Advertising Products Guide 2027



Advertising in ALTA publications is restricted to ALTA Members and Associate Members only

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

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

Why Advertise with ALTA?

ALTA's Audience

+OVER+

5,400

ALTA Members

33,000

TitleNews Online SUBSCRIBER LIST

12,000

Industry Experts SUBSCRIBE To Title News

NEW **Members EVERY YEAR**

ALTA Advertising viewer reach by product

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

About our members

- Almost 100% of all closing funds for mortgages in the United States pass through businesses that operate in the title insurance and settlement space.
- That's $2T - $4T each year. ALTA members are part of this community, serving consumers and mortgage lenders – they are an integral part of enabling the American dream of home ownership.
- Our members provide a key element to this dream and protecting it.
- ALTA does not provide ad metrics: advertisers are expected to generate and measure their ads performance using their own UTMs

Our advertising opportunities include:

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

Membership

- To purchase ad space in ALTAs publication a current Associate Membership is required ($800 and year)

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

Advertising—pricing to fit any budget

Monthly placements, prices from



*Annual placement

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

New this year

TitleNews Vendor Spotlight
TNVS-1,2,3 or 4



TNO Vendor Spotlight Article:
First article in one of our tri-weekly Newsletters to be a spotlight on a vendor: Vendor can provide content and URLs:

Submission Guidelines

- Articles must be 500 words or fewer.
- Content should be educational and practical, highlighting how the company's services address challenges faced by title and settlement professionals.
- Articles may include one video embed or one screenshot/image to support the content.
- Promotional tone is permitted, but content should be relevant and informative for industry readers.
- ALTA reserves the right to edit content to fit style requirements.
- Must be submitted on or before 15th of the month prior to the month it should run

Placement and Cost

- Articles will be published as sponsored content in TitleNews Online
- Maximum of one vendor article per TitleNews Online edition
- May not be used as a substitute for previously purchased ad space

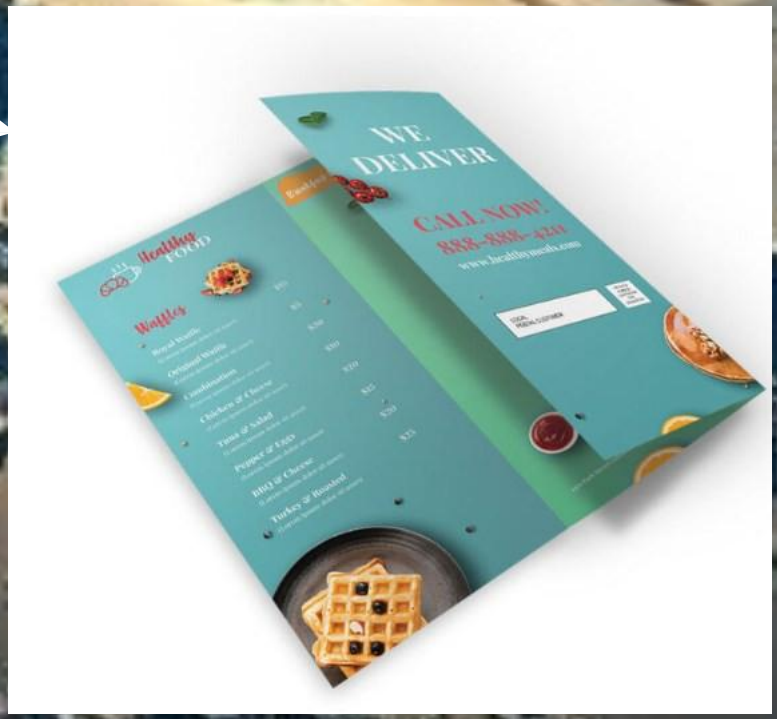
Cost per sponsored article: $5,000

*Annual placement

TitleNews Front Page Ad Tri-Fold

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

TitleNews Full Page Cover Ads
TN0 Front Cover Trifold



Internal 2 page spreads are available call for details

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

ALTA Advocacy Update

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

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

Statistics

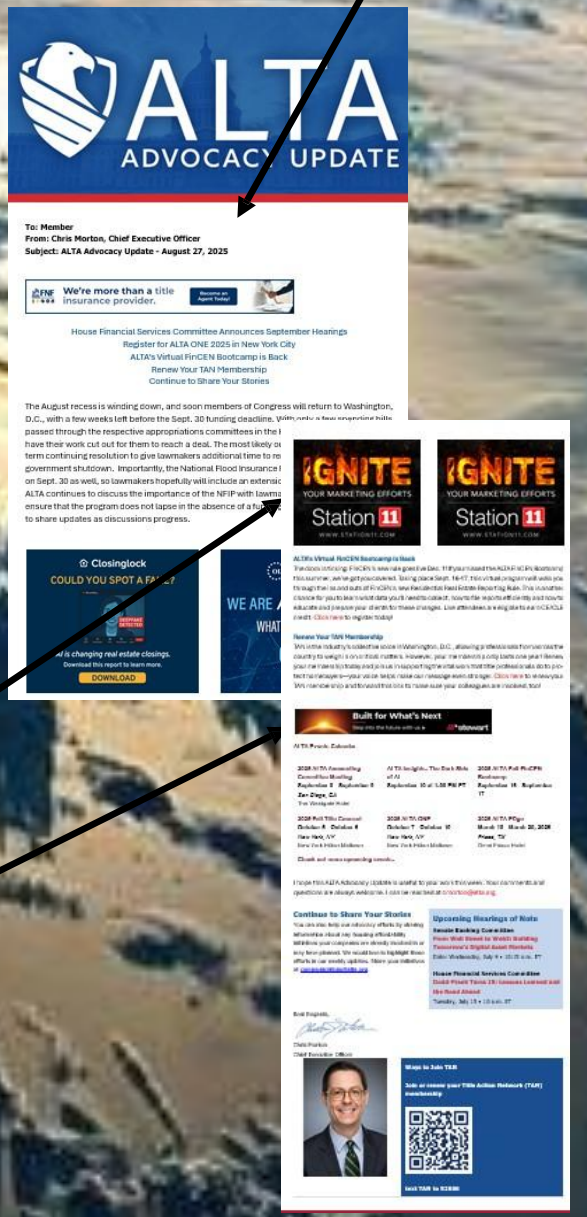
- Distributed to ~33,000 readers
- Banners: 881.6 Average clicks per month
- Buttons: 68.2 Average clicks per month

Advocacy Update Top Banner
AU1

Advocacy Update Buttons Slot 1
AU2

Advocacy Update Buttons Slot 2
AU3

Advocacy Update Bottom Banner
AU4



sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

TitleNews Print and Online Editions (TN & DTN)

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

Statistics

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

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

Digital TitleNews Leaderboard
DTN1

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







TitleNews Full Page Interior Ads
TN4 Page 3-20
TN5 Page 21-end

March, May & September are Premium Months
TN6 Cover Premium Month Additional Fee
TN7 Full Page Advertisement Additional Fee

Digital TitleNews Table of Contents (TOC)
DTN2

2 page spreads are available call for details

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

ALTA's TitleNews Online e-news Letter (TNO)

Twice a week, the top stories impacting the title industry are brought to you by email. Much like the print version of TitleNews, this e-newsletter strives to provide timely industry updates that you need to maintain a competitive edge in the marketplace.

- Distributed twice weekly (Tuesday & Thursday)
- ALTA-produced content on popular topics in the title industry
- Limited to three banners/four buttons
- Sold monthly
- Static images only

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



TitleNews Online
Top Banner
TNO1

TitleNews Online
Buttons Slot 1
TNO2
2 Berths

TitleNews Online
Middle Banner
TNO3

TitleNews Online
Buttons Slot 2
TNO4
2 Berths

TitleNews Online
Bottom Banner
TNO5

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

ALTA's News You Can Use (NYCU)

- Distributed 3 days a week
- Content focused strictly on hot, innovative, and digital topics relevant to the title insurance industry
- Sold monthly
- Static images only

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



NYCU 1st Top Banner
NYCU1

NYCU 2nd Slot Buttons
NYCU2
2 Berths

NYCU 3nd Slot Buttons
NYCU3
2 Berths

NYCU 4th Slot Buttons
NYCU4
2 Berths



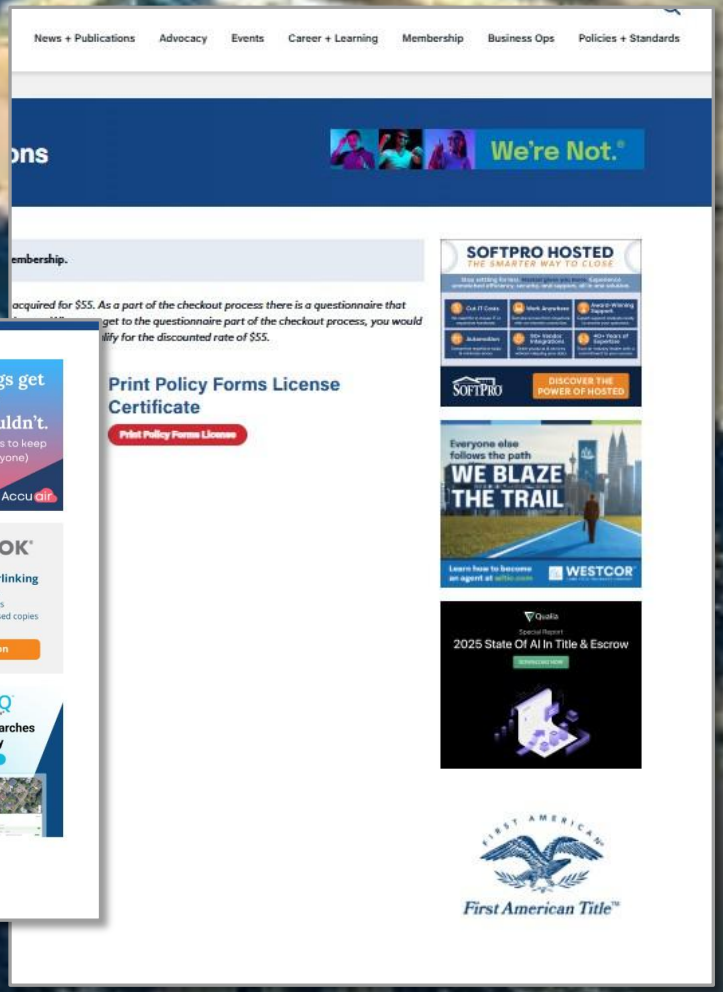
sponsorship@alta.org

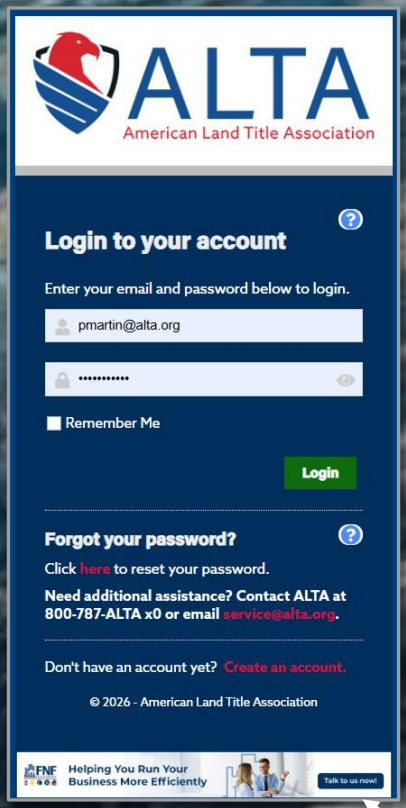
All Artwork is due the 15th of the month prior to when it should run

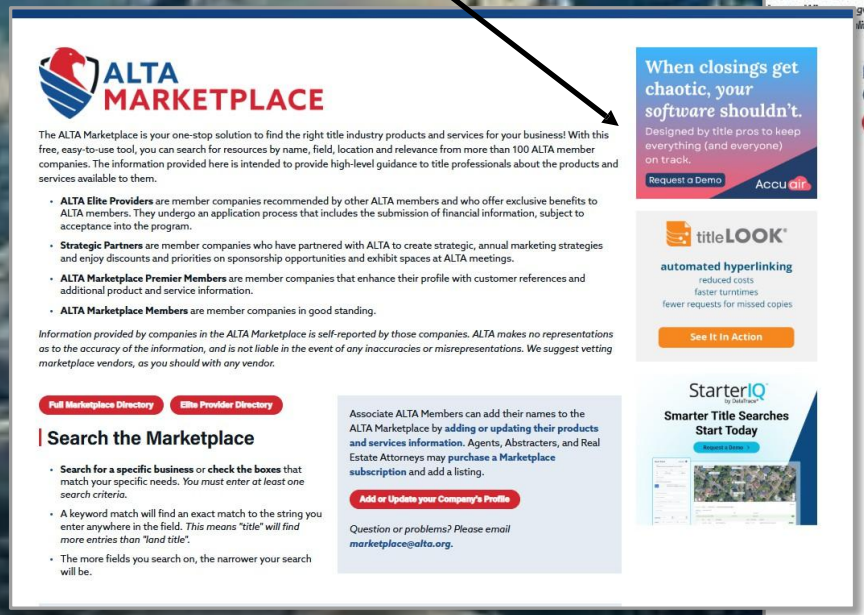
ALTA's Website Advertising

- ALTA offers the following website advertising:
- ALTA.org home page
- ALTA.org inside pages
- ALTA Marketplace
- ALTA Member log on & account









Marketplace Buttons
WebMP2-x

Member Portal Login
WebLO1

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

ALTA's Website Banner & Buttons Advertising

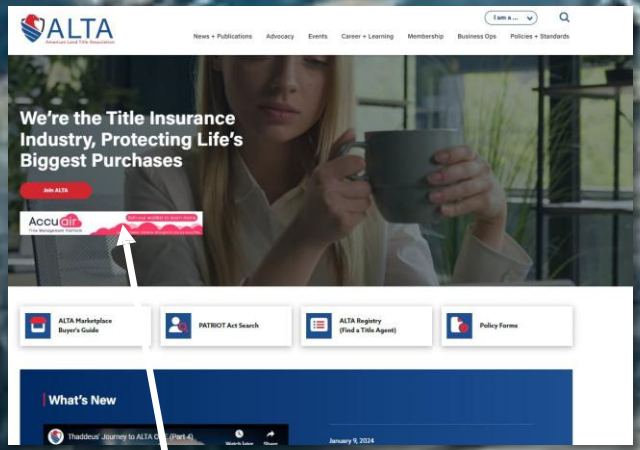
ALTA.org receives an average of 250,000 page views per month:

Banner ads:

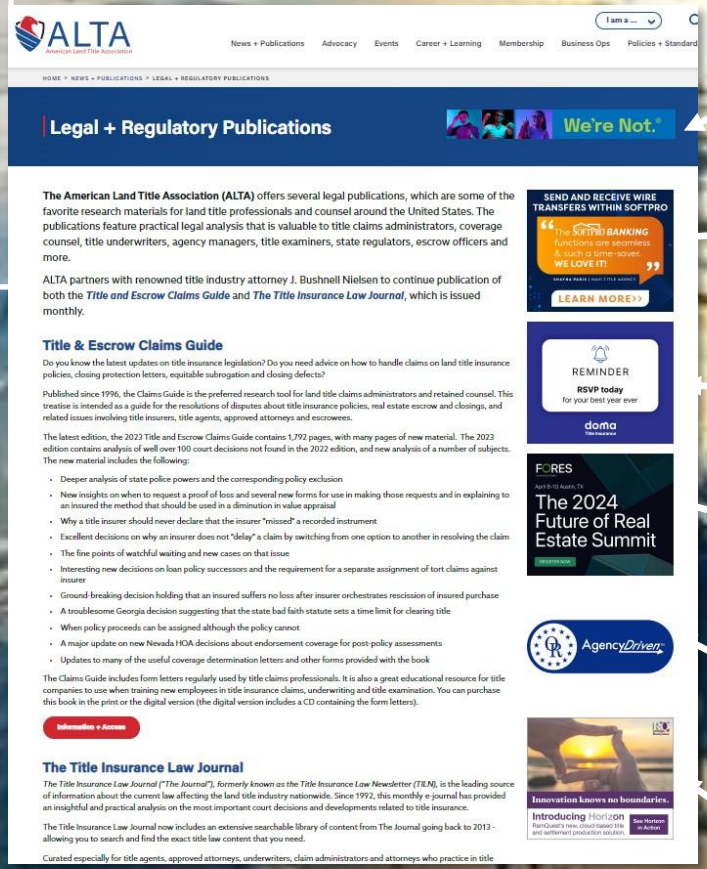
- Ad will rotate with up to four other ads on the home page and all internal pages

Statistics

- Average views of 50,000 per month per ad
- Button ads 71.76 average clicks per month (all pages)



Web Banner
As it appears on the home page
Web1-1



Web Banner as it appears on inside pages 4 slots on rotation. Web1-1

Web Button
1st Slot (Prime)
Web2-1

Web Button
2nd Slot
Web2-2

Web Button 3rd Slot
Web2-3

Web Button
4th Slot
Web2-4

Web Button
5th Slot
Web2-5

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

ALTA.org Member Log on Ads

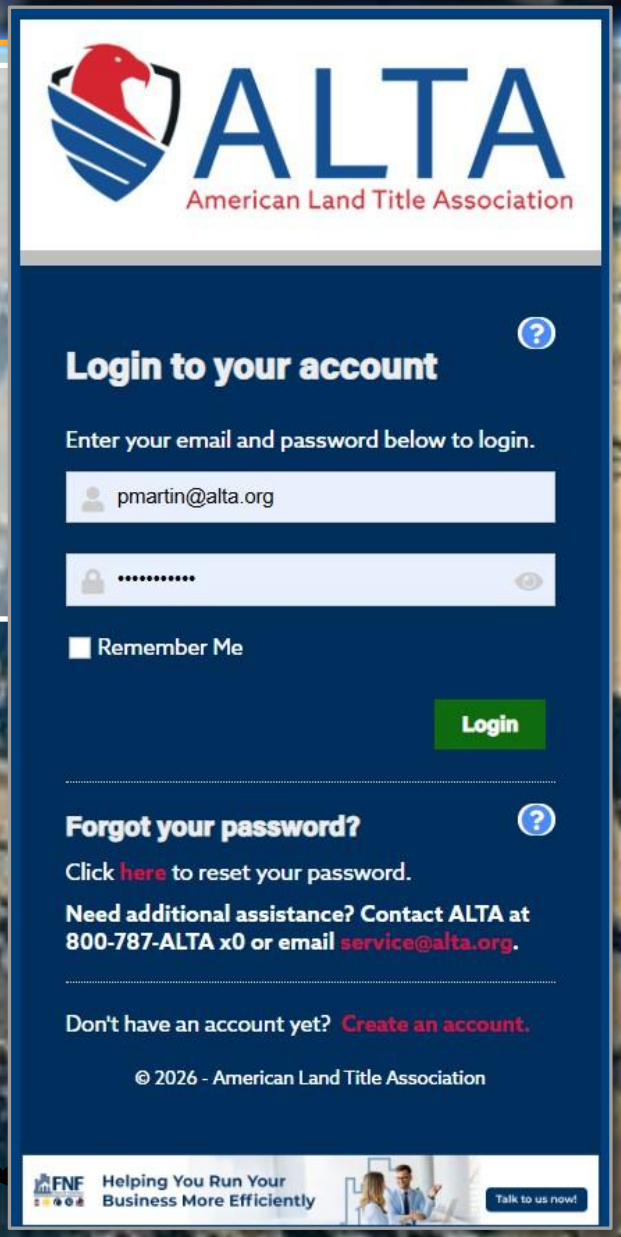
- For the first time we are offering an exclusive banner ad for all member portal views after log in.

Statistics

- Single persistent banner ad—not shared
- Log in account page view 220,000 per year
- Other pages:
  - Event registrations: 81K
  - Policies & Procedures 49K
  - Membership directory 48K

Member Account Top Banner
WebLO1

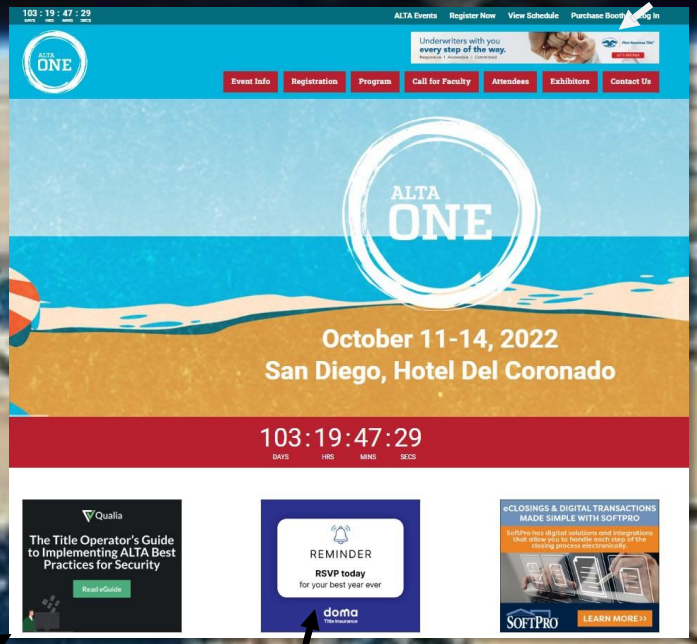
Member Account Log in Banner
WebLO1



ALTA's Meetings & Event Schedules

Banner and Buttons on each of ALTA's six major events each year.

- All site traffic passes through the meetings home page, plus all attendees refer to the online scheduled and guide in the run up to the event and during it.
  - 1 Banner ad—static
  - 3 Buttons ad –static
- Note these ads do not replace the list of Strategic Partners and Conference Sponsors listed on the home pages
- Ads will remain as long as the Website is operational, purchasers should expect their ads to runs until the last day of the event where upon the site may be taken down.



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

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

Education Sponsorships Portal

ALTA ELEVATE LEARNING CENTER Banner (EL1)

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

Learning Center (EL2)

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

FREE CE Exams Promotion (EL3)

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

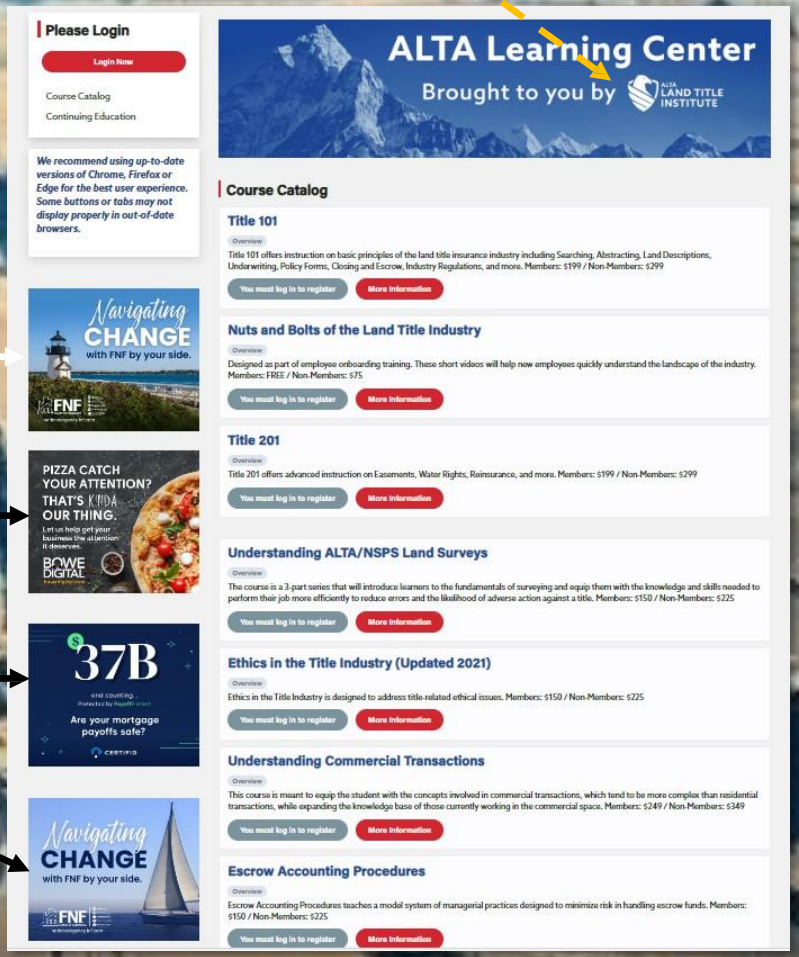
Elevate Banner
EL1

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

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

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

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



CE Exams
EL3



SPONSORS NAME

Go to: ALTA Learning: Home

https://elevate.alta.org/

sponsorship@alta.org

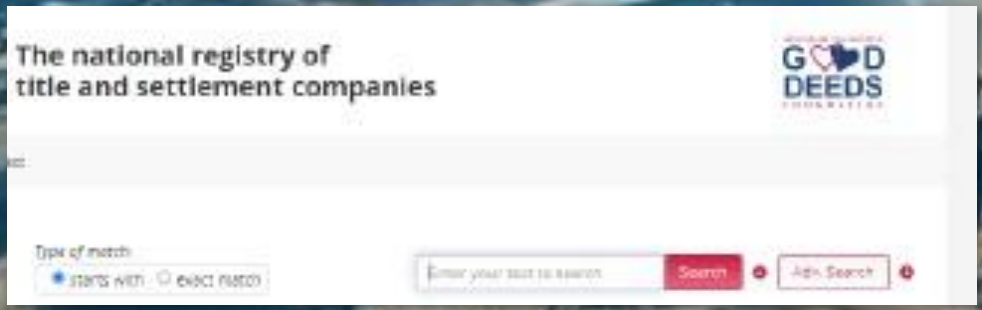
All Artwork is due the 15th of the month prior to when it should run

ALTA Annual Evergreen Ads

The Title Insurance Law Journal Full Page Ad (TILJ)

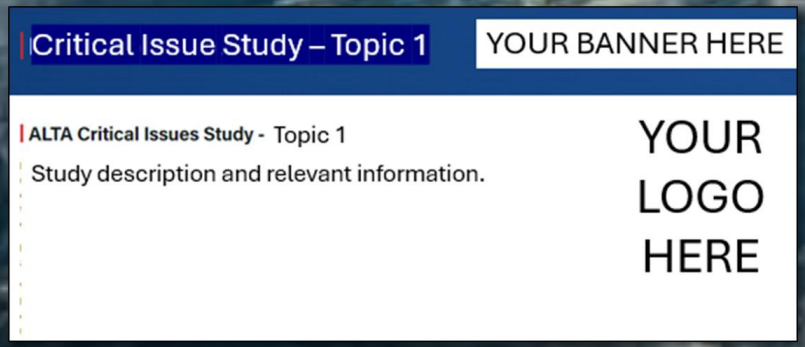
- Leading industry source of information about current law affecting the land title industry nationwide
- Half page ad included in the 12 digital editions after the cover page for $2,250
- Two e-blast messages to ALTA membership highlighting the sponsor and including the logo
- E-blasts shared in NYCU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





ALTA Registry Search Page Banner (Reg)

- The ALTA Registry is an industry utility for lenders, title agents, realtors and consumers.
- Advertising in the ALTA Registry is exclusive so only your brand will make an impression.
- Image Specifications: The size that we recommend for logo images is 80px*50px (width*height). Also, we recommend using image formats: PNG, JPEG or JPG.



ALTA Research (Res)

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

sponsorship@alta.org

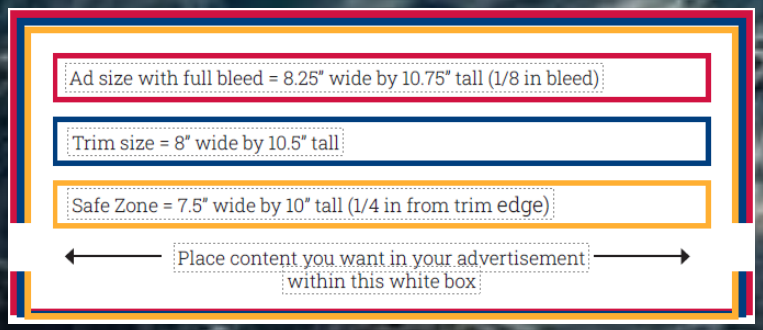
All Artwork is due the 15th of the month prior to when it should run

Artwork Specifications

Purchaser is responsible for providing artwork on or before Artwork Due date, late delivery may result in the forfeiture of ad space or the reuse of prior content.

All static artwork is to be submitted to ALTA as an email attachment only together with any applicable URLs.

TitleNews Magazine Print & Digital			
Ad Sizes—TitleNews Trim Size is 8"x10 1/2"			
Item Code	Ad Type	W/Bleed	Live Area
TN0	Front page trifold 2 page	10 1/2" x 16 +1/4" Bleed	
TN1,TN2, TN3,TN4,TN5	Full Pages & inside, Outside covers	8 1/4" x 10 3/4"	8 1/4" x 10 3/4"
TN1-2	2 Page Spread	16 1/4" x 10 3/4"	14" x 91 /2"



Other Products: Artwork Specifications			
Item Code	Ad Type	Available in the following products	Dimensions
TNO1, TNO3, TNO5, AU1, AU4, NYCU1, Web1, SB-Ban, AAS-Ban, ONE-Ban , WebLO1	Banner Ad	NYCU, Advocacy Update & TitleNews Online	936w x 120h pixels @ 96 dpi
TNO2, TNO4, AU2-AU3 ,NYCU 2-4, Web2, SB-B, AAS-B, ONE-B, WebMP2	Button Ad		600w x 500h pixels @ 96 dpi
DTN1	Leaderboard	Digital TitleNews Digital	960w x 90h pixels
DTN2	Table of Contents (TOC)		300w x 250h pixels
TIRS/TILJ	Banner	TIRS & TILJ	
Reg	Banner	ALTA Registry	80px*50px
EL	Banner	Education	
OP CRITS & OP, CRI, DCS, CCS	Banner	Research	936 by 120 pixels or 468 by 60 pixels
Banner Ad, AKA, Horizontal Ads, Button Ads, AKA Square Ads			

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

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

Purchaser is responsible for providing artwork on or before Artwork Due date, late delivery may result in the forfeiture of ad space or the reuse of prior content.

Artwork Due Dates—Annual Purchases	
All Annual Purchases	Artwork is due on the 15th of the month before ads are scheduled to run
Annual ads are a one time placement—no mid-year swap-outs without additional fee	

Artwork Due Dates—Monthly Purchases			
Month	Contract Date/Due Date	Month	Contract Date/Due Date
Jan	Dec1/Dec15	Jul	Jun1/Jun15
Feb	Jan1/Jan15	Aug	Jul1/Jul15
Mar	Feb1/Feb15	Sep	Aug1/Aug15
Apr	Mar1/Mar15	Oct	Sep1/Sep15
May	Apr1/Apr15	Nov	Oct1/Oct15
Jun	May1/May15	Dec	Nov1/Nov15
All purchases are for a single month: no mid-month ad swap outs w/o an additional fee			

Conference Banner & Button Artwork Due Dates	
EDge	December 15th of the prior year
Advocacy Summit	January 15th
ALTA ONE	April 15th

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

Advertising Pricing—Monthly Ads

Product Grp	Item Code (L,R,T,M,B)	Ad Name	Single Month Price	Ad Shape/Type
TitleNews Print & Online	TN0	Front Page Tri Fold	$ 6,500	Trifold
	TN1	TitleNews Cover Front Inside	$ 3,424	FPA
	TN2	TitleNews Cover Inside Back	$ 3,424	FPA
	TN3	TitleNews Cover Outside Back	$ 3,424	FPA
	TN4	Title News Full Page Ad Pages 3-20	$ 1,750	FPA
	TN5	TitleNews Full Page Ad Pages 20-End	$ 1,231	FPA
	TN6	Cover Premium Month Addl Fee	$ 2,000	Other
	TN7	Full Page Premium Month Addl Fee	$ 1,000	Other
	TNVS-1,2,3 or 4	Vendor Spotlight	$ 5,000	Other
Digital TitleNews	DTN1	DTN Leaderboard/Primary	$ 2,461	Horizontal Banner
	DTN2	DTN TOC	$ 1,605	Button

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

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

Advertising Pricing—Monthly Ads Continued

Product Grp	Item Code (L,R,T,M,B)	Ad Name	Single Month Price	Ad Shape/Type
TNO	TNO1	TNO Top Banner	$ 4,334	Horizontal Banner
	TNO2-1	TNO Primary Button Slot 1L	$ 2,729	Button
	TNO2-2	TNO Primary Button Slot 1R	$ 2,729	Button
	TNO3	TNO Middle Banner	$ 3,264	Horizontal Banner
	TNO4-1	TNO Regular Button Slot 2L	$ 1,659	Button
	TNO4-2	TNO Regular Button Slot 2R	$ 1,659	Button
	TNO5	TNO Bottom Banner	$ 3,264	Horizontal Banner
Advocacy Update	AU1	DigitalFIX Banner (Top)	$ 2,301	Horizontal Banner
	AU2-1	DigitalFIX Button Slot 1 L	$ 1,873	Button
	AU2-2	AU Button Slot 1 R	$ 1,873	Button
	AU3-1	DigitalFIX Button Slot 2 L	$ 1,766	Button
	AU3-2	DigitalFIX Button Slot 2 R	$ 1,766	Button
	AU4	DigitalFIX Banner (Bottom)	$ 1,819	Horizontal Banner
NYCU	NYCU1	NYCU Banner	$ 2,194	Horizontal Banner
	NYCU2-1	NYCU 2nd Slot Buttons	$ 1,017	Button
	NYCU2-2	NYCU 2nd Slot Buttons	$ 1,017	Button
	NYCU3-1	NYCU 3rd Slot Button	$ 910	Button
	NYCU3-2	NYCU 3rd Slot Button	$ 910	Button
	NYCU4-1	NYCU 4th Slot Button	$ 803	Button
	NYCU4-2	NYCU 4th Slot Button	$ 803	Button

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

Advertising Pricing—Monthly Ads Continued

Product Grp	Item Code (L,R,T,M,B)	Ad Name	Single Month Price	Ad Shape/Type
ALTA Website	Web1-1	ALTA.org Web Banner 1	$ 1,819	Horizontal Banner
	Web1-2	ALTA.org Web Banner 2	$ 1,819	Horizontal Banner
	Web1-3	ALTA.org Web Banner 3	$ 1,819	Horizontal Banner
	Web1-4	ALTA.org Web Banner 4	$ 1,819	Horizontal Banner
	Web1-5	ALTA.org Web Banner 5	$ 1,819	Horizontal Banner
	Web1-6	ALTA.org Web Banner 6 Home Page Only	$ 1,070	Horizontal Banner
	Web2-1	ALTA.org Web Button 1st Slot	$ 910	Button
	Web2-2	ALTA.org Web Button 2nd Slot	$ 856	Button
	Web2-3	ALTA.org Web Button 3rd Slot	$ 856	Button
	Web2-4	ALTA.org Web Button 4th Slot	$ 642	Button
	Web2-5	ALTA.org Web Button 4th Slot	$ 535	Button
	WebLO1	Member Portal Log on Banner WebLO1	$ 4,100	Horizontal Banner
	WebMP2-1	Marketplace WebMP 2-1 (1st Slot Premium)	$ 800	Button
	WebMP2-2	Marketplace WebMP 2-2 (2nd Slot)	$ 700	Button
	WebMP2-3	Marketplace WebMP 2-3 (3rd Slot)	$ 600	Button
	WebMP2-4	Marketplace WebMP 2-4 (4th Slot)	$ 500	Button
	WebMP2-5	Marketplace WebMP 2-5 (5th Slot)	$ 400	Button

Meetings Website Advertising Pricing

Product Grp	Item Code	Ad Name	Period (Sold as a block	Single Month Price	Ad Shape/Type
Meetings Sites	SB-Ban	EDge Banner 1	Jan-Mar	$ 1,070	Horizontal Banner
	SB-1	EDge Button Left		$ 535	Button
	SB-2	EDge Button Center		$ 535	Button
	SB-3	EDge Button Right		$ 535	Button
	AAS-Ban	Advocacy Banner 1	Feb-May	$ 589	Horizontal Banner
	AAS-1	Advocacy Button Left		$ 268	Button
	AAS-2	Advocacy Button Center		$ 268	Button
	AAS-3	Advocacy Button Right		$ 268	Button
	ONE-Ban	ALTA ONE Banner 1	May-Oct	$ 3,120	Horizontal Banner
	ONE-1	ALTA ONE Button Left		$ 642	Button
	ONE-2	ALTA ONE Button Center		$ 642	Button
	ONE-3	ALTA ONE Button Right		$ 642	Button
	LA-Ban	Large Agents Winter Meeting Banner	Jan-Mar	$ 2,675	Horizontal Banner
	LA-1	Large Agents Winter Meeting Button Left		$ 535	Button
	LA-2	Large Agents Winter Meeting Button Center		$ 535	Button
	LA-3	Large Agents Winter Meeting Button Right		$ 535	Button
	LA-Ban	Large Agents Summer Meeting Banner	May-Jul	$ 2,675	Horizontal Banner
	LA-1	Large Agents Summer Meeting Button Left		$ 535	Button
	LA-2	Large Agents Summer Meeting Button Center		$ 535	Button
	LA-3	Large Agents Summer Meeting Button Right		$ 535	Button
	CN-Ban	Commercial Network	Nov-Feb	$ 1,070	Horizontal Banner
	CN-1	Commercial Network		$ 268	Button
	CN-2	Commercial Network		$ 268	Button
	CN-3	Commercial Network		$ 268	Button

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run

Advertising Pricing—Annual Products

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

ALTA Publications, Registry & ALTA Education Center

Product Group	Item Code	Ad Name	Annual Fee
Publications	TILJ	The Title Insurance Law Journal Half Page Ad	$2,250
Registry	Reg	The ALTA Registry Search page Banner	$1,000
Education	EL1	ALTA ELEVATE LEARNING CENTER Banner	$10,000
	EL2-1	ALTA ELEVATE LEARNING CENTER Button—Premium	$3,000
	EL2-2	ALTA ELEVATE LEARNING CENTER Button	$2,000
	EL2-3	ALTA ELEVATE LEARNING CENTER Button	$1,000
	EL2-4	ALTA ELEVATE LEARNING CENTER Button	$750
	EL3	Online courses discount ad	$5,000

ALTA Research

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

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

sponsorship@alta.org

All Artwork is due the 15th of the month prior to when it should run