	1	51.11 \$20,000	51.12 \$10,000	Overall sponsor acknowledgement from stage, logo on schedule, signage and 30-60 second video General Session Commercial Break 30—60 second sponsor video Videos due 9/15
	2	51.13 \$10,700	51.14 \$5,000	
	3	51.15 \$10,700	51.16 \$1,500	
ALTA EDge	1	51.17 \$12,840	51.18 \$5,350	
Video File due dates		EDge 2/25	ALTA ONE 8/28	

ALTA EDge Vendor User Group Meetings: Sessions (81.041—81.048)

Follow up meeting rooms (81.091—81.096) \$10,000

Programmed into the schedule, up to two session blocks of 4 concurrent sessions: 1:30PM— 3:00 PM & 3:30 PM—5:00 PM. See EDge prospectus for timing and room break outs

Vendors can host a user group meetings to train existing customers, demonstrate new feature sets, take Q&A, and customer user experience feedback:

- ♦ Vendor included in pre-meeting Know Before You Go updates, containing vendors name.
- ♦ Included:
 - ♦ Signage, room, screen, projector, and audio
 - ♦ 2 free passes for presenters
- ♦ Additional technology provided by the vendor
- ♦ Additional rooms available on final day for follow-up meetings: \$2,000



ALTA ONE Places and Spaces



New this year—Quiet meeting space (45.11)

Want to have a quiet—slightly private meeting with current or potential customers? The Quiet lounge is the solution for you. This 20'w x 10'dep brandable meeting space can be located near the exhibit hall—but out of earshot \$15,000 some with exclusivity options



ALTA ONE Resort Map with Outdoor Spaces



- ♦ All venues will have minimum F&B. Sponsor would work directly with the hotel
- ♦ For this ALTA ONE this year for evening events only, all outdoor venues are exclusive, meaning once booked by a sponsor it will be removed from inventory for the whole meeting. *Cabanas & Dreamweavers Canyon excluded

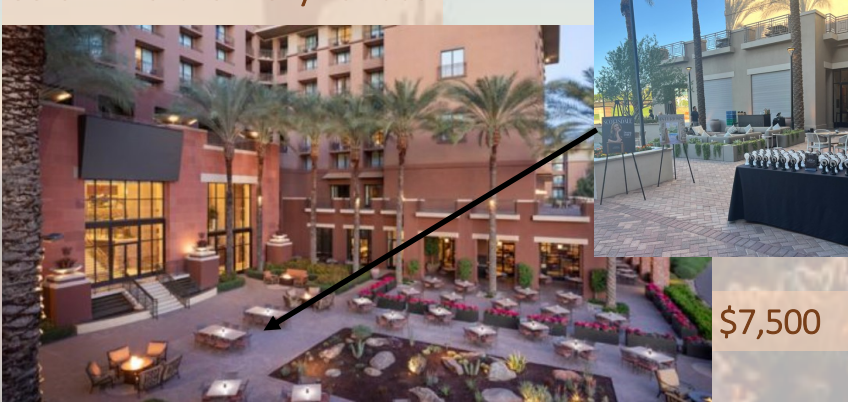


ALTA ONE Outdoor Spaces



\$7,500

33.042 Northern Sky Terrace



\$7,500

33.044 Dreamweavers Canyon



\$10,000

33.045 Marshalls Pavilion and Lawn

\$10,000



33.047 Edies, Fire Pits & Chipping Green

\$3,000



33.049 Swilling's Point

\$500 per



33.053 Poolside Cabanas



ALTA ONE Outside Spaces



33.063 \$3,000 Vista Morada Patio 4,000/525



ALTA ONE Meeting Spaces



Outdoor Spaces for receptions or private parties (Sqft/capacity reception style)

Meeting Space for a single event

- ♦ 33.042 \$7,500 Northern Sky Terrace 4,500/400
- ♦ 33.043 \$3,000 Kierland South Terrace 1,800/100
- ♦ 33.045 \$10,000 Marshalls Outpost Pavilion & Lawn 30,000/900
- ♦ 33.046 \$5,000 Brittlebush Lawn 4,000/300
- ♦ 33.047 \$10,000 Edies Range House & Chipping Geen 4,000/80
- ♦ 33.048 \$1,500 Sandpainter's Courtyard Cactus Garden 5,000/140
- ♦ 33.049 \$3,000 Swilling's Point 3,200/174
- ♦ 33.053 \$500 Poolside Cabanas 20/5 - multiple available
- ♦ 33.063 \$3,000 Vista Morda Patio 4,000/525
- ♦ 33.064 \$5,000 Pitman's Lawn HUGE
- ♦ 33.070 \$7,500 1/4 of Dreamweavers Canyon—by special arrangement please call

Indoor Spaces for receptions/private parties

Meeting Space for a single event

- ♦ 33.035 \$7,500 Mariposa Dining Room 1156/100 dinner
- ♦ 33.036 \$3,210 Monarch 408/20 dinner
- ♦ 33.037 \$3,210 Viceroy 408/20 dinner
- ♦ 33.040 Waltz & Weizer Whiskey Bar & Cantina 1600/75 Pricing—call for details
- ♦ \$3,000 Stateroom Private Dining* 468/20
 - ♦ 33.044 Mon evening, 33.045 Tues evening 33.046 Wed Evening
- ♦ \$10,000 Faro & Brag* 75 buffet style dinner (plus 35 if patio is used)
 - ♦ 33.041 Mon evening, 33.042 Tues evening 33.043 Wed evening

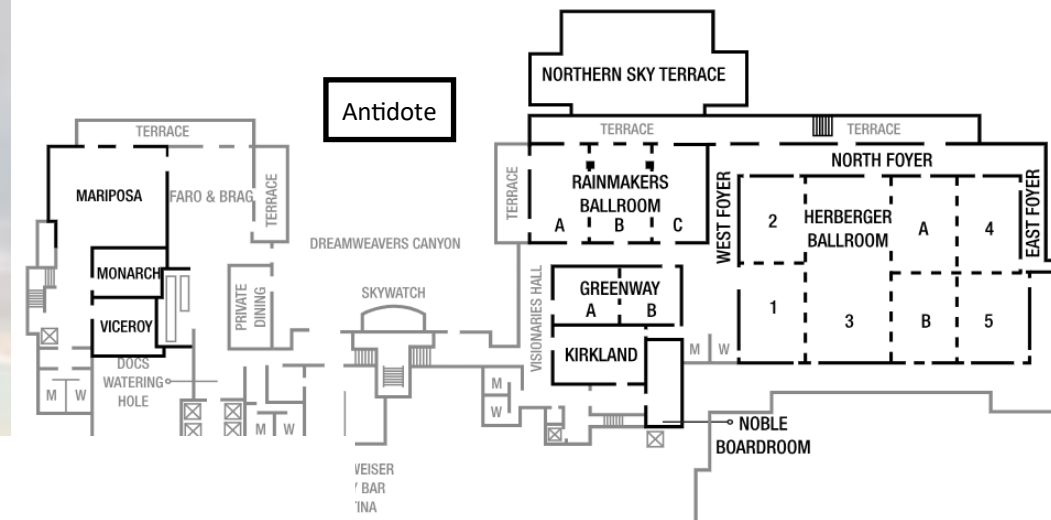
* Not exclusive to the meeting



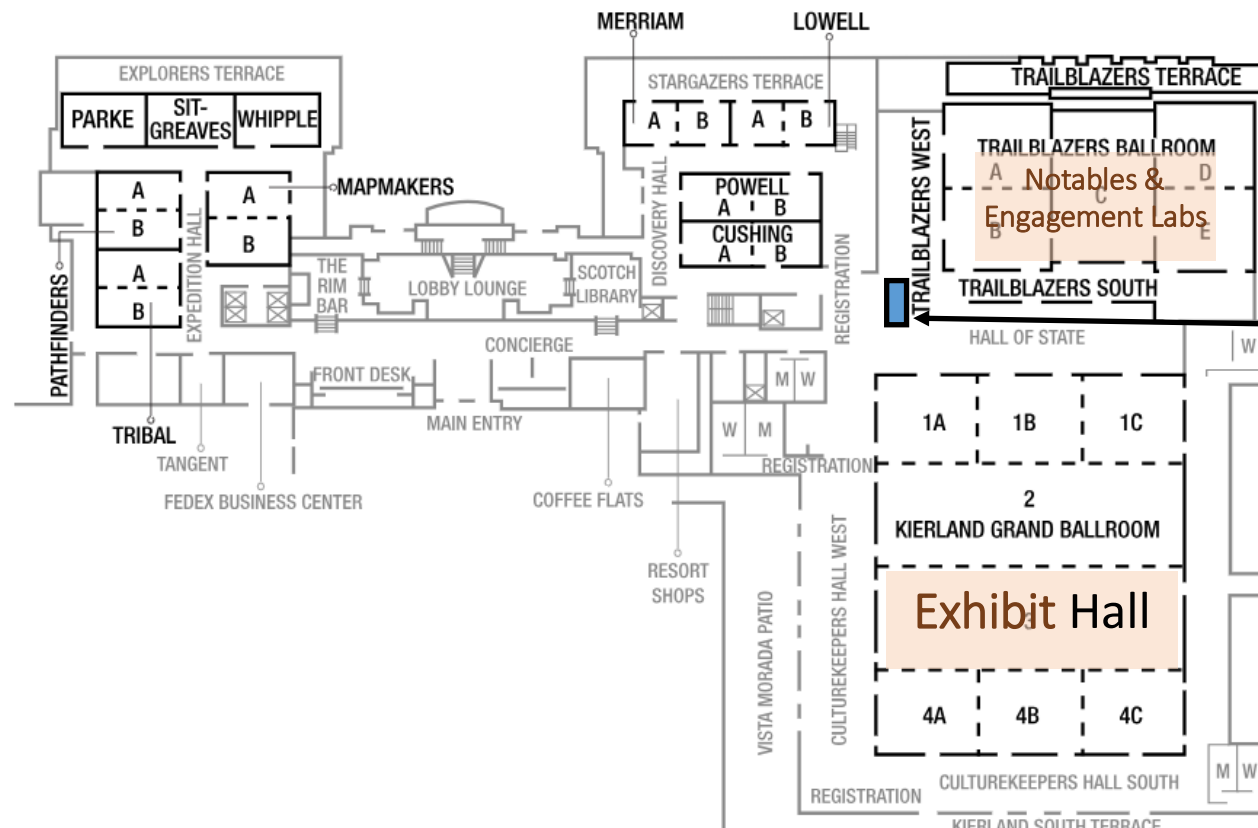
ALTA ONE Meeting Space Maps

Meeting Spaces (Sqft/reception capacity)
Occupancy 5:00 PM Monday –5:00 PM
Wednesday
Extended hours may be available upon request

LOWER LEVEL - LEVEL 1



LOBBY LEVEL - LEVEL 2



Registration

Property tour, site maps and capacity charts



ALTA ONE Meeting Rooms

Meeting Rooms for Hospitality Hubs/Meetings/Demos (Sqft/Capacity Reception style)

Presidential Suite—Please Call

Hospitality rooms—built in kitchen and private WC—interior window branding is available as an add-on

33.021 \$5,350 Parke 590/63

33.022 \$5,350 Sitgreaves 590/63

33.023 \$5,350 Whipple 592 Sqft/63

Meeting rooms—A and B spaces can be opened into one large space

33.024 \$5,350 Pathfinders A 485 Sqft/53

33.025 \$5,350 Pathfinders B 485 Sqft/53

33.026 \$5,350 Tribal A 465 Sqft/50

33.027 \$5,350 Tribal B 465 Sqft/50

33.028 \$5,350 Mapmakers A 610 Sqft/58

33.029 \$5,350 Mapmakers B 610 Sqft/58

33.030 \$5,350 Merriam A 430 Sqft/42

33.031 \$5,350 Merriam B 430 Sqft/42

33.032 \$5,350 Lowell A 430 Sqft/42

33.033 \$5,350 Lowell B 430 Sqft/42

33.056 \$5,350 Powell A 430 Sqft/42

33.057 \$5,350 Powell B 430 Sqft/52

33.060 \$4,000 Tangent 500/12 Boardroom style

33.058 \$6,350 Cushing A 430 Sqft/42

33.059 \$6,350 Cushing B 621 Sqft/63

All F&B and AV is through the hotel

Meeting room window branding available— (33.00) price varies but in the order of \$6,500 for 2 windows

All hospitality and meeting rooms:
Move in: 5:00 PM Monday—Move out:
before 5:00 PM Wednesday



ALTA ONE Dining and Entertainment—On Property Spaces



Scotch Library and Terrace—Scotch tasting with Scotch Master
\$5,000 per tasting session—evenings only (33.041)

Whiskey sommelier, drinks, times and consumption by direct arrangement with the hotel—not exclusive to any one sponsor



ALTA ONE Indoor “Sports Hall”

Turn Culturekeepers Hall into an Indoor Sports Hall (33.052)

Too hot to go outside?

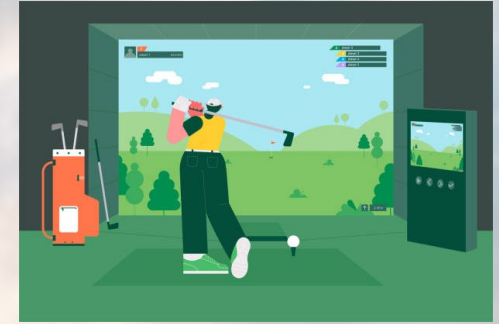
Set up a small sports hall right alongside Market ONE with indoor games for attendees to compete with each other:

Cornhole, bowling, golf simulator, table tennis, indoor pickle ball, foosball etc.

Sponsor will work with a DMC to acquire, coordinate activities and equipment.

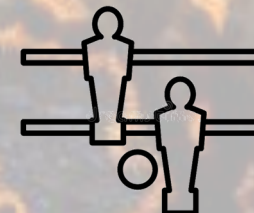
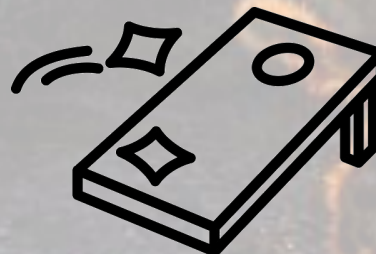
\$2,000* Tuesday AM to Wednesday PM only

4 Branding opportunities available at additional cost see below.



Media Kit Code	Pane	Dimensions	FedEx code	Price	Package
32.55	1	270"w x 24"h	1060_ML_KB_CKWOverheadBeams(1)	\$1,700	\$6,000
	2	270"w x 24"h	1060_ML_KB_CKWOverheadBeams(2)	\$1,700	
	3	270"w x 24"h	1060_ML_KB_CKWOverheadBeams(3)	\$1,700	
	4	270"w x 24"h	1060_ML_KB_CKWOverheadBeams(4)	\$1,700	

*Does not include any equipment rental or branding



ALTA ONE Session Sponsorships

ALTA ONE Notables and Engagement Lab sponsorships (54.01-54.031)

Sponsor one or more break out sessions at ALTA ONE. Be an integral part of the programmed content. Sponsor's logo will appear on the session sign and on the meetings schedule, plus acknowledgement by session host.

\$750 per session

\$10,000 for complete track (number of sessions per track varies)



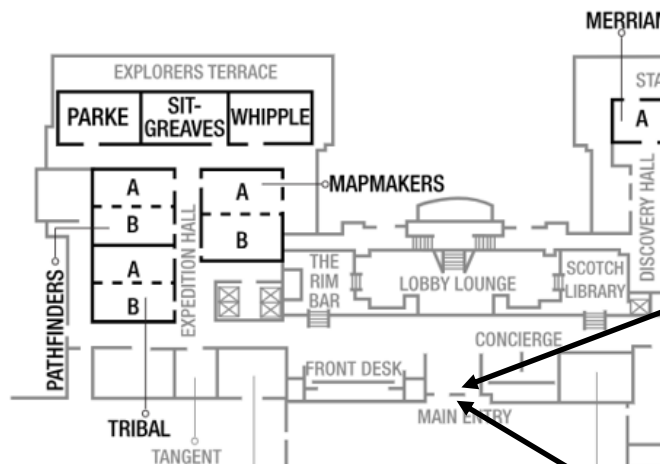
ALTA ONE Branding Opportunities

Welcome Banner— 32.00

Goodbye Banner—32.24 A-F

Welcome Banner: The absolute first impression at ALTA ONE

LOBBY LEVEL - LEVEL 2

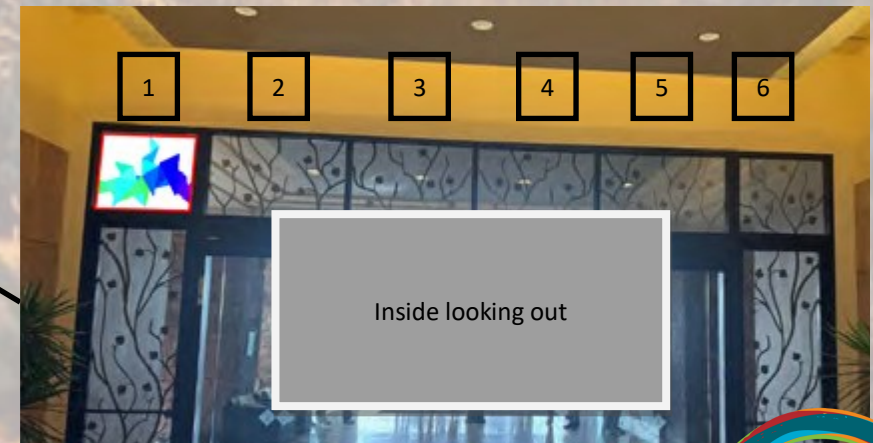


Goodbye Banner: See you next year!

Media Kit Code	Pane	Dimensions	FedEx code	Price
32.00	NA	286.8" w x 34.8" h	1060_ML_LBY_LobbyEntrance	\$15,000
32.24	1	35.5" w x 30.5" h	1060_ML_LBY_DoorWindow1	\$10,000
	2	51" w x 31.5" h	1060_ML_LBY_DoorWindow2	
	3	46.5" w x 31.5" h	1060_ML_LBY_DoorWindow3	
	4	46.5" w x 31.5" h	1060_ML_LBY_DoorWindow4	
	5	51" w x 31.5" h	1060_ML_LBY_DoorWindow5	
	6	35.5" w x 30.5" h	1060_ML_LBY_DoorWindow6	

32.00 is a vinyl banner strung from the upper most door frame - artwork must include ALTA ONE logo

32.24 Artwork must include location name and ALTA ONE Logo



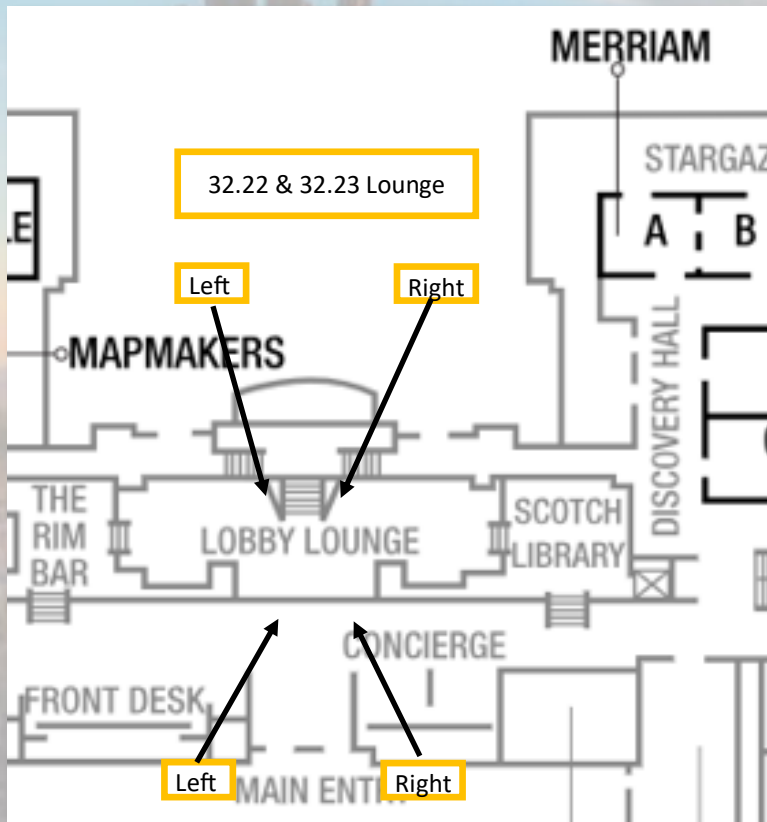
All ALTA ONE branding artwork is due 8/28



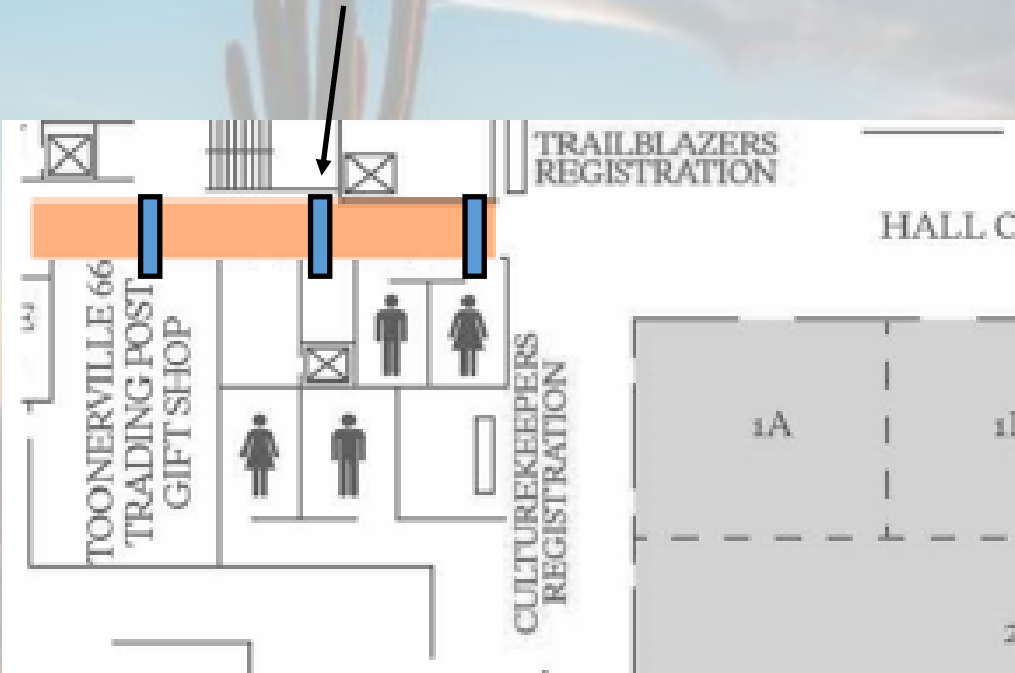
Lobby and Lobby Lounge LED screens 32.20—32.23

Imagery only—no audio

Code	Location	Position	Price
32.20	Lobby	Left	\$3,500
32.21	Lobby	Right	\$3,500
32.22	Lounge	Left	\$3,500
32.23	Lounge	Right	\$3,500
All 4			\$13,000
Video file due 9/15 no swap outs during event— reload fee \$700			



32.01—32.03: 3 arches leading to Hall of State and Registration



Arch 1	Arch 2	Arch 3	Location type	Position	Dimensions	Price per arch	All arches all surfaces
32.01	32.02	32.03	Facia	A	See next page	\$1,300	Please call
32.01	32.02	32.03	Facia	B			
32.01	32.02	32.03	Facia	C			
32.01	32.02	32.03	Soffit	D		\$3,707	
32.01	32.02	32.03	Soffit	E			
32.01	32.02	32.03	Soffit	F			



32.01—32.03: Dimensions

Location Code	Space Code	Dimensions	FedEx code
32.01	A	142"w x 12"h	1060_ML_HOS_HOSArchOneTop
32.01	B	11.75"w x 129.75"h	1060_ML_HOS_HOSArchOneLeft
32.01	C	11.75"w x 129.75"h	1060_ML_HOS_HOSArchOneRight
32.01	D	118"w x 38.13"w	1060_ML_HOS_HOSArchOneInsideTop
32.01	E	38.13"w x 129.75"h	1060_ML_HOS_HOSArchOneInsideLeft
32.01	F	38.13"w x 129.75"h	1060_ML_HOS_HOSArchOneInsideRight
32.02	A	142"w x 12"h	1060_ML_HOS_HOSArchTwoTop
32.02	B	11.75"w x 129.75"h	1060_ML_HOS_HOSArchTwoLeft
32.02	C	11.75"w x 129.75"h	1060_ML_HOS_HOSArchTwoRight
32.02	D	118w x 38.13"h	1060_ML_HOS_HOSArchTwoInsideTop
32.02	E	38.13"w x 129.75"h	1060_ML_HOS_HOSArchTwoInsideLeft
32.02	F	38.13"w x 129.75"h	1060_ML_HOS_HOSArchTwoInsideRight
32.03	A	129"w x 12"h	1060_ML_HOS_HOSArchThreeTop
32.03	B	11.75"w x 129.75"h	1060_ML_HOS_HOSArchThreeLeft
32.03	C	11.75"w x 129.75"h	1060_ML_HOS_HOSArchThreeRight
32.03	D	105"w x 9.75"h	1060_ML_HOS_HOSArchThreeInsideTop
32.03	E	9.75"w x 129.75"h	1060_ML_HOS_HOSArchThreeInsideL
32.03	F	9.75"w x 129.75"h	1060_ML_HOS_HOSArchThreeInsideR

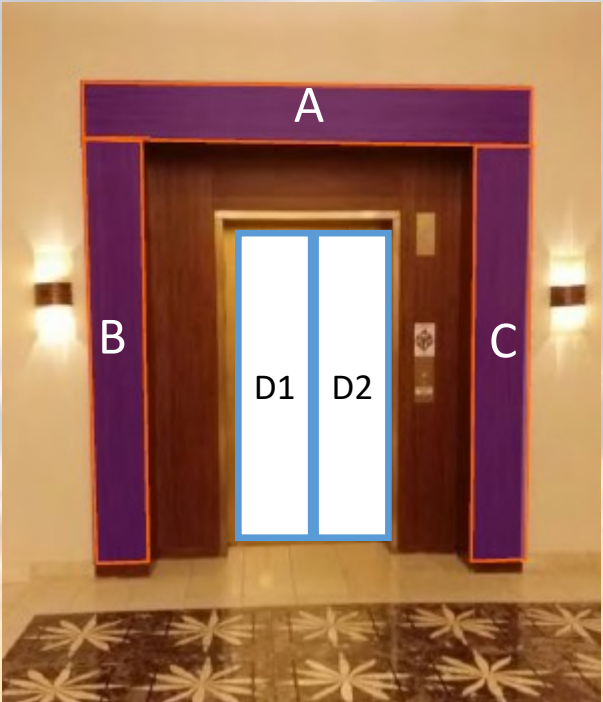


32.39 & 32.41 Hall Of State Elevator Main Floor

32.39, 32.40 & 32.41



Media Code	Level	Location	Dimensions	Price	FedEx Code	Package	
32.39	Lobby	A	100"w x 12"h	\$1090	1060_ML_HOS_ElevatorArchTop	\$2,000	
		B	11.75"w x 99"h		1060_ML_HOS_ElevatorArchLeft		
		C	11.75"w x 99"h		1060_ML_HOS_ElevatorArchRight		
		D1	41.75" w x 83" h	\$1009	1060_ML_HOS_ElevatorDoor		
		D2					
32.41		E	36" w x 51.50" w	\$600	1060_ML_HOS_ElevatorLeft	\$1,200	
		F	41.5" w x 59" h	\$651	1060_ML_HOS_ElevatorRight		



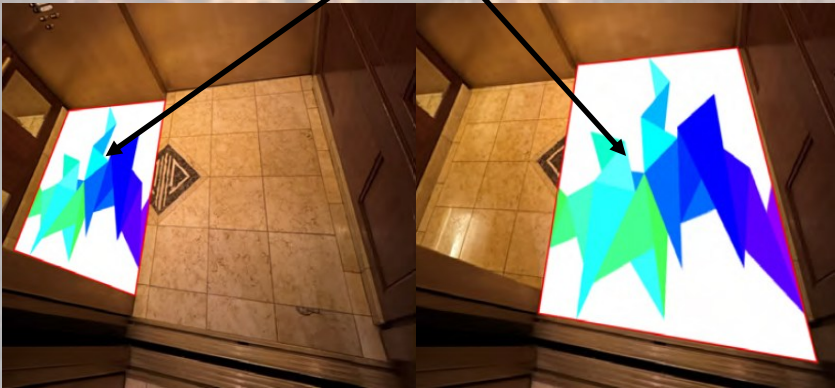
32.39

Outside Lower & Lobby Levels

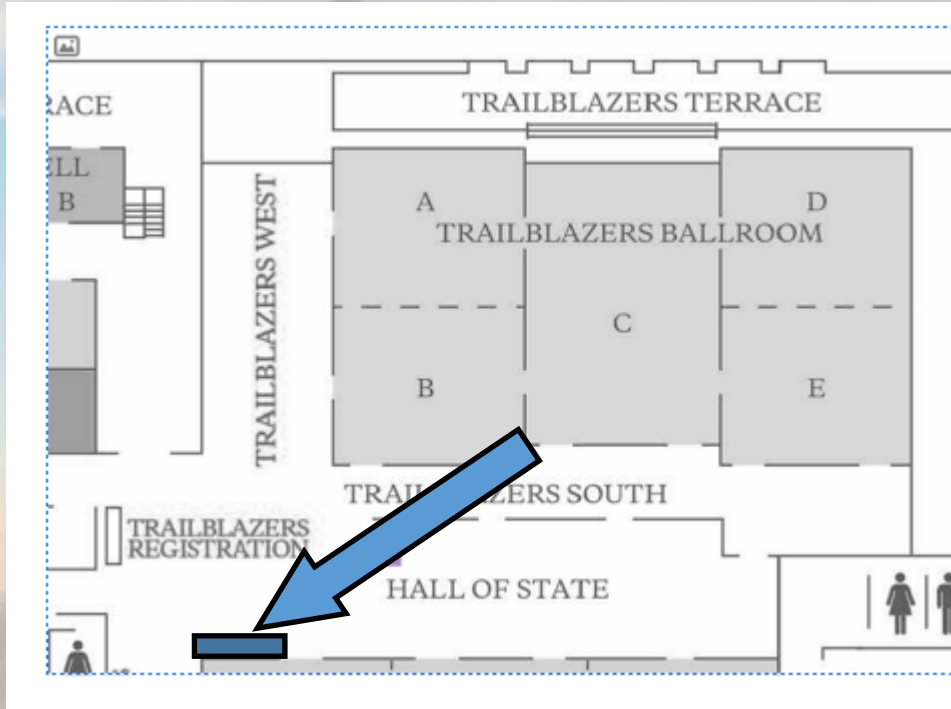
Inside Floor

32.41 E

32.41 F



32.10—Hall of State LED Screen

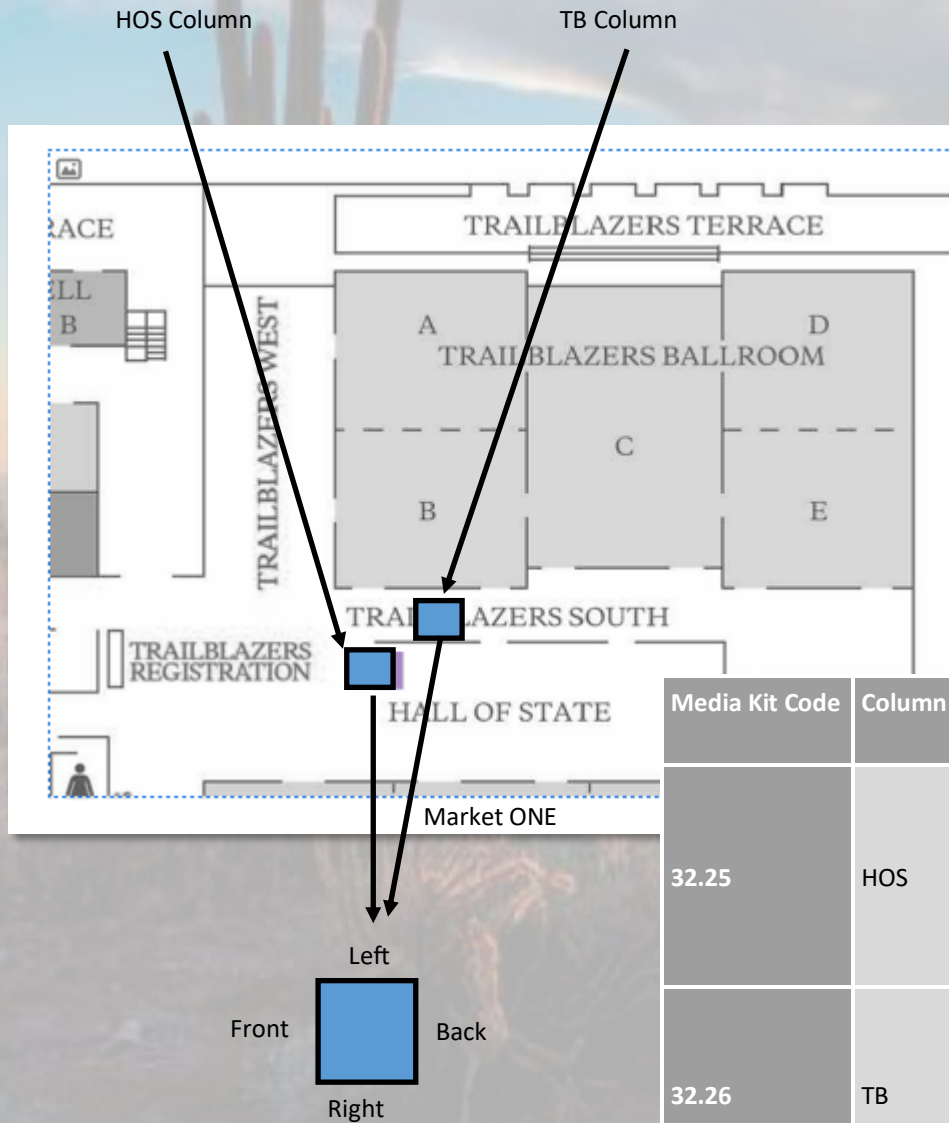


Code	Day	Times	Price/Day	Price/Event
32.10	Sunday	12:00 PM—6:00 PM	\$1,000	\$25,000
	Monday	7:00 AM—10:00 PM	\$2,000	
	Tuesday	7:00 AM—10:00 PM	\$10,000	
	Wednesday	7:00 AM—10:00 PM	\$10,000	
	Thursday	7:00 AM—12:00 PM	\$2,000	
All video files due 8/28—no audio			Swap outs/replacement videos @ \$800 a swap	



32.25 Hall of State Column

32.26 Trailblazer Column



Media Kit Code	Column #	Position	Dimensions	FedEx Code	Price
32.25	HOS	A Front	34.75"w x 155"h	1060_ML_HOS_ColumnFront	\$9,014
		B Back	34.75"w x 155"h	1060_ML_HOS_ColumnBack	
		C Left	35.75"w x 155"h	1060_ML_HOS_ColumnLeft	
		D Right	35.75"w x 155"h	1060_ML_HOS_ColumnRight	
32.26	TB	A Front	24"w x 142.5"h	1060_ML_TB_TBColumn1Front	\$5,400
		B Back	24"w x 142.5"h	1060_ML_TB_TBColumn1Back	
		C Left	24"w x 142.5"h	1060_ML_TB_TBColumn1Left	
		D Right	24.5"w x 142.5"h	1060_ML_TB_TBColumn1Right	

32.05 Hall of State Beams

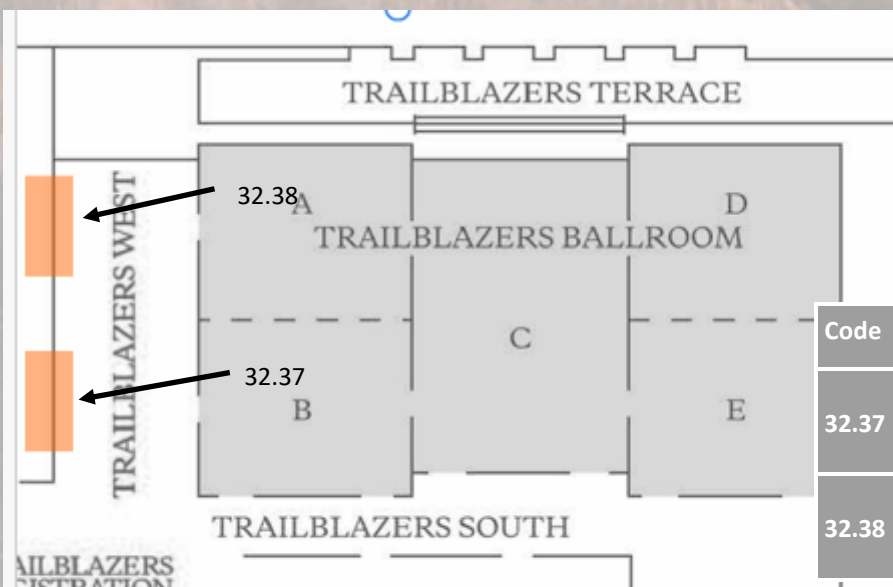
1
2
3



Code	Location	Dimensions	Price	FedEx Codes	Package
32.05	1	332"w x 25"h	\$2,186	1060_ML_HOS_HOSOverheadBeam(1)	\$6,403.47
	2	332"w x 25"h	\$2,186	1060_ML_HOS_HOSOverheadBeam(2)	
	3	332"w x 25"h	\$2,030	1060_ML_HOS_HOSOverheadBeam(3)	

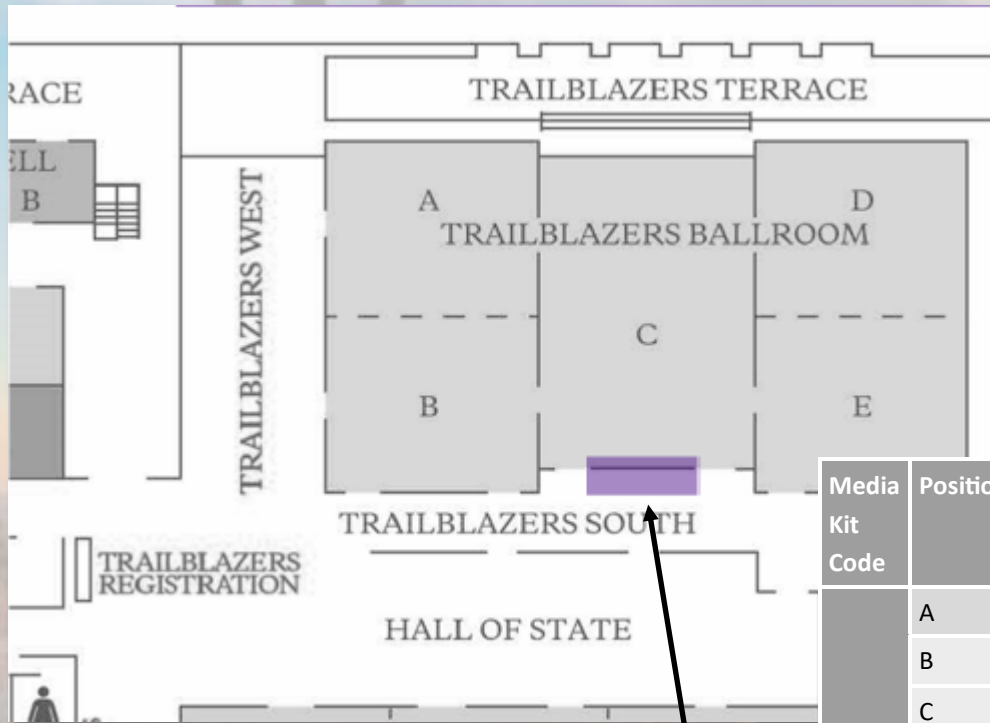


32.37 & 32.38 Trailblazers West Alcoves



Code	Location	Dimensions	FedEx Codes	Per Alcove	Package
32.37	A	24.75" w x 93" h	1060_ML_TB_TB-BWindowsB12Left	\$3,646	\$6,800
	B	24.75" w x 93" h	1060_ML_TB_TB-BWindowsB12Right		
32.38	A	24.75" w x 93" h	1060_ML_TB_TB-AWindowsB13Left	\$3,646	
	B	24.75" w x 93" h	1060_ML_TB_TB-AWindowsB13Right		

32.09 Trailblazers C Alcove Windows



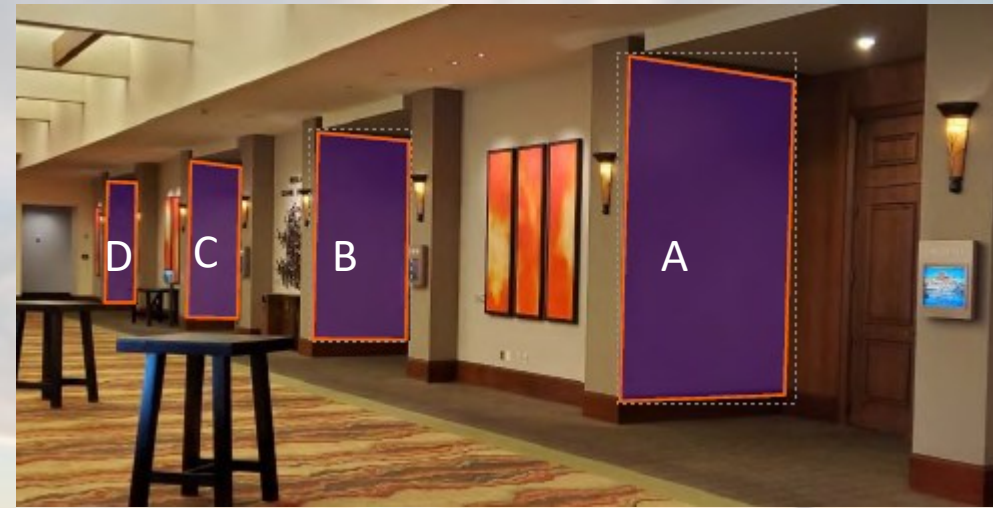
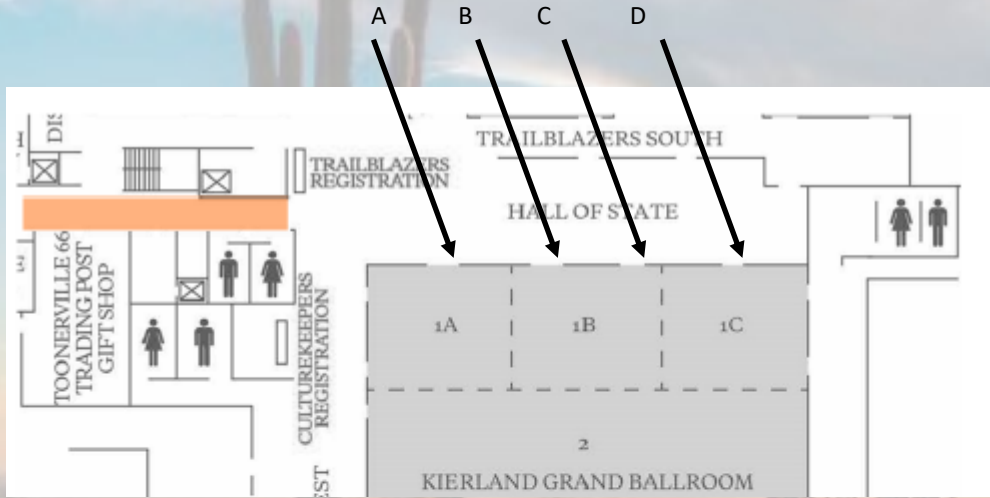
32.09



Media Kit Code	Position	Dimensions	FedEx Code	Price
32.09	A	45.5" w X 41.75" h	1060_ML_TB_TBCInsideWindowsTop(1)	\$6,543
	B	45.5" w X 41.75" h	1060_ML_TB_TBCInsideWindowsTop(2)	
	C	45.5" w X 41.75" h	1060_ML_TB_TBCInsideWindowsTop(3)	
	D	45.5" w X 41.75" h	1060_ML_TB_TBCInsideWindowsTop(4)	
	E	45.5" w X 95.5" h	1060_ML_TB_TBCInsideWindowsBtm(1)	
	F	45.5" w X 95.5" h	1060_ML_TB_TBCInsideWindowsBtm(2)	
	G	45.5" w X 95.5" h	1060_ML_TB_TBCInsideWindowsBtm(3)	
	H	45.5" w X 95.5" h	1060_ML_TB_TBCInsideWindowsBtm(4)	



32.07 Kierland Ballroom (Market ONE) Entry Panels



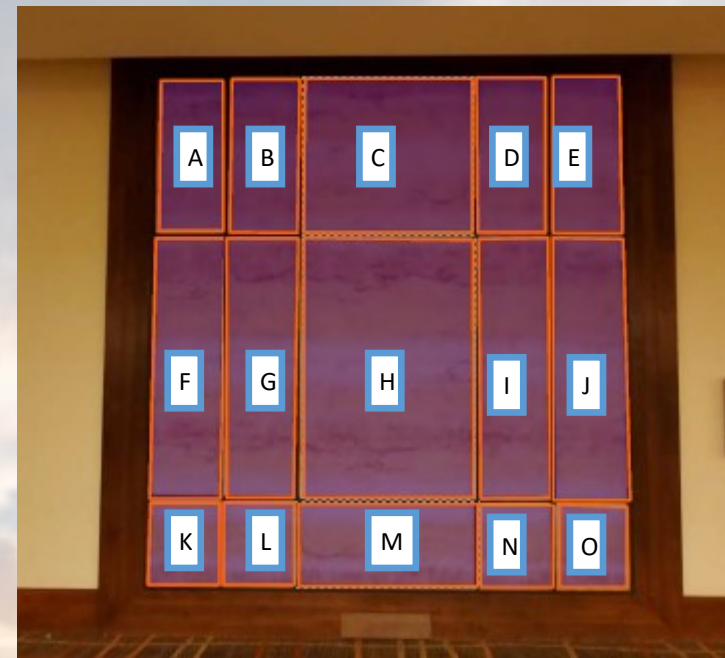
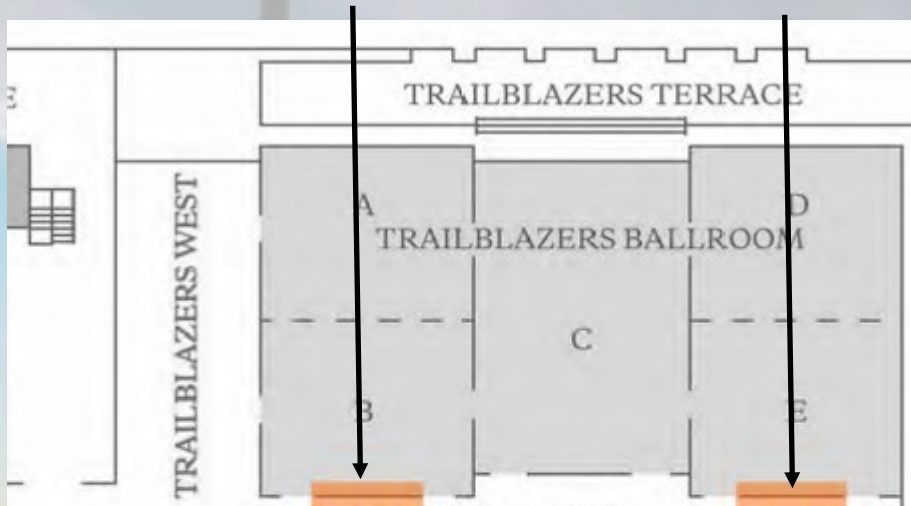
Media Kit Code	Position	Dimensions	Price	FedEx Code
32.07	A	86.5"w x 139.5"h	\$2,985	1060_ML_KB_Kierland1AWall
	B	86.5"w x 139.5"h	\$2,985	1060_ML_KB_Kierland1BWall
	C	86.5"w x 139.5"h	\$2,985	1060_ML_KB_Kierland1CWall
	D	86.5"w x 139.5"h	\$2,985	1060_ML_KB_Kierland1DWall
	All 4		\$10,000	



32.35 & 32.36 Trail Blazers B & E Light Wall

32.35 Light Wall Left B

32.36 Light Wall Right E

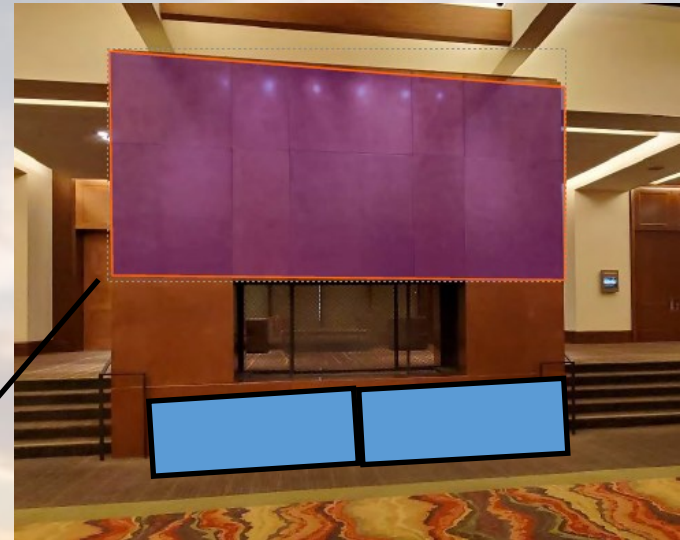


Panel	32.35 & 32.36 Dimensions	32.35 FedEx Codes	32.36 FedEx Codes	Per Light Wall
A	19.25"w x 44"h	1060_ML_TB_LightWallB	1060_ML_TB_Copy-LightWalle	\$5,571.77
B	19.25"w x 44"h			
C	47.5"w x 44"h			
D	19.25"w x 44"h			
E	19.25"w x 44"h			
F	19.25"w x 71.25"h			
G	19.25"w x 71.25"h			
H	47.5" x 71.25"			
I	19.25"w x 71.25"h			
J	19.25"w x 71.25"h			
K	19.25"w x 22.5"h			
L	19.25"w x 22.5"h			
M	47.5"W X 22.5"H			
N	19.25"w x 22.5"h			
O	19.25"w x 22.5"h			



32.06 Hall of State Fireplace

This opportunity can be paired with a table top vendor booth—see ALTA ONE 2026 Prospectus

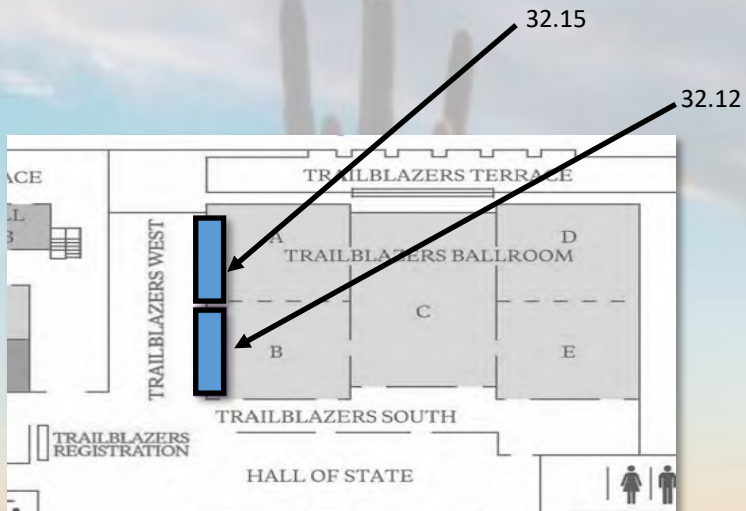


Combination includes two 6 foot tables and four chairs, and pop corn machine—see ALTA ONE 2026 Exhibitor Prospectus for Combination details

Media Kit Code	Position	Dimensions	FedEx Code	Branding Only	Branding and Table Top Booth combination
32.06	Top Only	205.5"w x 96"h	1060_ML_HOS_FireplaceTop	\$5,533	\$6,999



32.12 & 32.15 Trail Blazers Ballroom A & B



Trailblazer A & B Large Header



32.12 B & 32.15 A

Code	Position	Location Name	Dimensions	FedEx Codes	Price
32.12	B	Full Header	312"w x 43"h	1060_ML_TB_TBBTopHeader	\$3,796.85
32.15	A	Full Header	312"w x 43"h	1060_ML_TB_TBATopHeader	\$3,796.85

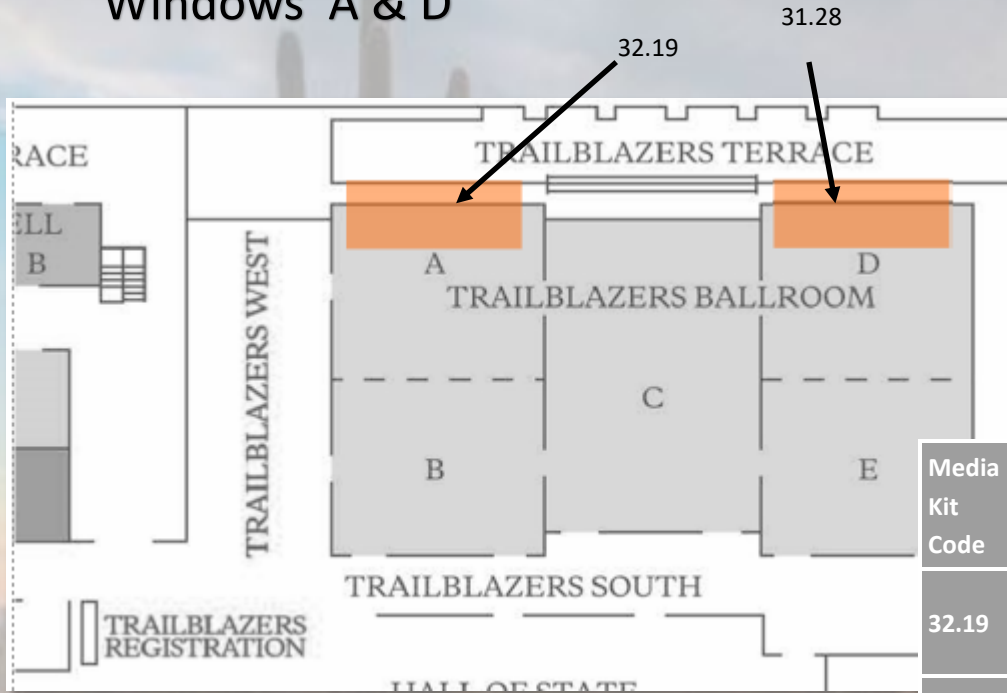




Media Kit Code	Position	Dimensions	FedEx Code	Price
32.18	1	45.5"w x 42"h	1060_ML_TB_TBCOutsideWindowTop1	\$7,028.21
	2	45.5"w x 42"h	1060_ML_TB_TBCOutsideWindowTop2	
	3	45.5"w x 42"h	1060_ML_TB_TBCOutsideWindowTop3	
	4	45.5"w x 42"h	1060_ML_TB_TBCOutsideWindowTop4	
	5	45.5"w x 95.5"h	1060_ML_TB_TBCOutsideWindowBottom1	
	6	45.5"w x 95.5"h	1060_ML_TB_TBCOutsideWindowBottom2	
	7	45.5"w x 95.5"h	1060_ML_TB_TBCOutsideWindowBottom3	
	8	45.5"w x 95.5"h	1060_ML_TB_TBCOutsideWindowBottom4	



32.19 & 32.28 Trail Blazers Ballroom Windows A & D

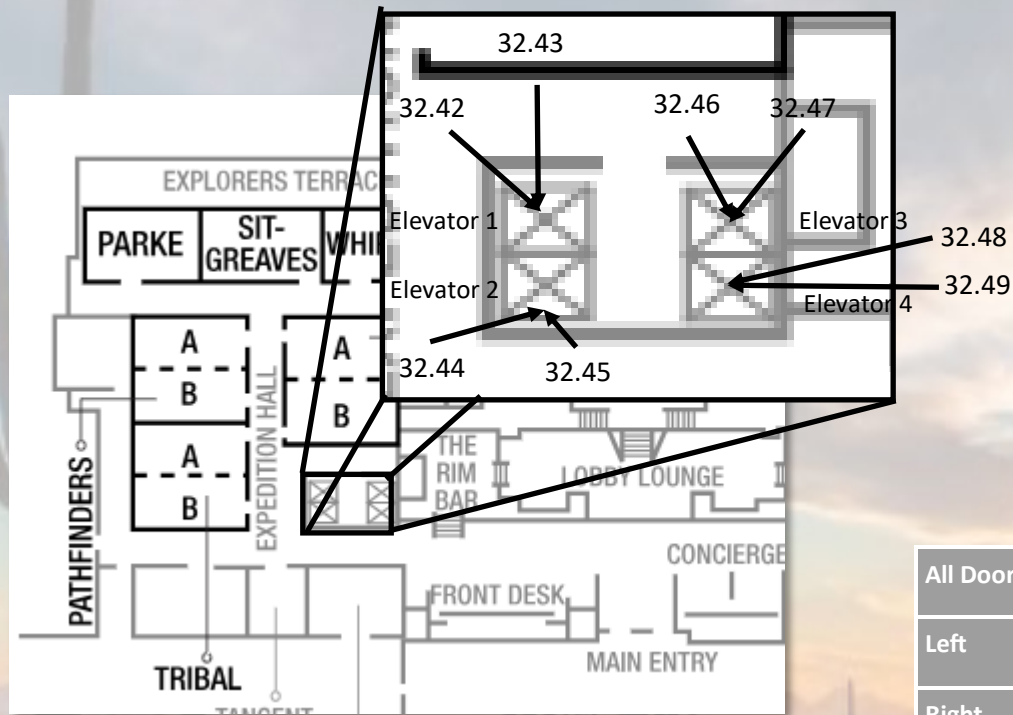


Media Kit Code	Ball Room	Position	Dimensions	Price each row per ballroom	Price each window set
32.19	A	1-6	44.75"w x 42.5"h	\$3,353.04	\$9,411.84
	A	7-12	44.75" w x 85.75"h	\$6,058.80	
32.28	D	1-6	44.75"w x 42.5"h	\$3,353.04	\$9,411.83
	D	7-12	44.75" w x 85.75"h	\$6,058.80	

Location	32.19 FedEx Codes	32.28 FedEx Codes
1	1060_ML_TB_TB-AOutTopWindow1	1060_ML_TB_TB-DOutTopWindow1
2	1060_ML_TB_TB-AOutTopWindow2	1060_ML_TB_TB-DOutTopWindow2
3	1060_ML_TB_TB-AOutTopWindow3	1060_ML_TB_TB-DOutTopWindow3
4	1060_ML_TB_TB-AOutTopWindow4	1060_ML_TB_TB-DOutTopWindow4
5	1060_ML_TB_TB-AOutTopWindow5	1060_ML_TB_TB-DOutTopWindow5
6	1060_ML_TB_TB-AOutTopWindow6	1060_ML_TB_TB-DOutTopWindow6
7	1060_ML_TB_TB-AOutBottomWindow1	1060_ML_TB_TB-DOutBottomWindow1
8	1060_ML_TB_TB-AOutBottomWindow2	1060_ML_TB_TB-DOutBottomWindow2
9	1060_ML_TB_TB-AOutBottomWindow3	1060_ML_TB_TB-DOutBottomWindow3
10	1060_ML_TB_TB-AOutBottomWindow4	1060_ML_TB_TB-DOutBottomWindow4
11	1060_ML_TB_TB-AOutBottomWindow5	1060_ML_TB_TB-DOutBottomWindow5
12	1060_ML_TB_TB-AOutBottomWindow6	1060_ML_TB_TB-DOutBottomWindow6



32.42—32.47 Guest Room Elevator Branding



Outside Aspect

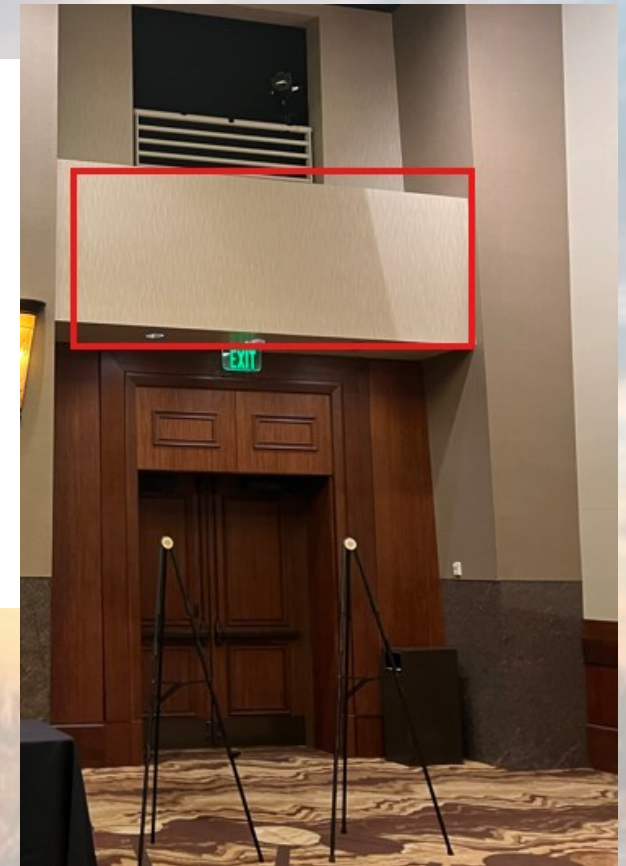
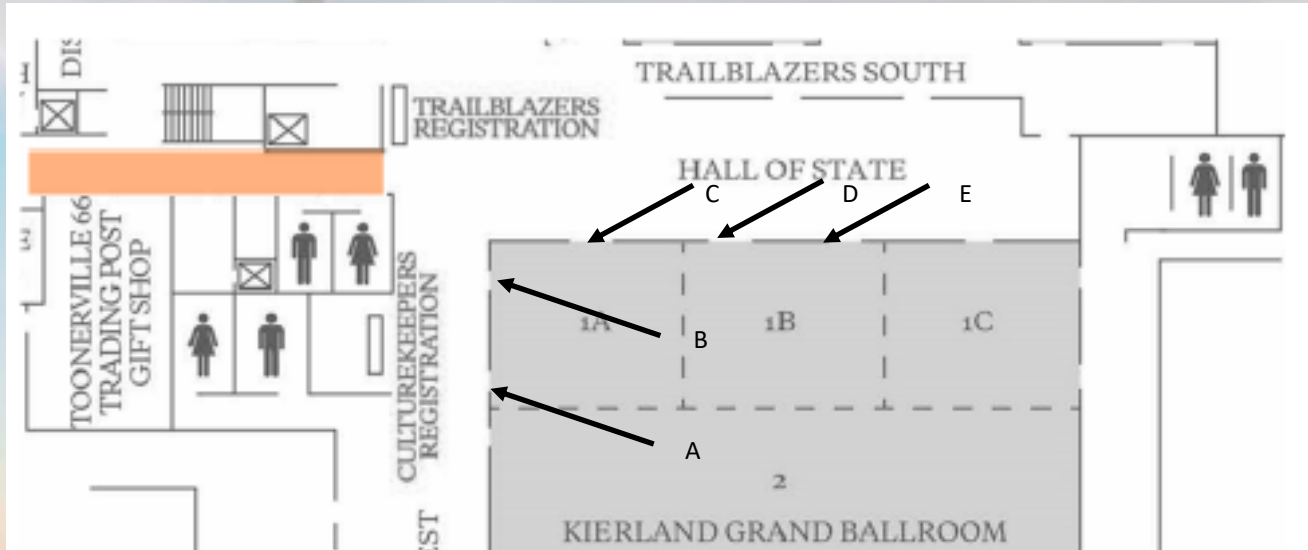
Inside Aspect

All Doors	Outside	Inside
Left	21"w x 84"h	21"w x 84"h
Right	21"w x 84"h	21"w x 84"h

Code		FedEx Code Left Door	FedEx Code Right Door	Per Elevator	Package
32.42	Outside*	1060_ML_LBY_ElevatorOneOutsideL	1060_ML_LBY_ElevatorOneOutsideR	\$1,400	\$10,500
32.43	Inside	1060_ML_LBY_ElevatorOneInsideL	1060_ML_LBY_ElevatorOneInsideR	\$1,400	
32.44	Outside*	1060_ML_LBY_ElevatorTwoOutsideL	1060_ML_LBY_ElevatorTwoOutsideR	\$1,400	
32.45	Inside	1060_ML_LBY_ElevatorTwoInsideL	1060_ML_LBY_ElevatorTwoInsideR	\$1,400	
32.46	Outside*	1060_ML_LBY_ElevatorThreeOutsideL	1060_ML_LBY_ElevatorThreeOutsideR	\$1,400	
32.47	Inside	1060_ML_LBY_ElevatorThreeInsideL	1060_ML_LBY_ElevatorThreeInsideR	\$1,400	
32.48	Outside*	1060_ML_LBY_ElevatorFourOutsideL	1060_ML_LBY_ElevatorFourOutsideR	\$1,400	
32.49	Inside	1060_ML_LBY_ElevatorFourInsideL	1060_ML_LBY_ElevatorFourInsideR	\$1,400	



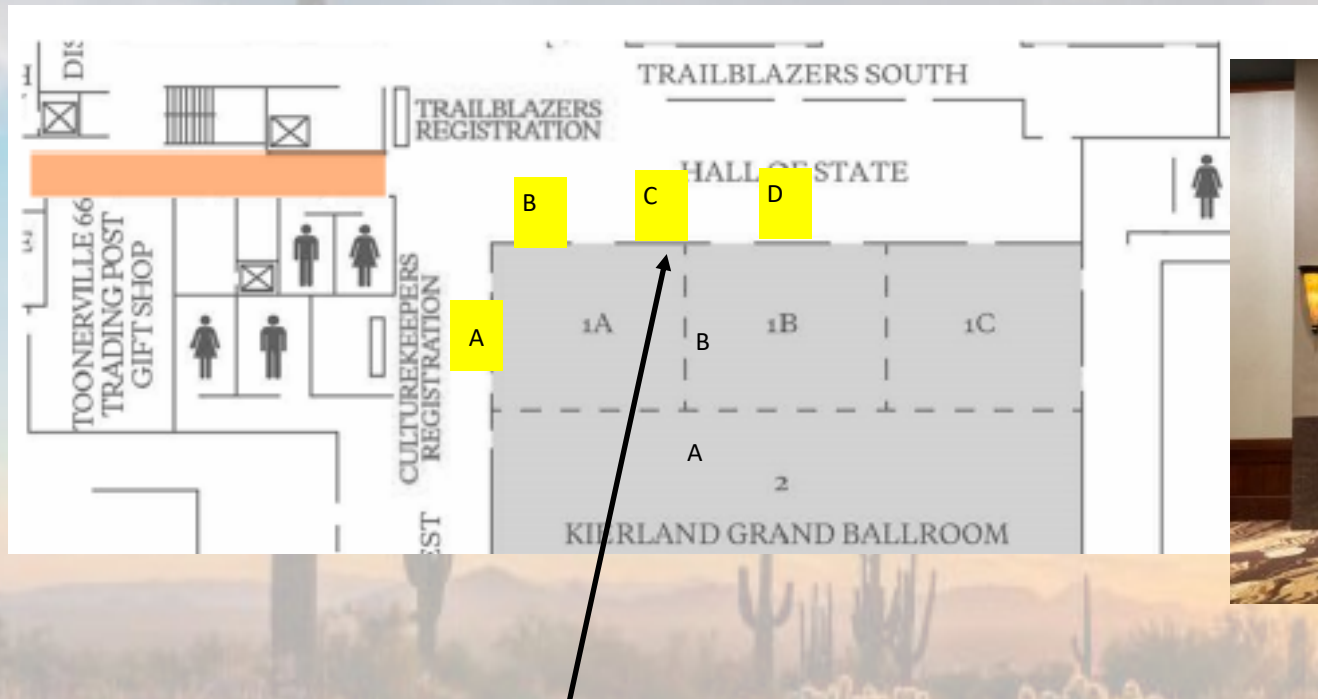
32.50 Exhibit Hall Door Headers—Inside



Media Kit Code	Location	Dimensions	32.19 FedEx Codes	Price
32.50	A	144"w x 50"h	1060_ML_KB_KBInsideDoorHeader-A	\$2,019.60
	B	144"w x 50"h	1060_ML_KB_KBInsideDoorHeader-B	\$2,019.60
	C	144"w x 50"h	1060_ML_KB_KBInsideDoorHeader-C	\$2,019.60
	D	144"w x 50"h	1060_ML_KB_KBInsideDoorHeader-D	\$2,019.60
	E	144"w x 50"h	1060_ML_KB_KBInsideDoorHeader-E	\$2,019.60



32.56 Exhibit Hall Alcoves—Inside



Media Kit Code	Location	Dimensions	Alcove	Price
32.56	A-D	108" w x 72" h	32.19 FedEx Codes 1060_ML_KB_KBInsideAlcove	\$2,386.69

Exhibit Hall Alcoves—multiple available

Artwork must not interfere with any booth in front of alcove. May be positioned higher for greater visibility, artwork may be positioned higher at an additional cost



32.600—32.609 Star Foyer Windows



A

B

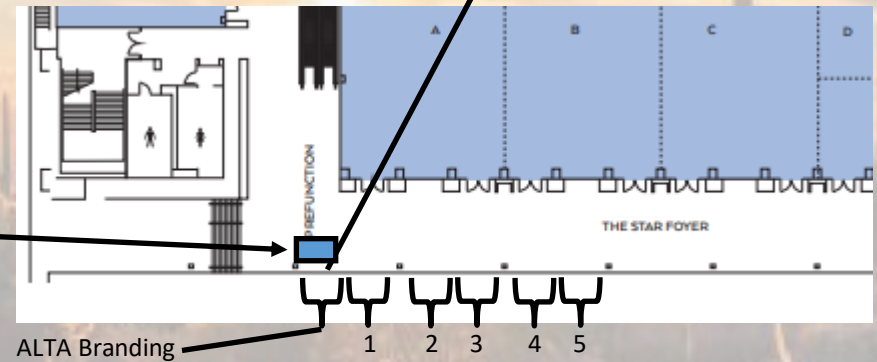
C

Window Pane	Dimensions
A	40"w x 70"h
B	82"w x 70"h
C	40"w x 70"h



Middle Window

Bottom Window



Registration

ALTA Branding

1 2 3 4 5

Media Kit Code	Location	Position	Mfr Code	Price
32.600	1	Middle	1-Middle-06	\$2,679.27
32.601	1	Bottom	1-Bottom-07	\$2,778.12
32.602	2	Middle	2-Middle-06	\$2,679.27
32.603	2	Bottom	2-Bottom-07	\$2,778.12
32.604	3	Middle	3-Middle-06	\$2,679.27
32.605	3	Bottom	3-Bottom-07	\$2,778.12
32.606	4	Middle	4-Middle-06	\$2,679.27
32.607	4	Bottom	4-Bottom-07	\$2,778.12
32.608	5	Middle	5-Middle-06	\$2,679.27
32.609	5	Bottom	5-Bottom-07	\$2,778.12

All Artwork due: 2/14

ALTA
EDge

32.70 Registration Escalator Center Runner



Registration

Media Kit Code	Location	Position	Manufactures Code	Dimensions	Price
32.70	Registration	Elevator Center	03	5330"w x 11"h	\$8,000

32.70 Guest Elevator Branding



Media Kit Code	Location	Position	Manufactures Code	Dimensions	Price
32.71	Elevator s	Outside Doors 2nd Floor Only	5.1 Door	TBD	\$3,500
32.72		Inside Left Panel	5.1 L	42”w x 84”h	\$3,500
		Inside Right Panel	5.1 R	42”w x 84”h	
32.73		Inside Back Panel	5.1 Back	TBD	\$1,700

Branding File Creation and Transmissions Instructions

ALTA EDGE—due date 2/25/26

All signs will be manufactured by SpeedPro—Addison off site

General File Requirements/Art Guidelines *** Please send color proof or online file proof *** for accurate reproduction of your file

Acceptable File Formats:

PDF: OUTLINE ALL FONTS/TEXT

Adobe Illustrator: OUTLINE ALL FONTS/TEXT

Adobe Photoshop: Provide at a minimum of 150 dpi @ 100% scale

.eps, .tiff or .jpg: Provide at a minimum of 150 dpi @ 100% scale

Additional information regarding your files:

Illustrator and Photoshop are PREFERRED, as they are more suitable to large format printing.

If using In-Design, or Corel, OUTLINE ALL FONTS/TEXT and export your files as an EPS or PDF

Embed all linked files and images – PREFERRED

If sending linked raster images, linked images must also be sent in the original high-resolution format for best results.

OUTLINE ALL FONTS/TEXT If fonts cannot be converted to outlines send .ttf and PC fonts with original artwork.

Color:

All files must be CMYK or RGB.

Any critical PMS colors pertaining to logos or corporate identity should be noted as Pantone Coated or Uncoated, with CMYK percentages provided.

Cut Vinyl Graphics/Router Cut Substrate All cut lines must be in vector format. (Illustrator lines, paths and outlined fonts)

Assign PMS values for color matching of any specialty colored vinyl

File Submission:

Email, or any uploading service where we can download from a link or

Upload file to: http://www.speedproaddison.com/ftp_uploader.html

Failure to follow any of the above guidelines will result in a design/set up charges of a minimum of \$35 and will delay the completion of your order.



ALTA ONE—due date 8/28/2026

All signs will be manufactured by the FedEx office on site.

Print ready files are due to FedEx Office no later than 08-28-2026 (Customer Files Deadline) to ensure timely installation of your order.

All projects must include the FedEx Mfr Code in the file name. For example: 1060_ML_HOS_HOSArchTwoInsideRight

Files should be sized to the appropriate spaces in print ready PDF form at 200 DPI or greater, with NO bleed or crop marks included.

CMYK is our preferred method of color matching. Please note, that will make every effort to achieve colorimetric or visual matches to the PANTONE MATCHING SYSTEM®, though not guaranteed.

Each file should be labeled according to each corresponding **branding** line item provided in the bid.

If the project is over 200", the PDF will need to be 50% or 25% to scale (i.e. 250"x100" will need to be sized & submitted at 125"x50").

Should your project have a contour cut line (i.e. circle, escalator wall, etc.), the contour cut line in the graphic will need to be magenta, and its own separate layer in Adobe Illustrator. When saved as a PDF, it will need to be its own layer, and have the following preferences - "Visibility: Always Visible; Print: Never Prints".

Should any graphics require a FedEx Team Member to modify, resize, or alter, an additional document enhancement fee will be applied to your Sponsorship cost and invoiced accordingly.

Graphics are to be sent to FedEx Office via email, or filesharing sites (WeTransfer, DropBox, Google Drive, etc.) for larger files.

All graphics are to be sent directly to FedEx: usa1060@fedex.com sponsors are responsible for checking with FedEx to ensure the file were successfully received.



Advertising, Web Exposure & Webinar Sponsorships

Advertising for any budget

\$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	Digital FIX Buttons	ALTA Website Banners	TitleNews Full Page Ads	
\$2,000	TitleNews Full Page Ads	Digital Title News Table of Contents	Meetings Pages Web Banners	Digital FIX 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*			

Details on pricing and specifications are found in the ALTA Advertising Products Guide

<https://www.alta.org/about/advertise-with-alta.cfm>

ALTA Insights Webinar Series

Each year ALTA hosts over 20 webinars of a vast range and variety of subjects, some qualify for Continuing Education (CE) - all are educational and informative

Webinar Sponsorships are highly sought after, so be sure to book yours early in the year

- ♦ 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 go to alta.org search for Webinars
- ♦ All videos, artwork or branding items must be delivered at least 30 days before the scheduled webinar
- ♦ Dates, topics and speakers are subject to change after a sponsorship is secured.

\$3,600 per webinar

Sponsors may provide and present their own content at no charge. However, all content must be educational and must not be a sales pitch. Content must be approved at least four months prior to the scheduled date of the webinar. Providing content and sponsoring the same webinar is not permitted.



Webinar Code	Month
WJanA	Jan A
WJanB	Jan B
WFebA	Feb A
WFebB	Feb B
WMarA	Mar A
EDge	None
WAprA	Apr A
WAprB	Apr B
WMay	None
WJunA	Jun A
WJunB	Jun B
WJulA	Jul A
WJulB	Jul B
WAugA	Aug A
WAugB	Aug B
WSepA	Sep A
WSepB	Sep B
ALTA ONE	None
WNovA	Nov A
WNovB	Nov B
WDecA	Dec A

First Half of the month	A
Second Half of the Month	B

Digital TitleNews



Advocacy Update—UW

- ◆ Replacing DigitalFIX Distributed Weekly
- ◆ 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/

New

ALTA.org Advertising

- ◆ ALTA.org receives an average of 250,000 page views per month.
- ◆ Banner ads
- ◆ Ad will rotate with up to six 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

FLAGSHIP PUBLICATION!

- ◆ Digital copy distributed via email to all contacts and marketed throughout the year
- ◆ New this year—Front Page Tri-fold two page spread
- ◆ Three printed editions— one for each of our 3 conferences
- ◆ Digital edition has a reach of ~33,000 per month
- ◆ Banner ad appears on all pages in the digital version

News You Can Use —NYCU

- ◆ Distributed three days a week
- ◆ Distributed to ~33,000 emails
- ◆ Average ad clicks - 75 per month click rates o 11,000 a month have been recorded
- ◆ Daily news relevant to the title industry gathered together into one e-newsletter
- ◆ Seven ads per issue

Title News Online—TNO

- ◆ 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

Please refer to the ALTA Advertising Guide

<https://www.alta.org/about/advertise-with-alta.cfm>

for detailed product descriptions, pricing, art work specs and deadline information.

ALTA Elite Provider Program



Become an Elite Provider

The ALTA Elite Provider designation is an industry recognition awarded to a selected group of members that have demonstrated their commitment to providing high quality services to the title insurance and settlement services industry. Elite Providers promote high industry standards and provide effective solutions for ALTA members' critical needs.

Benefits

Industry recognition, premium placement in the Marketplace, and promotions:

Elite Provider Badges and Certificates

- ◆ Incorporate badges into email signatures, website, collateral, and social media
- ◆ Share the Elite Provider certificate with prospects

ALTA Marketplace Enhanced Placement

- ◆ Prime visibility at the top of the ALTA Marketplace search results while providing and promoting discount benefits you make available exclusively to ALTA members

Elite Provider Promotions

- ◆ Press Release announcing the acceptance, renewals, and anniversaries into the program
- ◆ TitleNews Online – Company Profile highlighted once a year in TitleNews Online, ALTA's widely distributed newsletter to the title industry
- ◆ Marketing Promotions – ALTA Communications with targeted messaging
- ◆ Speaking Engagement and Article Submission – Special consideration for speaking engagements or educational article submissions
- ◆ ALTA Best Practices – Link on the ALTA Best Practices webpage to direct members to elite provider service providers
- ◆ ALTA Strategic Partner Sponsorship Level – The Elite Provider application fee is fully included in the total investment to achieve the desired ALTA partnership level.

The annual application fee for the Elite Provider Program is **\$5,500**. This fee can also contribute to your overall investment to achieve your desired level of ALTA Strategic Partner Sponsorship.



500.00 Hosted Agent & Abstractor Program—\$3,000

- ♦ The Hosted Agent & Abstractor Program is an ALTA initiative designed to help our members continue to enjoy their benefits and stay engaged with the Association and other members by attending ALTA ONE. For as little as \$3,000 you can help an ALTA Member.
- ♦ The program provides qualified Hosted Agents and Abstractors with steeply discounted registrations for ALTA ONE.
- ♦ To qualify for the program recipients must have a current membership and qualify as one of the following: Agent, Abstractor, or Real Estate Attorney membership with less than \$700 in dues.

In return for their generosity, Hosts receive the following promotional opportunities::

- ♦ On stage acknowledgement by the ALTA President during one of the General Sessions at the Omni Sessions at ALTA ONE.
- ♦ Any amount sponsored will count towards the ALTA Strategic Partner Program levels
- ♦ Acknowledgment in next year's Media Kit
- ♦ For more information <https://www.alta.org/events/edge-hosted-agent>

The ALTA Good Deeds Foundation

- ♦ Good deeds grow communities. The ALTA Good Deeds Foundation supports the charitable efforts of title professionals as they work to build and strengthen their local communities and exemplify the title industry's values of We Lead, We Deliver, We Protect.
- ♦ Through mid-2025, the Foundation has awarded a total of \$1,256,000 to 213 different organizations throughout the country.
- ♦ Any contributions made to AGDF are separate from the ALTA partnership program levels.
- ♦ The Foundation is recognized as a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. The Foundation is registered under EIN: 85-2558405. Contributions to organizations with 501(c)(3) status may be tax deductible. Please consult your tax advisor to determine deductibility of this contribution.
- ♦ Sponsorships at AGDF events available also: gooddeeds@alta.org



www.altagooddeeds.org/2026-
