2020

6,400+ members
36,000+ subscribers
5+ events
300+ sponsorships

ALTA MEDIA KIT

American Land Title Association
Protect your property rights
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.
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.

Call to Action

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.
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 enewsletter
- Twice a month DigitalFix enewsletter

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

Dues: $460.00
The American Land Title Association, founded in 1907, is the national trade association and voice of the abstract and title insurance industry.

**There are three simple ways to join ALTA:**
1. By fax at 888-329-2582
2. By mail to: ALTA-Attn: CMG
   P. O. Box 6930
   McLean, VA 22106-9902
3. Online at [https://www.alta.org/membership/](https://www.alta.org/membership/)

**Membership Category:** (check active or associate)

- **Active:** Restricted to business entities primarily engaged in land title evidencing or insuring as an abstracter, title, insurance agent, or title insurance underwriter.
- **Classification:** (Active Applicants only)
  - Abstracter
  - Agent for Title Insurance Underwriting Company
  - Title Insurance Underwriter Company
- **Associate:** A person engaged in providing services to the land title industry.

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

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**Membership Information**

- **Member ID #**
- **Contact Person**
- **Contact Person’s Phone**
- **Contact Person’s E-mail**
- **Company Name**
- **Address**
  - City
  - State
  - Zip
  - County
- **Company Phone**
- **Company E-mail**
- **Fax**
- **Web Site**

**Payment Information:**

- **Dues Amount** (refer to dues schedule, reverse): **$460**
- **MERS Subscription** ($75 – optional for Active Applicants only):
- **TOTAL PAYMENT:**

**Payment Method:**

- **Check** (Payable to ALTA)
- **AMEX**
- **DISCOVER**
- **Mastercard**
- **VISA**

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

- **Card Number**
- **Exp. Date**
- **csv #**
- **Cardholder’s Name**
- **Billing Address (if different from above)**
- **Cardholder’s Signature**
ALTA Partnership Packages

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

NOTE: The sponsor is responsible for any additional costs associated with a sponsorship such as production or printing

Minimum of 10% to ALTA Advocacy Summit; Minimum of 10% to ALTA SPRINGBOARD; Minimum of 10% to ALTA ONE
Remaining 70% to be distributed as company sees fit
**LEGEND**

**Investment:** $100,000 or higher

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

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

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**ICON**

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

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

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

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**SUPERSTAR**

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

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

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

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

Investment: $40,000 - $59,999
Bonus: $8,000 in extra sponsorship or advertising opportunities
Benefits:
- Fourth choice of exhibit booth space for ALTA SPRINGBOARD and ALTA ONE (In the event of multiple VIP Partners, slots will be assigned based on investment total.)
- Fourth choice of date and time for Hospitality Hub at ALTA ONE and $500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list

CELEBRITY

Investment: $30,000 - $39,999
Bonus: $4,500 in extra sponsorship or advertising opportunities
Benefits:
- Fifth 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.)
- Fifth choice of date and time for Hospitality Hub at ALTA ONE and $500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list

INSIDER

Investment: $20,000 - $29,999
Bonus: $3,000 in extra sponsorship or advertising opportunities
Benefits:
- Sixth 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.)
- Sixth choice of date and time for Hospitality Hub at ALTA ONE and $500 off total price
- ALTA Meetings Acknowledgements (Omni Sessions, promotional pieces, signage)
- One-time use of ALTA membership mailing list

Contact: Claire Mitchell • P: 202-296-3671 x225 • E: cmitchell@alta.org
**2020 ALTA PARTNER PROGRAM CONTRACT**

ALTA is pleased to have you as an ALTA 2020 Strategic Partner. The package you have selected should provide your company with opportunities to make an impression with our members and meeting attendees. In exchange for your sponsorship, exhibiting, and advertising commitment, ALTA will provide you with a discount. Please use the below form to map out the allocation that works for your company.

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Rate</th>
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<td>ALTA SPRINGBOARD (minimum of 10% of total investment)</td>
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<td>Advertising &amp; Webinar Sponsorships</td>
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<td>Elite Provider Program</td>
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<td><strong>Total Sponsorship and Advertising Spend</strong></td>
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Full payment due within 30 days. Installment options available with credit card only.

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

Annual Program Fee
Member Rate: $5,000

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

Qualifications:

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

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

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

Upon acceptance into the Elite Provider Program, members will be required to sign additional agreements with ALTA. Such agreements are subject to annual review by the Elite Provider Staff Team, and membership rights may be withdrawn at any time if problems arise with the company’s product or services.

The program fee will be included with the partnership agreement but the application and payment must be processed online (excludes renewals).

See more at www.alta.org/elite

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

Let’s create together.
Welcome Drink

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

Starting at $15,000

Welcome Treat

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

Starting at $13,000
Lounge Spots

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

starting at $7,000

Cost

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.

starting at $7,000

Cost
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 10-11, 2020  
Grand Hyatt  
Denver, CO

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  
- Two-and-a-half-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:** level 1 - $4,250, level 2 - $6,000
  - Vendors around the perimeter of the Braindate lounge  
  - Vendors will be asked to participate in the group conversations for a portion of the event  
  - Space includes one branded demo kiosk, electricity, and wifi  
  *Vendor registration opens early 2020

- Schedule information is available on our website: [meetings.alta.org/springboard](http://meetings.alta.org/springboard)

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-member</th>
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</thead>
<tbody>
<tr>
<td>Lounge Spot</td>
<td>$9,000</td>
<td>$9,500</td>
</tr>
<tr>
<td>Morning Welcome Event</td>
<td>$10,000</td>
<td>$10,500</td>
</tr>
<tr>
<td>Party Sponsor</td>
<td>$10,000</td>
<td>$10,500</td>
</tr>
<tr>
<td>Attendee Material Holder</td>
<td>$4,000</td>
<td>$4,500</td>
</tr>
<tr>
<td>Charging Station</td>
<td>$6,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>Reusable Water Bottles</td>
<td>$3,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>Head shot Station</td>
<td>$8,000</td>
<td>$8,500</td>
</tr>
<tr>
<td>Branded Pens</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Daily Schedule Email</td>
<td>$3,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Brain Dating</td>
<td>$20,000</td>
<td>$20,500</td>
</tr>
<tr>
<td>Scholarship Sponsor</td>
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<tr>
<td>Branded Fidget Spinners</td>
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</tr>
<tr>
<td>Welcome Drink</td>
<td>$17,000</td>
<td>$17,500</td>
</tr>
<tr>
<td>Welcome Treat</td>
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<td>$15,500</td>
</tr>
<tr>
<td>Signature Cocktail</td>
<td>$8,000</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

- production costs not included

On behalf of ________________ (name of company) I agree to the terms of this contract, including any special terms spelled out in separate exhibitor prospectus.

**Payment Information**

- [ ] Check  
- [ ] Visa  
- [ ] MasterCard  
- [ ] AmEx  
- [ ] Discover  

Amount $_________________________

An invoice will be created on your www.ALTA.org account.

Payment must be processed online within 30 days.

Cancellations must be received in writing prior to 1/31/20 & are subject to a US$100 processing fee.

Refunds will be processed within 30 days after the conference.

Contact: Claire Mitchell • P: 202-296-3671 x225 • E: cmitchell@alta.org
May 11-13, 2020
The Conrad Hotel
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

- Schedule information is available on our website: meetings.alta.org/advocacy

<table>
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<tr>
<th></th>
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<th></th>
<th>Member</th>
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<tr>
<td>Monday Gathering Reception</td>
<td>$10,000</td>
<td>$10,500</td>
<td>Turn Down Service (per night)</td>
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<tr>
<td>Tuesday Breakfast</td>
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<td>Conference Padfolios</td>
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<td>Tuesday Lunch</td>
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<td>Paper Tote Bag Inserts</td>
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<td>Wednesday Capitol Hill Hospitality &amp; Lunch</td>
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<td>$10,500</td>
<td>Car Service on Lobby Day</td>
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<td>Wednesday Capitol Hill Reception</td>
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<td>$8,000</td>
<td>Daily Schedule Email</td>
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<td>Room Drop (per night)</td>
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<td>Reusable Water bottles</td>
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<td>$3,000</td>
<td>Trifold Program Sponsor</td>
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<td>Charging Station</td>
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<td>Conference App- Banner ad (up to 5)</td>
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<td>Lobby Day Maps</td>
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<td>Conference App-Splash Page (by day)</td>
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<td>Head Shot Station</td>
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<td>$10,500</td>
<td>Welcome Drink</td>
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<tr>
<td>Umbrellas</td>
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<td>Welcome Treat</td>
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<td>Signature Cocktail</td>
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<td>$7,500</td>
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<td>Lounge Spot</td>
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<td>$7,500</td>
<td>Hospitality Hub (starting at)</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
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= production costs not included

On behalf of _________________ (name of company) I agree to the terms of this contract, including any special terms spelled out in separate exhibitor prospectus.

Signature: ___________________________  Date: ________________

☐ Check*  ☐ Visa  ☐ MasterCard  ☐ AmEx  ☐ Discover

Amount $ ____________________________

An invoice will be created on your www.ALTA.org account.
Payment must be processed online within 30 days.

Cancellations must be received in writing prior to 3/27/20 & are subject to a US$100 processing fee.
Refunds will be processed within 30 days after the conference.

Contact: Claire Mitchell  •  P: 202-296-3671 x225  •  E: cmitchell@alta.org
October 6-9, 2020
The Hilton Midtown
New York, NY

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
  *Vendor registration opens mid-Spring 2020

- Schedule information is available on our website: meetingsalta.org/one

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<td>Omni Session Giveaways</td>
<td>$2,500</td>
<td>$3,000</td>
<td>$10,000</td>
<td>$10,500</td>
<td></td>
</tr>
<tr>
<td>Hotel Branding (starting at)</td>
<td>$5,000</td>
<td>$5,500</td>
<td>$10,000</td>
<td>$10,500</td>
<td></td>
</tr>
<tr>
<td>Hospitality Hub (starting at)</td>
<td>$2,500</td>
<td>$3,000</td>
<td>$10,000</td>
<td>$10,500</td>
<td></td>
</tr>
<tr>
<td>ALTA Unplugged Entertainment</td>
<td>$20,000</td>
<td>$20,500</td>
<td>$10,000</td>
<td>$10,500</td>
<td></td>
</tr>
</tbody>
</table>

On behalf of ________________ (name of company) I agree to the terms of this contract, including any special terms spelled out in separate exhibitor prospectus.

Signature            Date

☐ Check  ☐ Visa  ☐ MasterCard  ☐ AmEx  ☐ Discover

Amount $_________________

An invoice will be created on your ALTA.org account.
Payment must be processed online within 30 days.

Cancellations must be received in writing prior to 8/28/20 & are subject to a US$100 processing fee.
Refunds will be processed within 30 days after the conference.

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

Unlimited options.
TitleNews Magazine
Print & Digital

TitleNews is going 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 major meetings (March, May, Sept)
• Digital copy distributed via email to all contacts and marketed throughout the year
• Digital editions have over 30,000 views a 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!

Cost

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
<td>Only</td>
</tr>
<tr>
<td>Covers</td>
<td>$3,000</td>
<td>$4,000</td>
<td>$2,900</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full Page (Pages 3-15)</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$1,400</td>
<td>$1,300</td>
</tr>
<tr>
<td>Full Page (Pages 16-End)</td>
<td>$1,000</td>
<td>$2,000</td>
<td>$900</td>
<td>$800</td>
</tr>
<tr>
<td>Ad Enhancement</td>
<td>$1,000</td>
<td>$2,000</td>
<td>$900</td>
<td>$800</td>
</tr>
<tr>
<td>Cover - Premium Month</td>
<td></td>
<td></td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Additional Fee</td>
<td>$2,000</td>
<td>$3,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page - Premium Month</td>
<td>$1,000</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Fee</td>
<td>$1,000</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ad Sizes - TitleNews Trim Size is 8” x 10 1/2”

<table>
<thead>
<tr>
<th></th>
<th>Without</th>
<th>With Bleed</th>
<th>Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 x 9 1/2</td>
<td>8 1/4 x 10 3/4</td>
<td>7 x 9 1/2</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 x 4 3/4</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>15 x 10</td>
<td>16 1/4 x 10 3/4</td>
<td>16 x 10 1/2</td>
</tr>
<tr>
<td>*Outside Back</td>
<td>7 x 7 1/2</td>
<td>8 1/4 x 8 3/4</td>
<td>8 x 8 1/2</td>
</tr>
</tbody>
</table>

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

TitleNews Online

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

Digital Fix

• Distributed twice monthly
• Distributed to ~33,000 emails
• Average ad clicks - 50 per month
• Content focused strictly on hot, innovative, and digital topics relevant to title insurance
• Limited to two banners/four buttons
• Sold monthly
• Static images only
• See a sample newsletter by clicking here!

Cost

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member Only</td>
<td></td>
</tr>
<tr>
<td>Primary Banner</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$1,900</td>
<td>$1,800</td>
</tr>
<tr>
<td>Regular Banner</td>
<td>$1,000</td>
<td>$2,000</td>
<td>$900</td>
<td>$800</td>
</tr>
<tr>
<td>Regular Button (2)</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$1,400</td>
<td>$1,300</td>
</tr>
</tbody>
</table>
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!

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**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Ad Slot</th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st Slot (banner)</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>2nd Slot (2 available)</td>
<td>$900</td>
<td>$1,900</td>
</tr>
<tr>
<td></td>
<td>3rd Slot (2 available)</td>
<td>$800</td>
<td>$1,800</td>
</tr>
<tr>
<td></td>
<td>4th Slot (2 available)</td>
<td>$700</td>
<td>$1,700</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost</th>
<th>Ad Slot</th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Website Banner</td>
<td>$1,750</td>
<td>$2,750</td>
</tr>
<tr>
<td></td>
<td>Website Button per page</td>
<td>$600</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

**Specs & Due Dates:** Page 25 | **Contract:** Page 29 - 31
Title Topics Webinar Series

- Occurs ~8 times per year
- Average attendance - 425
- Topics will include: Data Privacy, Cyber Security Trends, Native American Lands, Claims in Title
- Sold yearly
- Sponsor mentioned on invitation emails, on the webpage, and verbally during webinars
- Your JPEG logo needed
- See more information on the sponsorship by clicking here!

Cost

$6,000 for members

Compliance Webinar Series

- Occurs ~4 times per year
- Average attendance - 45
- Compliance experts will review the many laws that regulate the title and settlement services industry to help ensure companies understand the rules of the road
- Sold yearly
- Sponsor mentioned on invitation emails, on the webpage, and verbally during webinars
- Your JPEG logo needed
- See more information on the sponsorship by clicking here!

Cost

$5,000 for members

## Contract & Artwork Deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Contract Date</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020</td>
<td>12/24/2019</td>
<td>12/27/2019</td>
</tr>
<tr>
<td>February</td>
<td>01/01/2020</td>
<td>01/15/2020</td>
</tr>
<tr>
<td><strong>March (ALTA SPRINGBOARD Issue)</strong></td>
<td>02/01/2020</td>
<td>02/15/2020</td>
</tr>
<tr>
<td>April</td>
<td>03/01/2020</td>
<td>03/15/2020</td>
</tr>
<tr>
<td><strong>May (ALTA Advocacy Summit Issue)</strong></td>
<td>04/02/2020</td>
<td>04/16/2020</td>
</tr>
<tr>
<td>June</td>
<td>05/01/2020</td>
<td>05/15/2020</td>
</tr>
<tr>
<td>July</td>
<td>06/01/2020</td>
<td>06/15/2020</td>
</tr>
<tr>
<td>August</td>
<td>07/01/2020</td>
<td>07/15/2020</td>
</tr>
<tr>
<td><strong>September (ALTA ONE Issue)</strong></td>
<td>08/01/2020</td>
<td>08/15/2020</td>
</tr>
<tr>
<td>October</td>
<td>09/01/2020</td>
<td>09/15/2020</td>
</tr>
<tr>
<td>November</td>
<td>10/01/2020</td>
<td>10/15/2020</td>
</tr>
<tr>
<td>December</td>
<td>11/01/2020</td>
<td>11/15/2020</td>
</tr>
<tr>
<td><strong>January 2021</strong></td>
<td>12/01/2020</td>
<td>12/15/2020</td>
</tr>
</tbody>
</table>

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

## Ad Specs for All Digital Ads

<table>
<thead>
<tr>
<th></th>
<th>Banner Ad</th>
<th>Button Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dimensions</strong></td>
<td>936 pixels wide by 120 pixels tall at 96 dpi</td>
<td>600 pixels wide by 500 pixels at 96 dpi</td>
</tr>
</tbody>
</table>

TitleNews Print & Digital Ad specs on page 21
This document confirms an advertising agreement with TitleNews, the monthly magazine, and TitleNews Online, the biweekly electronic magazine, produced by the American Land Title Association®.

________________________________________ agrees to place a _________________________ advertisement in the magazine for ______ issues, starting with the ____________________________ issue for the price of $ ______ per issue.

☐ TitleNews Print and Digital  ☐ TitleNews Digital Enhancement

Rates are net. If you would like the same advertisement to run in each issue, please initial here ______.
Otherwise, you are responsible for contacting ALTA the month prior to each issue to schedule a different advertisement.

Payment for the advertisement is required with the first insertion and will be invoiced after each subsequent issue unless stated otherwise below. (This does not apply to ALTA Sponsor Partners.) Advertising negatives, artwork on disk, or mechanicals may be submitted and must reach the production editor by the end of the second week prior to the month of issue.

If payment is not received within the 30-day period subsequent to the date shown on the billing invoice for advertising, a seven percent penalty charge will be added monthly to the balance due. Additional advertising will not be accepted from those who fail to pay the amount outstanding, including any penalties, by the end of this 30-day period. Once payment is made for the entire amount outstanding, including any penalty charges, ALTA may accept additional advertising at the discretion of the COO.

Advertisers and their advertising agencies are liable for the content of all advertising material appearing in the magazine and assume responsibility for any related claims arising against TitleNews or ALTA. The Association reserves the right to reject any advertisement for any reason, which need not be disclosed to the party submitting the advertisement.

Cancellation of Contract:
A fee of 50% of what would be due the following month is due upon cancellation of the contract. It is agreed that this contract may be cancelled by either party at any time for any reason. Cancellations are only valid with written notification and will take effect immediately upon receipt by either party. Cancellation of this contract does not absolve the participant from paying outstanding amounts owed from previously published, printed, or otherwise created materials. Furthermore, cancellation does not absolve companies from financial liability.

Please Print or Type

Company Name

Address

Phone Number

E-mail

Web site you would like to link to your ad

Contact Name

Payment Information

☐ Check  ☐ Visa  ☐ MasterCard  ☐ AmEx  ☐ Discover

Amount $ ___________________

An invoice will be created on your www.ALTA.org account.
Payment must be processed online within 30 days.

Contact: Claire Mitchell  •  P: 202-296-3671 x225  •  E: cmitchell@alta.org
2020 TitleNews Online Contract

This document confirms an advertising agreement with TitleNews, the monthly magazine, and TitleNews Online, the biweekly electronic magazine, produced by the American Land Title Association©.

__________________________ agrees to place a __________________________ advertisement in the magazine for ______ issues, starting with the __________________________ issue for the price of $ ______ per issue.

☐ TitleNews Online Banner  ☐ TitleNews Online Button
Rates are net. If you would like the same advertisement to run in each issue, please initial here ______
Otherwise, you are responsible for contacting ALTA the month prior to each issue to schedule a different advertisement.

Payment for the advertisement is required with the first insertion and will be invoiced after each subsequent issue, unless stated otherwise below (This does not apply to ALTA Sponsor Partners.) Advertising negatives, artwork on disk, or mechanicals may be submitted and must reach the production editor by the end of the second week prior to the month of issue.

If payment is not received within the 30-day period subsequent to the date shown on the billing invoice for advertising, a seven percent penalty charge will be added monthly to the balance due. Additional advertising will not be accepted from those who fail to pay the amount outstanding, including any penalties, by the end of this 30-day period. Once payment is made for the entire amount outstanding, including any penalty charges, ALTA may accept additional advertising at the discretion of the COO.

Advertisers and their advertising agencies are liable for the content of all advertising material appearing in the magazine and assume responsibility for any related claims arising against TitleNews or ALTA. The Association reserves the right to reject any advertisement for any reason, which need not be disclosed to the party submitting the advertisement.

Cancellation of Contract:
A fee of 50% of what would be due the following month is due upon cancellation of the contract. It is agreed that this contract may be cancelled by either party at any time for any reason. Cancellations are only valid with written notification and will take effect immediately upon receipt by either party. Cancellation of this contract does not absolve the participant from paying outstanding amounts owed from previously published, printed, or otherwise created materials. Furthermore, cancellation does not absolve companies from financial liability.

Please Print or Type

Company Name ____________________________ E-mail ____________________________
Address ____________________________ Web site you would like to link to your ad ____________________________
Phone Number ____________________________ Contact Name ____________________________

Payment Information
☐ Check  ☐ Visa  ☐ MasterCard  ☐ AmEx  ☐ Discover

Amount $ ____________________________

An invoice will be created on your www.ALTA.org account. Payment must be processed online within 30 days.

Contact: Claire Mitchell • P: 202-296-3671 x225 • E: cmitchell@alta.org
This document confirms an advertising agreement with Digital Fix.

__________________________ agrees to place a __________________________ advertisement in the magazine for _____ issues, starting with the __________________________ issue for the price of $ _____ per issue.

☐ Digital Fix Primary Banner       ☐ Digital Fix Banner       ☐ Digital Fix Button

Rates are net. If you would like the same advertisement to run in each issue, please initial here _______. Otherwise, you are responsible for contacting ALTA the month prior to each issue to schedule a different advertisement.

Payment for the advertisement is required with the first insertion and will be invoiced after each subsequent issue, unless stated otherwise below (This does not apply to ALTA Sponsor Partners.) Advertising negatives, artwork on disk, or mechanicals may be submitted and must reach the production editor by the end of the second week prior to the month of issue.

If payment is not received within the 30-day period subsequent to the date shown on the billing invoice for advertising, a seven percent penalty charge will be added monthly to the balance due. Additional advertising will not be accepted from those who fail to pay the amount outstanding, including any penalties, by the end of this 30-day period. Once payment is made for the entire amount outstanding, including any penalty charges, ALTA may accept additional advertising at the discretion of the COO.

Advertisers and their advertising agencies are liable for the content of all advertising material appearing in the magazine and assume responsibility for any related claims arising against Digital Fix or ALTA. The Association reserves the right to reject any advertisement for any reason, which need not be disclosed to the party submitting the advertisement.

Cancellation of Contract:
A fee of 50% of what would be due the following month is due upon cancellation of the contract. It is agreed that this contract may be cancelled by either party at any time for any reason. Cancellations are only valid with written notification and will take effect immediately upon receipt by either party. Cancellation of this contract does not absolve the participant from paying outstanding amounts owed from previously published, printed, or otherwise created materials. Furthermore, cancellation does not absolve companies from financial liability, or any other obligation, that ALTA or its agents entered into, on behalf of the company, prior to receipt of written payment.

Please Print or Type

Company Name _______________________________ E-mail _______________________________

Address ___________________________________________ Web site you would like to link to your ad ______________________________

Phone Number _______________________________ Contact Name ______________________________

Payment Information
☐ Check ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Amount $ ______________________________

An invoice will be created on your www.ALTA.org account.
Payment must be processed online within 30 days.

ATTN: ALTA
This document confirms an advertising agreement with the American Land Title Association. [Company Name] agrees to sponsor ALTA NYCU for the months listed below.

Payment for first time advertisers for the first month is required up front. You will be invoiced after each subsequent month. (This does not apply to ALTA Sponsor Partners.)

If payment is not received within the 30-day period subsequent to the date shown on the billing invoice for sponsorship, a seven percent penalty charge will be added monthly to the balance due. Additional sponsorships will not be accepted from those who fail to pay the amount outstanding, including any penalties, by the end of this 30-day period. Once payment is made for the entire amount outstanding, including any penalty charges, ALTA may accept additional sponsorships at the discretion of the COO.

Ads need to be 600 pixels width, 500 pixels height, and no more than 200kb or four screen shots.

Sponsors are liable for the content of all advertising material appearing in ALTA NYCU and assume responsibility for any related claims arising against ALTA. ALTA reserves the right to reject any advertisement considered unsuitable for publication.

Cancellation of Contract:
A fee of 50% of what would be due the following month is due upon cancellation of the contract. It is agreed that this contract may be cancelled by either party at any time for any reason. Cancellations are only valid with written notification and will take effect immediately upon receipt by either party. Cancellation of this contract does not absolve the participant from paying outstanding amounts owed from previously published, printed, or otherwise created materials. Furthermore, cancellation does not absolve companies from financial liability, or any other obligation, that ALTA or its agents entered into, on behalf of the company, prior to receipt of written cancellation.

We would like to purchase ads in the following month(s) and ad positions:

<table>
<thead>
<tr>
<th>Month(s)</th>
<th>Ad position (circle one)</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

On behalf of [Company Name] I agree to the terms of this contract

Signature ___________________________ Date __________

Please Print or Type

Company Name ___________________________ E-mail ___________________________

Address ___________________________ Web site you would like to link to your ad ___________________________

Phone Number ___________________________ Contact Name ___________________________

Payment Information

☐ Check ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Amount $ ___________________________
2020 Website Banner Advertising Contract

This document confirms an advertising agreement with the American Land Title Association.  
_____________________________ agrees to place a banner advertisement on the ALTA website for the price of $__________per month. Ads will run with four other ads on the home page and all internal pages. (Price listed is net price. Advertising agencies will have to determine final cost to clients.)

Please List Desired Months: ________________________________________________________________

Payment for the advertisement is required with the first insertion and will be invoiced after each subsequent month unless stated differently below. (This does not apply to ALTA Sponsor Partners.)

If payment is not received within the 30-day period subsequent to the date shown on the billing invoice for advertising, a seven percent penalty charge will be added monthly to the balance due. Additional advertising will not be accepted from those who fail to pay the amount outstanding, including any penalties, by the end of this 30-day period. Once payment is made for the entire amount outstanding, including any penalty charges, ALTA may accept additional advertising at the discretion of the COO.

Ad size is 936 pixels (width) by 120 pixels (height) at 96 dpi and no more than 200kb or four screen shots. Payment for the sponsorship of the first month is required up front. You will be invoiced after each subsequent month. (This does not apply to ALTA Sponsor Partners.)

Advertisers and their advertising agencies are liable for the content of all advertising material appearing on the Web site and assume responsibility for any related claims arising against ALTA. ALTA reserves the right to reject any advertisement considered unsuitable for publication.

Cancellation of Contract:
A fee of 50% of what would be due the following month is due upon cancellation of the contract. It is agreed that this contract may be cancelled by either party at any time for any reason. Cancellations are only valid with written notification and will take effect immediately upon receipt by either party. Cancellation of this contract does not absolve the participant from paying outstanding amounts owed from previously published, printed, or otherwise created materials. Furthermore, cancellation does not absolve companies from financial liability, or any other obligation, that ALTA or its agents entered into, on behalf of the company, prior to receipt of written cancellation.
On behalf of ___________________________ (name of company) I agree to the terms of this contract

Please Print or Type

Company Name ___________________________________________ E-mail _______________________________________

Address __________________________________________________ Web site you would like to link to your ad ______________________________

Phone Number ___________________________ Contact Name ___________________________

Payment Information
☐ Check ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Amount $ ___________________________

An invoice will be created on your www.ALTA.org account. Payment must be processed online within 30 days.

ATTN: ALTA

Contact: Claire Mitchell • P: 202-296-3671 x225 • E: cmitchell@alta.org
This document confirms an advertising agreement with the American Land Title Association. 
____________________ agrees to place a tile advertisement on the __________________ Page for the 
price of $______ per page per month for members, ________ per page per month for non-members. (Price listed 
is net price. Advertising agencies will have to determine final cost to clients.)

Payment for the advertisement is expected with the first insertion and will be invoiced after each subsequent 
month unless stated differently below. (This does not apply to ALTA Sponsor Partners.)

Ads need to be 600 pixels width, 500 pixels height, and no more than 200kb or four screen shots. Advertisers 
and their advertising agencies are liable for the content of all advertising material appearing on the Web site 
and assume responsibility for any related claims arising against ALTA. ALTA reserves the right to reject any 
advertisement considered unsuitable for publication.

If payment is not received within the 30-day period subsequent to the date shown on the billing invoice for 
advertising, a seven percent penalty charge will be added monthly to the balance due. Additional advertising 
will not be accepted from those who fail to pay the amount outstanding, including any penalties, by the end of 
this 30-day period. Once payment is made for the entire amount outstanding, including any penalty charges, 
ALTA may accept additional advertising at the discretion of the COO.

Cancellation of Contract:
A fee of 50% of what would be due the following month is due upon cancellation of the contract. It is agreed 
that this contract may be cancelled by either party at any time for any reason. Cancellations are only valid with 
written notification and will take effect immediately upon receipt by either party. Cancellation of this contract 
does not absolve the participant from paying outstanding amounts owed from previously published, printed, 
or otherwise created materials. Furthermore, cancellation does not absolve companies from financial liability, 
or any other obligation, that ALTA or its agents entered into, on behalf of the company, prior to receipt of written 
cancellation.

On behalf of _________________ (name of company) I agree to the terms of this contract

____________________
Signature

Date

Please Print or Type

Company Name

E-mail

Address

Web site you would like to link to your ad

Phone Number

Contact Name

Payment Information
☐ Check ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Amount $ ____________________

An invoice will be created on your www.ALTA.org account.
Payment must be processed online within 30 days.

ATTN: ALTA

Contact: Claire Mitchell • P: 202-296-3671 x225 • E: cmitchell@alta.org
This document confirms a sponsorship agreement with the American Land Title Association.

Agrees to sponsor ALTA's Webinar series, selected below for the year.

☐ Title Topics Webinar Series $6,000
☐ Compliance Webinar Series $5,000

If payment is not received within the 30-day period subsequent to the date shown on the billing invoice for sponsorship, a seven percent penalty charge will be added monthly to the balance due. Additional advertising will not be accepted from those who fail to pay the amount outstanding, including any penalties, by the end of this 30-day period. Once payment is made for the entire amount outstanding, including any penalty charges, ALTA may accept additional advertising at the discretion of the COO.

For this sponsorship, a copy of your logo in vector format and a link to the website page of your choice must be submitted with the signed contract.

Cancellation of Contract:
A fee of 50% of what would be due the following month is due upon cancellation of the contract. It is agreed that this contract may be cancelled by either party at any time for any reason. Cancellations are only valid with written notification and will take effect immediately upon receipt by either party. Cancellation of this contract does not absolve the participant from paying outstanding amounts owed from previously published, printed, or otherwise created materials. Furthermore, cancellation does not absolve companies from financial liability, or any other obligation, that ALTA or its agents entered into, on behalf of the company, prior to receipt of written cancellation.

On behalf of __________________ (name of company) I agree to the terms of this contract

Signature ___________________________ Date __________

Please Print or Type

Company Name ___________________________________________ E-mail _______________________________

Address _________________________________________________ Web site you would like to link to your ad ______________

Phone Number _____________________________________________ Contact Name ______________________________

Payment Information
☐ Check ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Amount $ ________________

An invoice will be created on your www.ALTA.org account. Payment must be processed online within 30 days.

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