

Membership | Benefits | Sponsorship | Packages | Ideas

ALTA Media Kit 2027



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>

Succeed with ALTA



- ♦ Partnering with the American Land Title Association (ALTA) grants your brand exclusive access to the cornerstone of the real estate settlement industry. Aligning with ALTA isn't just about visibility; it's about establishing immediate authority among the underwriters and executive leaders who shape the market. Leveraging our premier platforms—from high-impact digital advertising to elite event sponsorships—positions your brand as a trusted industry standard, driving not just recognition, but measurable, long-term growth.
- ♦ Great meetings and publications!

Plan with ALTA



New Opportunities in 2027



NEW!! - TitleNews Online Vendor Spotlight

- ♦ For one edition the lead article can be a vendor authored spotlight about their company, with links back to vendors website.
- ♦ Content will be reviewed/edited by ALTA staff.

\$5,000 per spotlight

NEW!! - Webinar Presenter & Content Provider*

- ♦ Become an ALTA inSIGHTS presenter and provide the content also**
 - ♦ Restrictions apply see contract
- \$7,000 per Webinar**

NEW !! Webinar Presenter & Content Provider/Sponsor Combo Strategic Partners receive top priority

Be the sponsor *and* presenter of an ALTA inSIGHTS webinar **

Date and time to be fixed in advanced by ALTA

\$12,000 per Webinar

Includes the standard sponsorship* & presenter fees

ALTA produces a powerhouse calendar of 17 annual webinars, delivering mission-critical insights to the title industry. As a premier source for education and knowledge, our sessions are more than just informative—they are essential viewing for professionals. We continue to seek visionary contributors to bring bold, compelling content to our high-engagement platform.

*Attendee lists are not provided, content must be approved by ALTA prior, all content must be finalized and agreed by the 1st of the month prior to the month the webinar is scheduled to run, fee is non-refundable, non-transferable, no substitutions

** 1 per quarter and 1 per company per year—including affiliates—Presenters shape the conversation to advance the industry and provide meaningful value to our members.

Apply here: <https://www.alta.org/career-and-learning/webinars-and-training/presenter-app>

New Opportunities in 2027

Strategic Partner Program—New

- ♦ New level Luminary +\$200,000
 - ♦ \$18,000 in credits
 - ♦ Special position guarantees
- ♦ All Partner CEOs receive 1 free pass to ALTA ONE*



LED Screen at EDge
9' x 16' wall mounted LED
screen, 3072 x 1728
resolution— prime location
(16.08) \$9,999

ALTA EDge & ALTA ONE Free Tote Bag Inserts (88.00)

- ♦ Attendees LOVE swag! This year we are offering free tote bag inserts where the insert is swag or a tchotchke—sponsor to inform ALTA of swag description for approval prior to shipping

Table top exhibits at Commercial
Network Meeting
(302.06) \$2,000

- ♦ Underwriters Executive Forum—Fully brand the entire meeting—exclusive sponsorship
(89.00)\$26,000

2027 Virtual Bootcamp Program

- ♦ Full buy out—be the exclusive sponsor (805.10) \$9,999
- ♦ 60 Second Sponsor Video at the start (805.20) \$3,500
- ♦ Co branded deck (805.30) \$2,000
- ♦ Recognition in promotional emails as headline sponsor (805.40) \$3,000
- ♦ Attendee list with email addresses—post meeting (805.50) \$2,500



2027 Featured Sponsorship—ALTA inSIGHTS

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

\$3,800 per webinar



*Attendee lists are not available

**All videos, artwork or branding items must be delivered at least 30 days before the scheduled webinar

Half of Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1st	WJanA	WFebA		WAprA		WJunA	WJulA	WAugA	WAugA		WNovA	WDecA
2nd	WJanB	WFebB	NA	WAprB	NA	WJunB	WJulB	WAugB	WAugB	NA	WNovB	NA

2027 Featured Sponsorship—ALTA Education & Learning Center

Headline Sponsorship of ALTA's Learning Center

- ◆ Evergreen banner ad runs for the whole year Jan—Dec \$10,000
- ◆ Sponsor mention in minimum 4 email blasts per year

ALTA Learning Center

Welcome!

Paul Martin

Log Out

Course Catalog

Dashboard

Continuing Education

ALTA Learning Center

Brought to you by  ALTA LAND TITLE INSTITUTE

Please Login

Login Now

Course Catalog

Continuing Education

We recommend using up-to-date versions of Chrome, Firefox or Edge for the best user experience. Some buttons or tabs may not display properly in out-of-date browsers.

Navigating CHANGE
with FNF by your side.

PIZZA CATCH YOUR ATTENTION? THAT'S FOR OUR THING.
Let us help you get your business on the digital path.

37B
and counting... Are your mortgage portfolio safe?

Navigating CHANGE
with FNF by your side.

ALTA Learning Center
Brought to you by  ALTA LAND TITLE INSTITUTE

Course Catalog

Title 101
Overview
Title 101 offers instruction on basic principles of the land title insurance industry including Searching, Abstracting, Land Descriptions, Underwriting, Policy Forms, Claims and Escrow, Industry Regulations, and more. Members: \$199 / Non-Members: \$299
You must log in to register [More Information](#)

Nuts and Bolts of the Land Title Industry
Overview
Designed as part of employee onboarding training. These short videos will help new employees quickly understand the landscape of the industry. Members: FREE / Non-Members: \$75
You must log in to register [More Information](#)

Title 201
Overview
Title 201 offers advanced instruction on Easements, Water Rights, Ratemaking, and more. Members: \$199 / Non-Members: \$299
You must log in to register [More Information](#)

Understanding ALTA/NSPS Land Surveys
Overview
The course is a 3 part series that will introduce learners to the fundamentals of surveying and equip them with the knowledge and skills needed to perform that job more efficiently to reduce errors and the likelihood of adverse action against a title. Members: \$150 / Non-Members: \$225
You must log in to register [More Information](#)

Ethics in the Title Industry (Updated 2021)
Overview
Ethics in the Title Industry is designed to address title related ethical issues. Members: \$150 / Non-Members: \$225
You must log in to register [More Information](#)

Understanding Commercial Transactions
Overview
This course is meant to equip the student with the concepts involved in commercial transactions, which tend to be more complex than residential transactions, while regarding the knowledge base of those currently working in the commercial space. Members: \$289 / Non-Members: \$389
You must log in to register [More Information](#)

Escrow Accounting Procedures
Overview
Escrow Accounting Procedures teaches a model system of managerial practices designed to minimize risk in handling escrow funds. Members: \$150 / Non-Members: \$225
You must log in to register [More Information](#)



- ◆ ALTA Education Affiliate Program: Turn professional development into a competitive edge. The ALTA Affiliated Marketing Program enables vendors to monetize high-quality education through a structured royalty and rebate program. Strengthen your brand's value proposition, deepen customer engagement, and gain a financial stake in the industry's rising standards.
- Benefits:
 - Each marketing partner receives a unique discount code.
 - The discount code provides up to a 25% discount on any or all seven ALTA online courses.
 - ◆ There is no fee to become an ALTA Education Affiliate—contact us for more details

Learning Center Buttons ads:
Prices start at \$500 per year

2027 Featured Sponsorship—ALTA EDge Vendor Demo Sessions

- ♦ ALTA EDge: Break away from your competition and lean into the future! Back by popular demand –Vendors/User Group sessions at ALTA EDge.
- ♦ Scheduled right into the program - to maximize attendance: - includes:
 - ♦ Dedicated room for 60 minutes.
 - ♦ Sessions included in meeting promotion email blasts.
 - ♦ Does not run concurrent with any other ALTA Sessions.
 - ♦ Audio equipment & projector and screen.
 - ♦ 2 free passes, attendee list with email addresses.
 - ♦ Demo subject and description posted on the schedule.
 - ♦ Option to be invitation only or open house.
 - ♦ ALTA smart signs included for each room—sponsor may provide own signs.

Code	Tuesday	Room	Status	Sqft	Classroom	Fee
81.40		Aspen	Available	1,335	72	\$7,999
81.50		Blue Spruce	Available	816	42	\$6,999
81.60	12:00 PM—1:00 PM	Cottonwood	Available	448	24	\$6,999
81.70		Juniper	Available	608	36	\$6,999
81.80		Woodward	Available	800	42	\$5,999

- ♦ New—Upgrade option to provide in room specialty lunch buffet—call for details

2027 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, Special Topic Rooms, and private meeting rooms.
- ♦ Opportunities for increased profits through extensive industry networking events

Publications:

- ♦ Weekly Advocacy Update from ALTA's CEO
- ♦ Print & Digital editions of the TitleNews magazine
- ♦ Twice a week TitleNews Online enewsletter
- ♦ Thrice weekly News You Can Use enewsletter

ALTA at large:

- ♦ ALTA committee participation opportunities
- ♦ Discounts on educational courses and legal publications
- ♦ Speaking opportunities—through our call for faculty selection process: Approx timings:
 - ♦ EDge Nov/Dec
 - ♦ ALTA ONE Apr/May

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: \$600.00 in addition to Membership
New Associate Members in their first year get:

- ♦ 1 free pass to ALTA EDge*
- ♦ 50% off pass to ALTA ONE*
- ♦ 1 free tote bag insert at ALTA ONE*
- ♦ 1 free full page ad in Title News—space permitting*

*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



Elevate your brand and maximize your ROI by joining the Strategic Partner Program. Designed exclusively for our active associate members, this program offers a streamlined way to architect a comprehensive marketing strategy while securing significant cost savings:

Unlock exclusive benefits by committing a minimum of **\$20,000** across sponsorships, exhibitions, advertising, and the Elite Provider Program.

- ◆ **Locked-in Savings:** Determine your total investment upfront to capitalize on preferred pricing.
- ◆ **Proactive Planning:** Secure your presence at key ALTA events and media channels well in advance.
- ◆ **Tailored Impact:** Select the sponsorship and advertising bundles that align perfectly with your unique business goals.
- ◆ **Spend Requirement:** Partnership levels are calculated based on your net investment (after all credits and discounts).
- ◆ **Holistic Presence:** To ensure maximum visibility, a minimum of 10% of your total spend must be allocated across our three signature annual events.

Direct Costs: Please note that sponsors remain responsible for specific production, printing, or hotel-related costs associated with their selection

Program Placement Guidelines: Recognition placement within the Strategic Partner Program is tied directly to a partner's contracted investment level. To ensure equitable exposure, participation is limited to one placement, one contract, and one brand logo per company. Tier and in-Tier placement is dynamic; placement may be adjusted throughout the year to reflect aggregate spending[#]. Any mid-year tier advancements will also be included to determine priority selection order for the upcoming contract year. Luminary level placement does not change throughout the year, however, priority selection order for the upcoming contract year will be based upon aggregate investment throughout the year of

Partner Level [#]	Threshold	Credit
Luminary	\$200K	\$18K
Legend	\$100K	\$15K
Icon	\$80K	\$10K
Superstar	\$60K	\$8K
VIP	\$40K	\$5K
Celebrity	\$30K	\$3K
Insider	\$20K	\$2K

In addition to the partner level credits, all partners have the following benefits:

- ◆ Priority in sponsorship and advertising selections
- ◆ Priority for all new sponsorship opportunities created by ALTA
- ◆ Attendee lists with email address for all Flagship meetings
- ◆ General Sessions sponsor loop acknowledgement at all Flagship meetings
- ◆ Discounts on Level 3 & 4 booths at ALTA ONE
- ◆ Multi-year sponsorship lock-in*
- ◆ Invitation to ALTA ONE site visits
- ◆ Webinar sponsor + presenter combo
- ◆ 1 Free pass to current year ALTA ONE for Partner CEOs**

*Luminary, Legend and Icon Partner levels only

**Non-transferable, CEOs only, and no rain checks—use it or lose it

[#]Luminary Partners excluded

ALTA's Strategic Partner Program



ALTA ONE Planning Site Visits with Partners

The future of ALTA ONE starts on-site! Our Strategic Partners are now getting first-hand access to future venues—touring the spaces, scouting branding 'gold mines,' and experiencing the layout before anyone else. Plus, our 1-on-1 deep dives with the ALTA Meetings team mean every partnership is built for maximum ROI. See it. Scout it. Secure it.

ALTA ONE 2028 will be held in the JW Marriott in Tampa, FL. In early June 2027 we will be traveling to Tampa 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

Future ALTA ONE's

2028: Oct 16th –19th JW Marriott, Tampa, FL

2029: Oct 8th—11th Broadmoor, Colorado Springs, CO

2030: Oct 14th—17th -JW Marriott, Desert Springs, CA



Event Sponsorships

Engagement & Innovation Events

ALTA
**LARGE
AGENTS
CONFERENCE**


ALTA
American Land Title Association
**UNDERWRITER
EXECUTIVE
FORUM**


ALTA
COMMERCIAL NETWORK

Flagship Events

ALTA
ED/ge


ALTA
**ADVOCACY
SUMMIT™**


ALTA
ONE™

If you are interested in exhibiting at one of our meetings please either go to www.alta.org/booths or send an email to sponsorship@alta.org

Key 2027 Dates

Meeting	Meeting Dates	Due date for Artwork	Due date for all Video Files	Sponsorship Items*	Ship to
	1/16/27-1/18/27	1/3	1/14	On or after 1/14/27 & On or before 1/15/27	ALTA/E Mincey [COMPANYT][SPONSOR ITEM] The Ritz-Carlton, Dove Mountain, 15000 North Secret Springs Dr, Marana, AZ 85658 520 572 3000
		2/16	2/7	On or after & On or before	ALTA/E Mincey [SPONSOR ITEM] West Coast
		2/1	2/7	On or after & On or before	ALTA/E Mincey [SPONSOR ITEM] West Coast
	3/8/27-3/10/27	2/15	2/28	On or after 3/4/27 & On or before 3/6/27	ALTA EDge: Sponsorship Item [COMPANY NAME] [SPONSOR ITEM] [DAY IF APPLICABLE] Hyatt Regency 170 S W Temple St, Salt Lake City, UT 84101 801 596 1234
	5/7/27-5/14/27	4/1	4/15	On or after 5/4/27 & On or before 5/6/27	ALTA ADVOCACY: Sponsorship Item [COMPANY NAME] [SPONSOR ITEM] [DAY IF APPLICABLE] Intercontinental, The Wharf, 801 Wharf St, SW, Washington, D.C. 20024 (202) 878-8570
	July TBD	5/31	5/15	On or after & On or before	ALTA/E Mincey [COMPANY NAME] [SPONSOR ITEM] East Coast
	10/11/27-10/14/27	8/28	9/30	On or after 10/6 & On or before 10/9	ALTA ONE: Sponsorship Item [COMPANY NAME][SPONSOR ITEM] [DAY IF APPLICABLE] JW Marriott 110 E 2nd Street, Austin, TX, 78701 512 983 4900

*All tracking numbers must be emailed to ALTA upon shipping. Where TBD - for more info: <https://www.alta.org/events/>

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.

Sponsor Pre-event (on or off property) \$12,000

- ◆ 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.
 - ◆ Winter (74.63)
 - ◆ Summer (74.64)
- ◆ Add –on: all only to partners that have not purchased this sponsorship before, and in order of partner position.

Sponsorships of this conference has strict guidelines:

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

ALTA LARGE AGENTS CONFERENCE

ALTA LARGE AGENT CONFERENCES in 2027

- ◆ **Winter 1/16-1/18:** The Ritz-Carlton, Doe Mountain, 15000 North Secret Springs Dr, Marana, AZ 85658 520 572 3000
- ◆ **Summer Central or Eastern US**

Sponsorship Opportunities

- ◆ ~~4.104 Badge Lanyards \$2,500 sponsor acquires & ships lanyards~~
- ◆ 16.041 Customized Password for meeting space @ each meeting Wi-fi \$1,500
- ◆ 39.120 & 39.121 Key Cards: \$3,000 includes delivery
- ◆ Happy Hours: \$5,450 Exclusive - includes signage, branded napkins & mention on the schedule
 - ◆ Winter: Day 1 (74.600) Summer: Day 1 (74.602)
- ◆ 79.310-79.313 Room Drops all nights, each room drop each meeting: \$2,675 delivery included
- ◆ 79.331— 79.334 Chair Drops all days, each chair drop each meeting: \$2,500
- ◆ 79.40 & 79.401 Registration note book give away (sponsor supplied) each meeting: \$3,210
- ◆ Welcome Gift Station—Sponsor provided welcome gift set up on a separate table near reception Winter (79.402) \$2,500 Summer (79.403) \$2,500
- ◆ Advertising:
 - ◆ Banner (240.00)& Buttons (240.10, 240.20, 240.30) ads on Meetings website: Ads run Sep-Jan & Feb –Jul.
 - ◆ Banners: \$1,000 Buttons \$400

Underwriter Executive Forum

Sponsoring ALTA's Underwriter Executive Forum puts your brand directly in front of a **highly concentrated group of decision-makers** from across the title insurance underwriting sector.



ALTA Underwriter Executive Forum
West Coast
In conjunction with ALTA Commercial
Network

New: Full Conference Sponsorship—exclusive 89.00

Exclusively brand the entire meeting, includes, dinner,* cups & branded napkins, Room Dropx2 (incl Porterage), meeting schedule branding, chair drop excl lanyards), Key Cards & Wi-Fi branding: \$26,000

Sponsorship Opportunities

- ◆ ~~4.11 Badge Lanyards \$2,500 sponsor acquires & ships lanyards~~
- ◆ 16.042 Wi-Fi Sponsorship (Customized Password) for meeting space \$2,500
- ◆ 39.12 Key Cards: \$3,000 includes acquisition and delivery
- ◆ 39.13 Branded Executive desk set \$5,000
- ◆ 74.412 Welcome dinner sponsorship* \$7,000 includes branded cups & napkins.
- ◆ 79.314 Room Drop Day 1: \$3,200 delivery included
- ◆ 79.315 Room Drop Day 2: \$3,200 delivery included
 - ◆ Room Drop package—both days \$6,000 delivery included
- ◆ 79.335 Chair Drop Day 2 (1,500)
- ◆ 89.00 Full Conference Sponsorship (lanyards excluded) see above \$26,000

* Combined dinner/reception
with ALTA Commercial Network
Meeting

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~~
- ◆ 16.043 Wi-fi Sponsorship— \$3,000 (Customized Password) for meeting space
- ◆ 39.12 Key Cards: \$3,000 includes delivery
- ◆ 51.171 & 51.172 General Session sponsor video—60 commercial Day 1: \$4,750 Day 2: \$3,750
- ◆ 74.412 Welcome dinner sponsorship* \$6,000 includes branded cups and napkins, signage,
- ◆ 74.421 Night 2 happy hour sponsorship; includes branded cups and napkins, signage,
- ◆ 79.315 & 79.316 Room Drops Day 1: \$3,500, Day 2: \$2,500 (delivery included)
- ◆ 79.337 & 79.338 Chair Drops Day 1 & 2— \$3,000 each
- ◆ 79.401 Registration give away—sponsor supplied \$3,210

* New— 32.06 Table Top Exhibits includes 2 free passes \$2,000

* Combined dinner/reception with ALTA Underwriter Executive Forum



ALTA Commercial Network
Southern California Mid February



- ♦ ALTA EDge 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 400+ 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:

www.alta.org/booths



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:

www.alta.org/booths

2027 Technology Sponsorships 16.00

ALTA Meetings Apps (16.01)

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.

- ♦ ALTA EDge App (16.011) \$9,999
- ♦ ALTA Advocacy Summit Capitol Hill Day App (16.012) \$5,500
- ♦ ALTA ONE App (16.013) \$14,999



Meeting Daily Schedule Branding (16.02)

Exclusive: Brand the daily schedule emailed to all meeting attendees

- ♦ ALTA EDge (16.020) \$5,500
- ♦ ALTA Advocacy Summit (16.021) \$4,500
- ♦ ALTA ONE (16.022) \$7,500



Wi-Fi for Meeting Space (16.04)

Exclusive: Brand meeting space Wi-Fi: Branded code cards distributed by ALTA

- ♦ ALTA EDge (16.044) \$9,999
- ♦ ALTA Advocacy Summit (16.045) \$5,999
- ♦ ALTA ONE (16.046) \$16,050
- ♦ Specialty Meetings (16.041—16.043) \$3,000 each



Large Screen and Video Commercial (16.05)

Placed in meeting space (not in exhibit hall), large screen monitor mounted on a stand plays for duration of meeting

- ♦ ALTA EDge (16.051) \$6,999
- ♦ ALTA ONE (16.052) \$9,999 Bundle both: \$15,300



UBER Rides Capitol Hill Day (106.00)

Sponsor all UBER rides for Delegates for Capitol Hill Day—recognition in Know Before You Go, shout out during general sessions

- ♦ \$8,000



2027 ALTA EDge Premium Sponsorship— LED screen

Hotel LED Screen

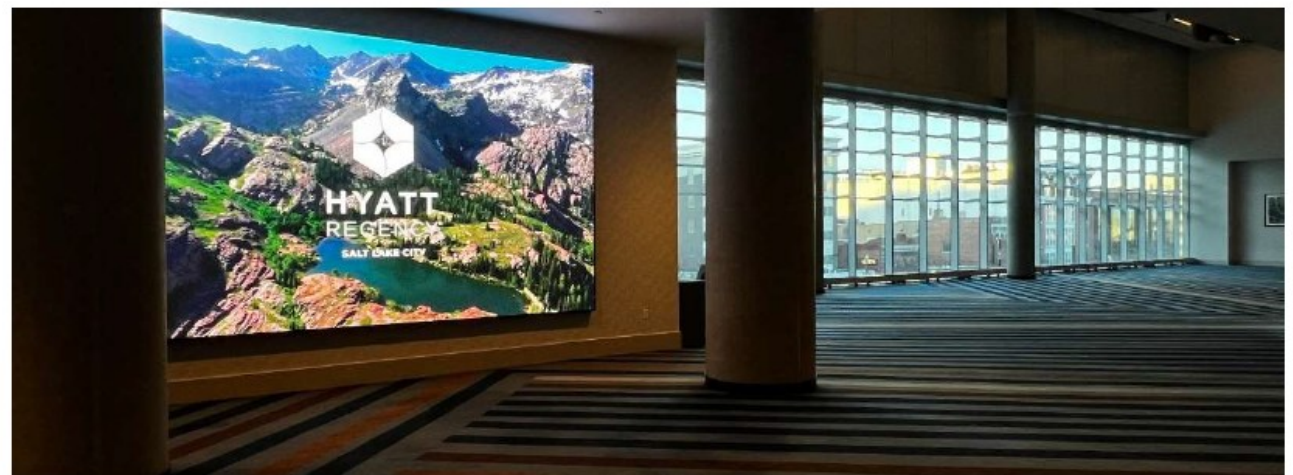
Your video plays through the meeting in the middle of the exhibit space—prime location (no audio)

(16.08) \$9,999

Video content swap outs will incur an additional fee

Video Specs

- ♦ Video due 2/28
- ♦ Supported Codecs: H.265, H.264, Supported (3-gb max)
- ♦ Extensions/Containers: .mp4 (3-gb max)
- ♦ Digital Billboards **do not** support audio playback.



Display Type	Display Location
LED Wall - 9'x16' Resolution: 3072x1728	2nd Floor Salt Lake Ballroom Pre-Function Area

2027 Advocacy Summit Featured Sponsorships (74.21—74.231)

ALTA ADVOCACY SUMMIT

Sponsor first day Welcome Reception—

Opening reception with members of congress and the current administration. Multiple branding opportunities for sponsors and technology vendors— brand visibility to attendees, (may include members of congress and the administration).

(74.210) Premium Sponsorship: \$15,000 —exclusive

- ♦ Premium brand placement
- ♦ Branded cups & napkins
- ♦ 2 free registrations

ALTA ADVOCACY “STUDY DAY” Coffee Station Sponsorship (3.00)

All day (Tuesday) Coffee Station sponsorship includes: signage and mention on schedule: Sponsor may provide branded napkins and coffee cup sleeves if desired.

- ♦ (3.00) \$1,799

Capitol Hill Lobby Day Lunch Sponsorship (74.212)

Sponsorship includes: signage and mention on schedule: Sponsor may provide own signage for placement (returns only with pre-paid shipping label).

- ♦ (74.212) \$2,999

Capitol Hill Lobby Day Wrap Party—exclusive (74.213)

Sponsorship includes signage, mention on schedule, and branded napkins and 2 free passes (no substitutions or rain checks).

- ♦ (74.213) \$2,999

4 Table Top Booths (302.00)

Vendor displays/table top booths: includes mention on the schedule and premeeting email blasts and 2 free passes per booth

- ♦ (302.01—302.04) — \$3,000

Other sponsorships are available: email us for more details sponsorship@alta.org





In-room TV Commercial 16.081 (16,999)

A channel dedicated to a sponsor's video – when the TV is turn on in the guest room the TV defaults to this channel *each time*

Lobby GOBO* (32.700) \$7,999

Monday AM - Thursday PM

*Slide provided by sponsor



2027 ALTA ONE Premium Sponsorships

Starbucks Branding Packages

Brand aspects of the Level 2 Starbucks area



Code	Package Name	Branded Napkins	Coffee table fops (3)	Sponsor Coupons*	Window clings (3)	Glass Rail Cling	Cost
32.860	Starbucks—Basic	Yes	Yes	Yes	No	No	\$6,999.00
32.870	Starbucks— Plus	Yes	Yes	Yes	Yes	No	\$9,999.00
32.880	Starbucks-Champion	Yes	Yes	Yes	Yes	Yes	\$14,999.00

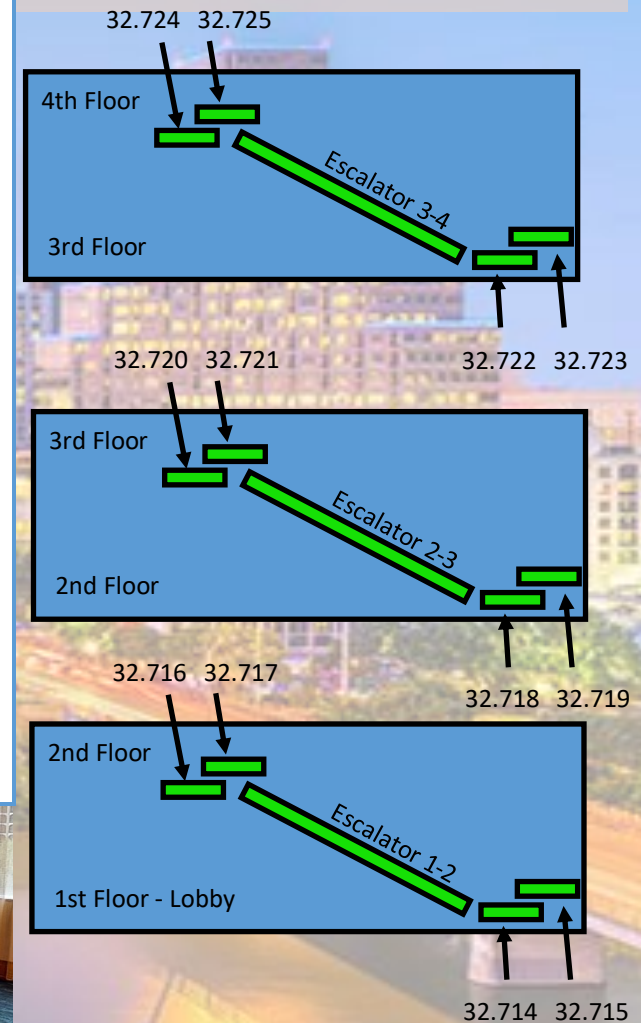
Basic & Plus: Other sponsor activations may be present: Champion—Exclusive

* Sponsor designs and provides their own coupons and distributes them from either a booth or meeting room. Sponsor is responsible for working with the property on coupon redemption and settlement

ALTA ONE Featured Sponsorship Escalator Branding Package

Code	Location	Sub Location	Price	FedEx Code
32.714	1-2 Escalator Landing Plate Up	Bottom Landing Plates	\$1,830.18	5679_1F_GPA_Escalator1-2Landing-1
32.715	1-2 Escalator Landing Plate Down		\$1,830.18	5679_1F_GPA_Escalator1-2Landing-2
32.716	1-2 Escalator Landing Plate Up	Top Landing Plates	\$1,830.18	5679_2F_GPA_Escalator1-2Landing-3
32.717	1-2 Escalator Landing Plate Down		\$1,830.18	5679_2F_GPA_Escalator1-2Landing-4
32.718	2-3 Escalator Landing Plate Up	Bottom Landing Plates	\$1,830.18	5679_2F_GPA_Escalator2-3Landing-1
32.719	2-3 Escalator Landing Plate Down		\$1,830.18	5679_2F_GPA_Escalator2-3Landing-2
32.720	2-3 Escalator Landing Plate Up	Top Landing Plates	\$1,830.18	5679_3F_GPA_Escalator2-3Landing-3
32.721	2-3 Escalator Landing Plate Down		\$1,830.18	5679_3F_GPA_Escalator2-3Landing-4
32.722	3-4 Escalator Landing Plate Up	Bottom Landing Plates	\$1,830.18	5679_3F_GPA_Escalator3-4Landing-1
32.723	3-4 Escalator Landing Plate Down		\$1,830.18	5679_3F_GPA_Escalator3-4Landing-2
32.724	3-4 Escalator Landing Plate Up	Top Landing Plates	\$1,830.18	5679_4F_GPA_Escalator3-4Landing-3
32.725	3-4 Escalator Landing Plate Down		\$1,830.18	5679_4F_GPA_Escalator3-4Landing-4
32.730	Landing Plates (Every Level, Top & Bottom)	All	\$15,999.00	
32.750	1-2 Escalator Center Runner		\$7,999.00	5679_1F_PA_Escalator1-2MiddleRun
32.751	2-3 Escalator Center Runner		\$5,999.00	5679_2F_PA_Escalator1-2MiddleRun
32.752	3-4 Escalator Center Runner		\$5,999.00	5679_3F_PA_Escalator1-2MiddleRun

Brand all the escalator landing plates in the meeting space:
Own the first step of every journey with a high-impact brand greeting right underfoot



2027 Major Meeting General Sessions Sponsorships (52.00)

Meeting	Day	Premium/Headline Sponsor		Session Starter Commercial		Deadlines for video content
ALTA EDge	1	52.01	\$12,840	52.02	\$5,350	2/28
	2*TBD	52.03	\$11,999	52.04	\$4,999	
ALTA Advocacy Summit	1	52.05	\$9,999	52.06	\$4,999	4/15
ALTA ONE	1	52.07	\$19,999	52.08	\$10,000	9/15
	2	52.09	\$9,999	52.10	\$5,000	
	3	52.11	\$4,999	52.12	\$1,500	

General Session Premium/Headline Sponsor

Overall sponsor acknowledgement from stage, logo on schedule, signage and 30-60 second sponsor video

General Session Commercial Break

30—60 second sponsor video

Chair Drops

ALTA EDge

- ♦ Day 1 (79.000) \$2,500

Advocacy Summit

- ♦ (79.000) \$2,500

ALTA ONE

- ♦ Day 1 (79.000) \$2,500
- ♦ Day 2 (79.001) \$1,500
- ♦ Day 3 (79.002) \$500

Sponsor acquires and ships items

2027 Vendor Demo Sessions at ALTA EDge

ALTA EDge Special Topic Rooms (81.01—81.04) \$6,955

Host a 60 minute special topic room presentation, topic to be part of event programming on the first full day, and included on the schedule. Includes; mention in schedule, email notifications, signage and 1 free pass for presenter: 4 available, sessions run concurrently. Subject must be submitted and approved by ALTA by 1/31 to prevent duplicate subjects - priority given to Strategic Partners.

ALTA EDge Vendor User Group Meetings:

90 minute sessions (81.041—81.048) \$6,995

Programmed into the schedule on the first day: does not coincide with any other programming: one 6 concurrent sessions: 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
 - ◆ Attendee list with email addresses—circulation
- ◆ Any additional technology requirements will need to be coordinated through hotel's in-house AV provider and not be included in the sponsorship fee



ALTA ONE Places and Spaces



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'deep brandable meeting space can be located near the exhibit hall—but out of earshot—\$15,000 some with exclusivity options



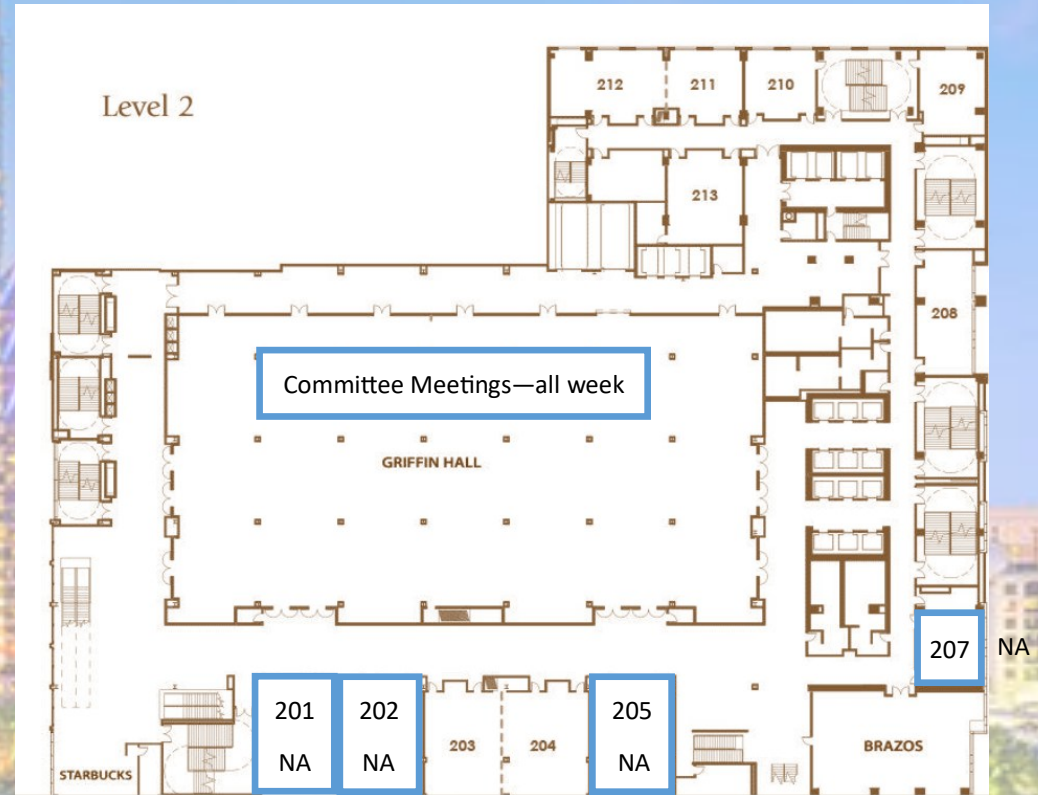
ALTA ONE—Branded Double Sided Light Boxes

- ♦ (31.02) 10'w x 10'h \$8,000 Registration area
- ♦ (31.01) 10'w x 10'h \$9,000 Lobby



ALTA ONE 2027 Floor Plans Level 2—Meeting Rooms

Code	Meeting Room	Capacity	Price
33.203	203	100	\$5,700.00
33.204	204	100	\$5,700.00
33.208	208	100	\$5,500.00
33.209	209	60	\$5,500.00
33.210	210	60	\$5,500.00
33.211	211	60	\$5,500.00
33.212	212	80	\$5,500.00
33.213	213	80	\$5,500.00
33.214	Brazos	100	\$6,500.00



All hospitality and meeting rooms:
 Move in: after 5:00 PM Monday
 Move out: before 5:00 PM Wednesday
 Call for additional time, fees may apply



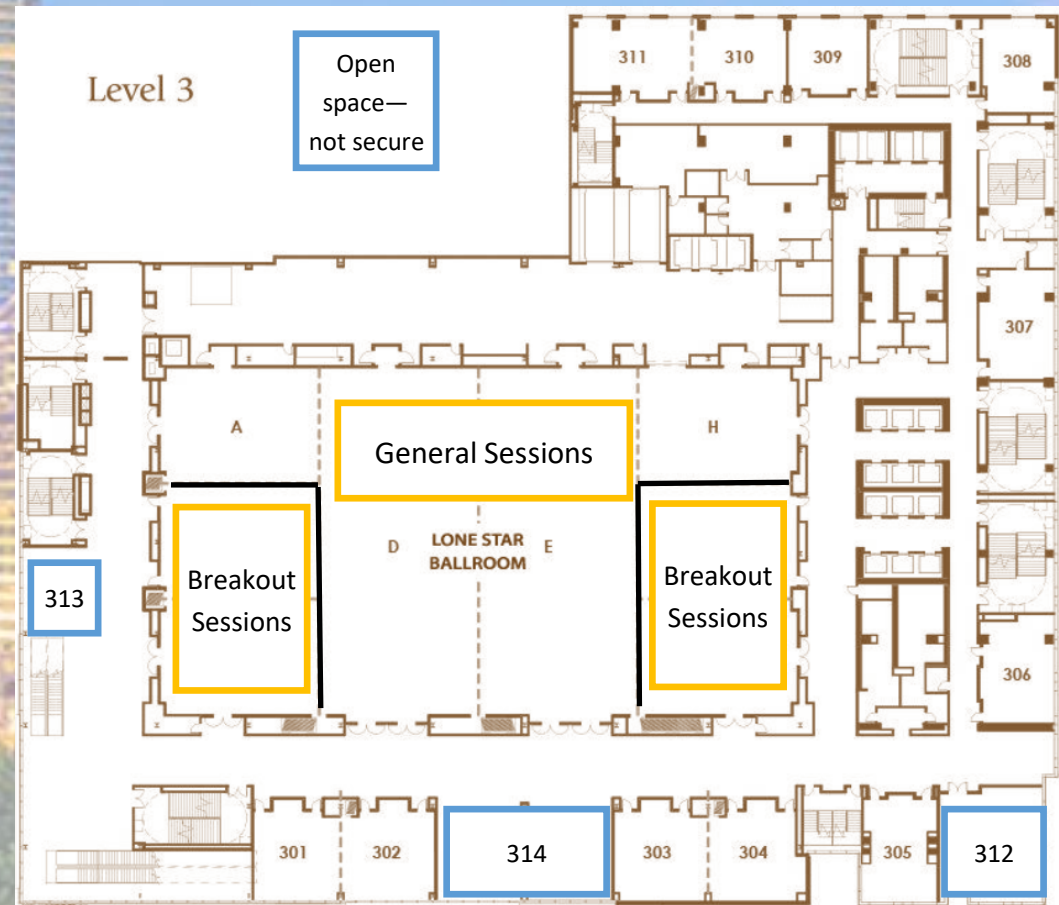
ALTA ONE 2027 Floor Plans Level 3—Meeting Rooms

Code	Meeting Room	Capacity	Price#
33.301	301	90	\$5,800.00
33.302	302	95	\$5,800.00
33.303	303	95	\$5,700.00
33.304	304	95	\$5,700.00
33.305	305	85	\$5,500.00
33.306	306	90	\$5,250.00
33.307	307	90	\$4,999.00
33.308	308	75	\$4,999.00
33.309	309	65	\$4,999.00
33.310	310	70	\$4,999.00
33.311	311	100	\$4,999.00
33.312*	312	150	\$4,999.00
33.313*	313	150	\$6,999.00
33.314*	314	50	\$7,999.00

*Open floor space

#Earlybird pricing: valid until 3/31/2027

Each meeting room comes with 2 free passes
(maximum of 4 per Sponsor)



All hospitality and meeting rooms:
Move in: after 5:00 PM Monday
Move out: before 5:00 PM Wednesday
Call for additional time, fees may apply



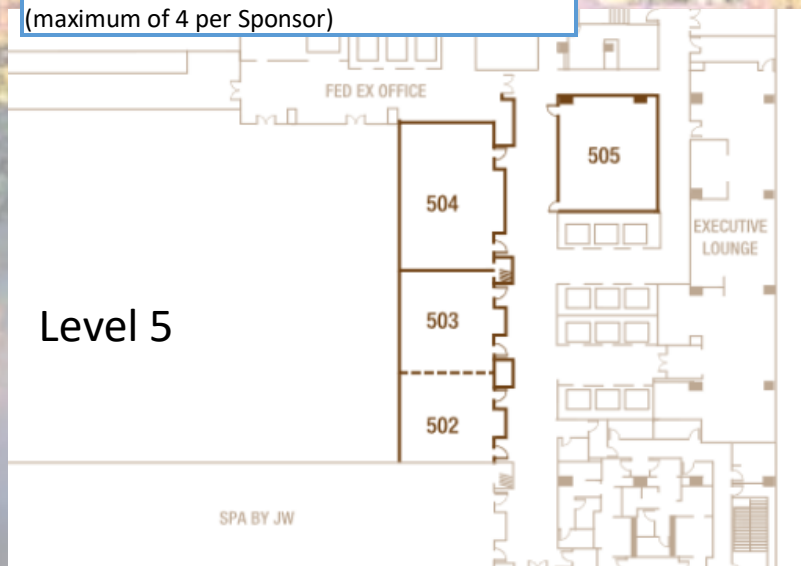
ALTA ONE 2027 Floor Plans Level 4 & 5 —Meeting Rooms

Code	Meeting Room	Capacity	Price#
33.401	401	100	NA
33.402	402	90	\$5,700.00
33.403	403	90	\$5,700.00
33.404	404	75	\$5,500.00
33.405	Boardroom	16	\$5,500.00
33.406	406	65	NA
33.407	407	60	\$4,999.00
33.408	408	60	\$4,999.00
33.409	409	95	\$4,999.00
33.410	410	80	\$3,999.00
33.502	502	85	\$3,999.00
33.503	503	85	\$3,999.00
33.504	503	85	\$3,999.00
33.504	504	85	\$3,999.00
33.505	506	85	\$3,999.00

*Not a secure space, no doors

#Earlybird pricing: valid until 3/31/2027

Each meeting room comes with 2 free passes
(maximum of 4 per Sponsor)



All hospitality and meeting rooms:
Move in: after 5:00 PM Monday
Move out: before 5:00 PM Wednesday
Call for additional time, fees may apply



ALTA ONE Breakout 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 Entry Branding

ALTA ONE Welcome Banner (32.100) (L, C, R) \$14,999
Brand the main entry revolving door headers—Create a true first impression:

All artwork must include the ALTA ONE logo

ALTA ONE Goodbye Banner (32.101) (L, C, R) \$7,999
Brand the main entry revolving door headers—Say goodbye to the attendees and prep them for the next ALTA ONE:

All artwork must include the ALTA ONE logo and location for 2028



Virtual Tour available here:

<https://discover.matterport.com/space/dQux3pAWWYJ>

Entryway conditions: Welcome Banner & Goodbye banner cannot be purchased by same sponsor
Artwork must include ALTA ONE Logo

All Sponsor Lobby Artwork must include the ALTA ONE logo

A/w deadline 8/28/2027- after which late fees may apply

ALTA ONE Entry & Lobby Branding

Entry Windows (facing out) (32.114, 32.115 & 32.116)
1 window = 3 panes 3 windows available
\$8,999 each



Floor Clings—maximum 3 up to 30 sqft (32.102) \$2,150 each, one Sponsor may buy all 3
Call for quote for larger size



Virtual Tour available here:

<https://discover.matterport.com/space/dQux3pAWWYJ>

Entryway conditions: Welcome Banner & Goodbye banner cannot be purchased by same sponsor

All Sponsor Lobby Artwork must include the ALTA ONE logo

A/w deadline 8/28/2027- after which late fees may apply

ALTA ONE Main Lobby Branding Opportunities

Lobby Check In & Service Desks

Left Bonvoy Elite Check In Desk	(32.111)	\$2,027.55
Main Check In Desk 2 panels	(32.112)	\$5,305.77
Bell Desk	(32.113)	\$2,311.41
Concierge Desk 2 panels	(32.110)	\$1,491.69



32.110

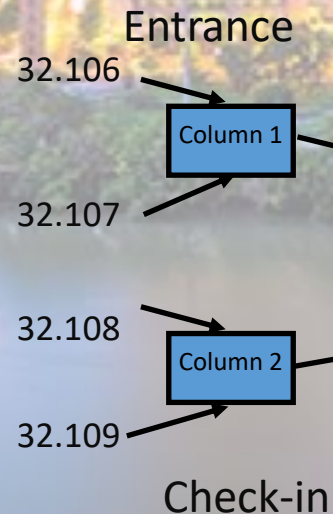


32.111

32.112

32.113

Lobby Column
Banner 1 (32.106-
32.109) \$9,999 per
column (per wide
side)



All Sponsor Lobby Artwork must include the ALTA ONE logo

ALTA ONE Elevator Branding All floors (

Elevator Branding: Premium Locations:

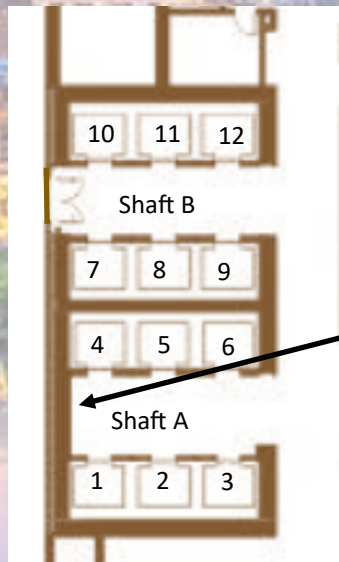
- ♦ Level 1 (Lobby) Outside doors \$2,581.76 per elevator

Elevator Branding: Regular Locations:

- ♦ Level 2 (Committee Meetings) Outside doors \$2,016.00
- ♦ Level 3 (General Sessions) \$1,663.80
- ♦ Level 4 (Exhibit Hall) \$1,606.43

Elevator Shaft Headers

- ♦ Elevator Shaft Headers see table



Codes	Level	Header Shaft	Price
32.801	Lobby	A	\$6,987.97
32.802	Lobby	B	\$6,987.97
32.803	2	A	\$3,993.13
32.804	2	B	\$3,993.13
32.805	3	A	\$3,493.99
32.806	3	B	\$3,493.99
32.807	4	A	\$2,994.84
32.808	4	B	\$2,994.84

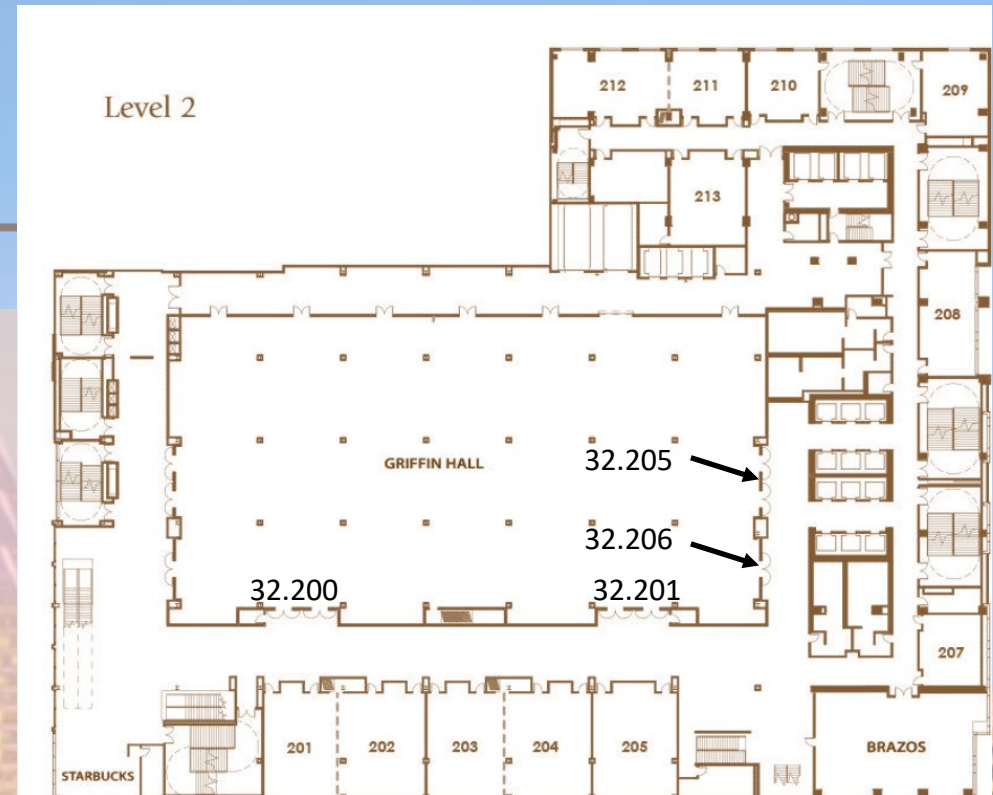
Outside Door Codes	Level	Elevator#	Price Per Door
32.502-32.513	1	1-12	\$2,581.76
32.514-32.525	2	1-12	\$2,000.00
32.526-32.537	3	1-12	\$1,663.80
32.538-32.549	4	1-12	\$1,606.43

A/w deadline 8/28/2027- after which late fees may apply

ALTA ONE Level 2 Griffin Hall Committee Rooms Branding Opportunities (32.00)

Griffin Hall Door Headers:

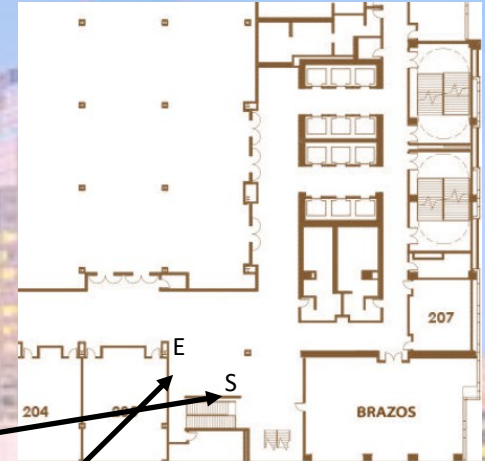
- ♦ Left Entrance South (32.200) \$6,363
- ♦ Right Entrance South (32.201) \$7,092.30
- ♦ Right Hand Side Top Double (32.205) \$4,539.07
- ♦ Right Hand Entrance Bottom Single (32.206) \$4,086.70



A/w deadline 8/28/2027- after which late fees may apply

ALTA ONE Level 2 Griffin Hall Committee Room Level Branding Opportunities (32.203 & 32.70)

Griffin Hall East Foyer meeting space



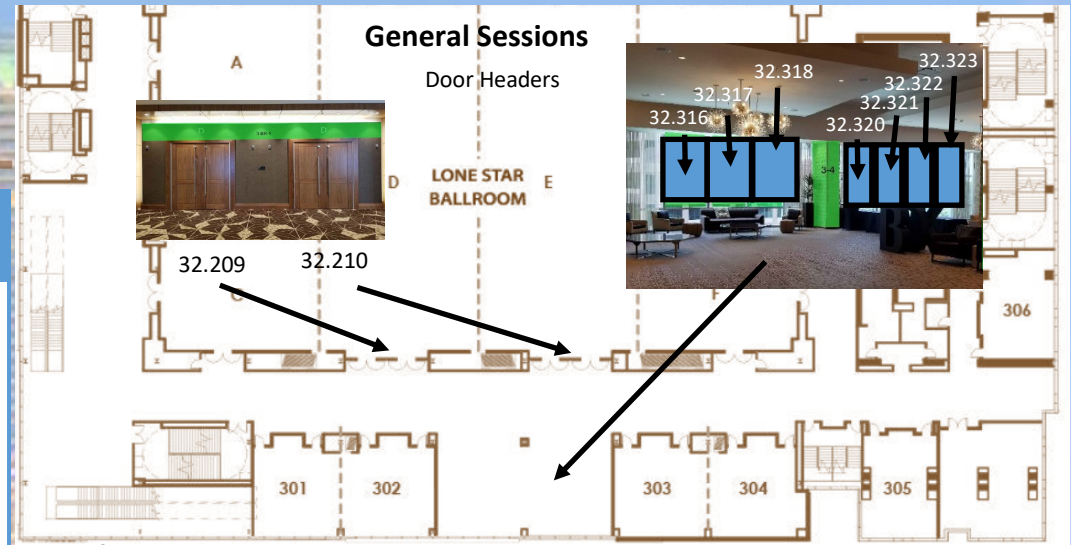
Code	Branding Type	Price
32.203	Column 2 wide sides	\$6,552.40
32.701	Wall Branding South	\$9,116.38
32.702	Wall Branding East	\$6,437.03



A/w deadline 8/28/2027- after which late fees may apply

ALTA ONE Level 3 General Sessions Level Branding Opportunities (32.70)

Code	Branding Type	Price	FedEx Code
32.309	Lonestar Ballroom entry header Left	\$3,903.19	3-BR-1
32.310	Lonestar Ballroom entry header Right	\$3,903.19	3-BR-2
32.312	Escalator Wall space	\$10,606.50	3-11
32.316	Lonestar South Foyer Window 1	\$3,580.96	3-1
32.317	Lonestar South Foyer Window 2	\$3,580.96	3-2
32.318	Lonestar South Foyer Window 3	\$3,580.96	3-3
32.320	Lonestar South Foyer Window 4	\$3,580.96	3-5
32.321	Lonestar South Foyer Window 5	\$3,580.96	3-6
32.322	Lonestar South Foyer Window 6	\$3,580.96	3-7
32.323	Lonestar South Foyer Window 7	\$3,580.96	3-8
32.603	Escalator 3 to 4 Short Run	\$2,450.92	3-12
32.705	3rd Floor Escalator Landing Plate Up	See Page 20	
32.706	3rd Floor Escalator Landing Plate Down		

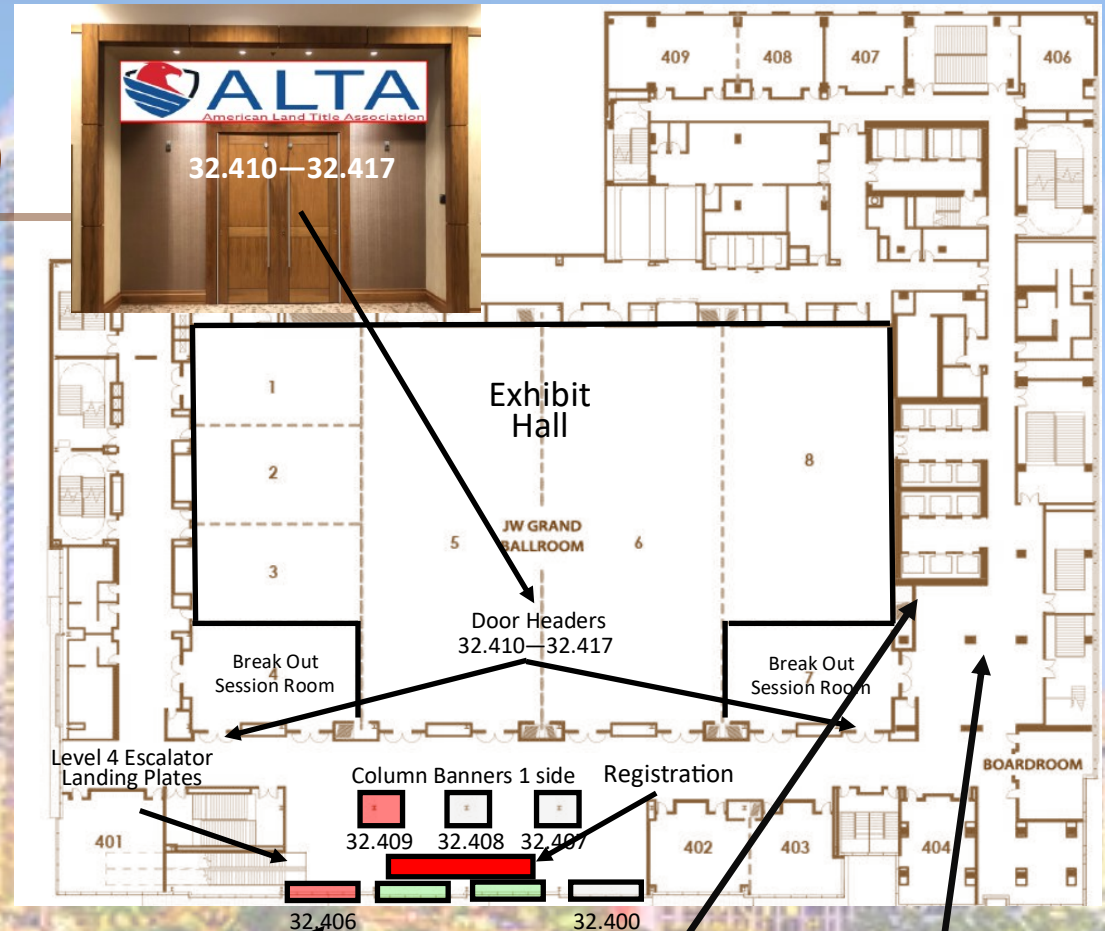


A/w deadline 8/28/2027- after which late fees may apply

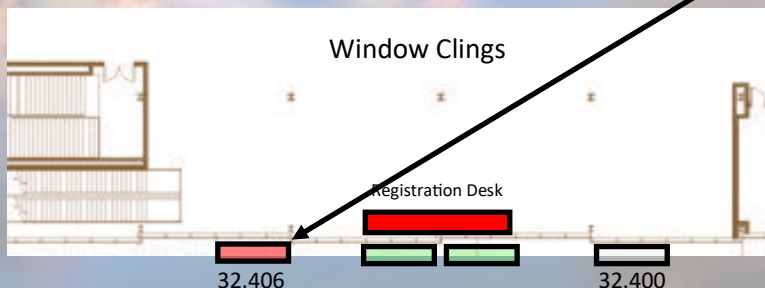
ALTA ONE Level 4 Exhibit Hall Level Branding Opportunities(32.40)

Code	Branding Type/Locn	Price
32.400	Window 1 Grand Foyer#\$	\$6,478.76
32.406	Window 4 Grand Foyer (Prime)*\$	\$14,457.87
32.407	Column R Grand Foyer#	\$ 8,261.64
32.408	Column C Grand Foyer#	\$ 8,261.64
32.409	Column L Grand Foyer (Prime)#*	\$ 9,638.58
32.410	Grand ballroom Entry Headers (Salon 4A)	\$ 3,648.64
32.411	Grand ballroom Entry Headers (Salon 4B)	\$ 3,648.64
32.412	Grand ballroom Entry Headers (Salon 5A)	\$ 2,121.30
32.413	Grand ballroom Entry Headers (Salon 5B)	\$ 2,121.30
32.414	Grand ballroom Entry Headers (Salon 6A)	\$ 2,121.30
32.415	Grand ballroom Entry Headers (Salon 6B)	\$ 2,121.30
32.416	Grand ballroom Entry Headers (Salon 7A)	\$ 4,327.45
32.417	Grand ballroom Entry Headers (Salon 7B)	\$ 3,563.78
32.420	Outside Salon 7 Wall Space	\$14,774.42
32.421	Outside Salon 7 Column wide	\$11,275.86

#Sponsor Artwork must include ALTA ONE Logo
\$ Six panes of glass per window cling



***Prime Locations**

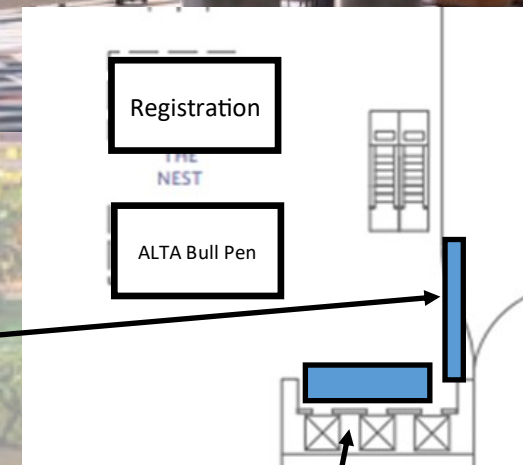
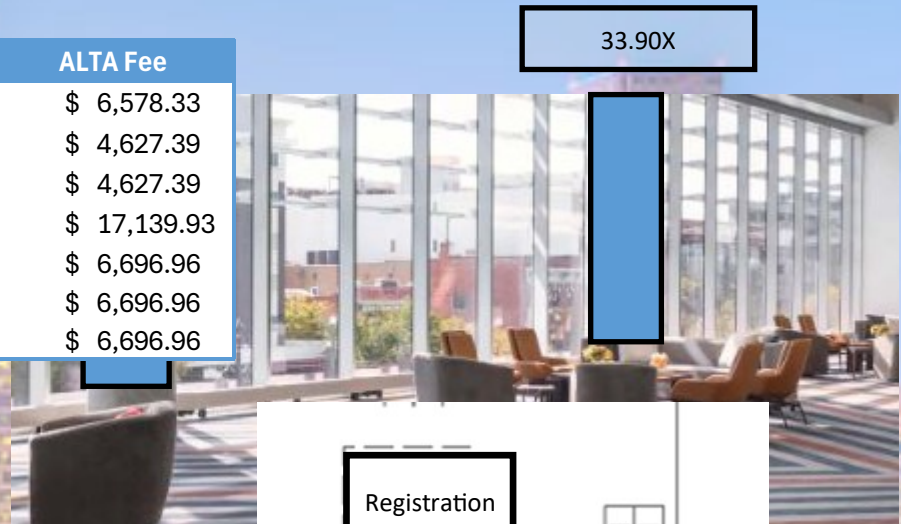
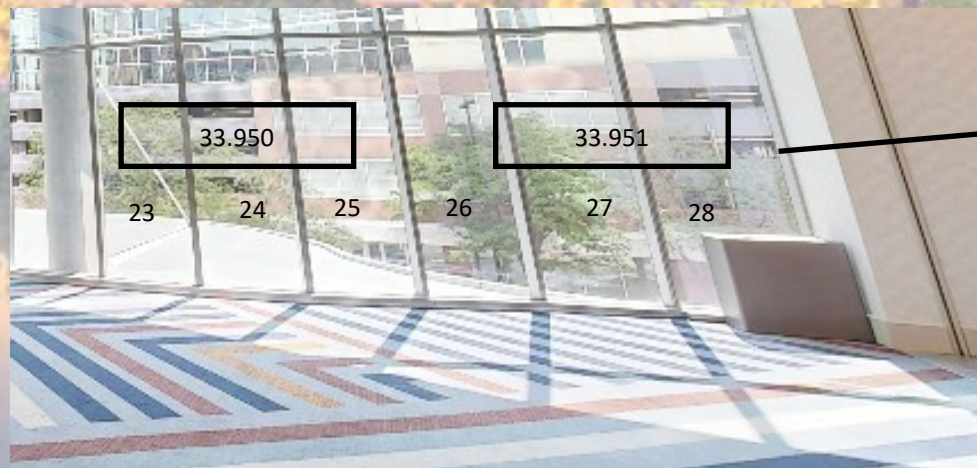


32.421

ALTA EDge Registration & Elevator Area Branding Opportunities

Column Branding: \$6,578.33 per column—only available to exhibitors—please see EDge 2027 Prospectus

Code	Mfr Code	Location Name	ALTA Fee
33.901	BC-1	Exhibit Space Column Branding	\$ 6,578.33
33.950	WC-01	Window Cling - 3 Panels closest to Elevator (max 1500 Sqft)	\$ 4,627.39
33.951	WC-02	Window Cling - 3 Panels furthest from Elevator	\$ 4,627.39
33.961	ET-2	Elevator Threshold (280 Sqft max) Exhibits Level	\$ 17,139.93
33.971	EL-2-L	Elevator Doors Per Elevator L Exhibits Level	\$ 6,696.96
33.972	EL-2-C	Elevator Doors Per Elevator C Exhibits Level	\$ 6,696.96
33.973	EL-2-R	Elevator Doors Per Elevator R Exhibits Level	\$ 6,696.96



33.97X



Deadline for all artwork 2/28

Branding File Creation and Transmissions Instructions

Missed deadlines for the submission of correctly prepared and formatted artwork will attract additional late fees from the manufacturer

Vendor Fusion

- ◆ Resolution: View your les in the Adobe application used to create them at 100% scale to see what they will look like when they are printed. Files should be built at 75 dpi or higher when viewed at 100%.
- ◆ CMYK: We print using CMYK. Files created in RGB may change when converted. Use PMS callouts and swatches to verify color when necessary.
- ◆ Formats: Adobe Photoshop (.tif, .psd, .psb), Adobe Illustrator (.ai, .eps, .pdf), Adobe InDesign (.pdf, .INDD) All files should be converted to CMYK, les sent as RGB will be converted and some color may change. We output les with the U.S Sheetfed Coated Profile.
- ◆ PMS Colors: If Pantone colors need to be matched, please specify in your order and “call out” PMS colors in your artwork.
- ◆ Fonts: All fonts must be converted to outlines or provided with the files.
- ◆ Linked Files: All linked images must be embedded or included with the files.
- ◆ File Problems: Please note, we will try to make the les you provide to us the rst time work for your end product. Size issues, font issues, resolution issues, etc. that require us to rework your submitted les more than twice will have a \$70 prepress fee added to your final invoice. Your account manager will inform you of required design time necessary to x your les to meet our guidelines or additional charges for multiple file submissions.
- ◆ File up loads are to be made via www.fusionuploads.com
- ◆ File Naming Convention: Use the media kit Code and the manufactures code: plus your company name, for example: 33.950_WC-01_Stewart
- ◆ Josh.broderdorf@fusionimaging.com
- ◆ Deadline for all artwork for ALTA EDge 2027 is 2/28/2027



Vendor: FedEx Standard artwork & light boxes

1. Name the file(s) for each space as follows: 5679_ [MEDIA KIT CODE]. If more than one file is required for a space, include -1, -2, -3 to the end of the file name.
2. Print ready files are due to FedEx Office no later than MM-DD-YYYY (Customer Files Deadline) to ensure timely installation of your order.
3. FedEx Office prefers all files to be created to exact dimensions without adding bleeds and crop marks, in a flattened, PDF, print ready file. If a file with bleeds is submitted, the Trim Box must follow these standards or additional fees may apply and may delay your project:
 - ◆ Trim Box must be created to the exact dimensions of the final size.
 - ◆ The file outside of the Trim Box should not exceed .5 inches on all four (4) sides of the file.
3. If scaling files, only scale files to a half or quarter if greater than 200 inches or 100MB. Scale proportionally to print dimensions.
4. All print ready files should be delivered in PDF format and high-res greater than 200 DPI. Please include native file and all links including, but not limited to font files.
5. If Contour cutting is required, include vector-based die lines. These need to be no larger than .25pt and have a color attached. Set the color opacity to 1 %.
6. Files are to be uploaded to Wetransfer.com and a link is to be sent to the following email addresses:
 - ◆ Ethan Clark—ethan.clark@fedex.com—Onsite
 - ◆ BJ Hull - bj.hull@fedex.com - Manager
 - ◆ John Ybarbo - john.ybarbo@fedex.com - ASM
 - ◆ Office5679 Email - usa5679@fedex.com
- ◆ Deadline for all ALTA ONE 2027 artwork is 8/28/2027



Advertising, Web Exposure & Webinar Sponsorships

Advertising for any budget



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

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

Digital TitleNews



FLAGSHIP PUBLICATION!

- ◆ Digital copy distributed via email to all contacts and marketed throughout the 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 of 11,000 a month have been recorded
- ◆ Daily news relevant to the title industry gathered together into one e-newsletter
- ◆ Seven ads per issue

Advocacy Update

- ◆ 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/four buttons

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.

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
- ◆ Vendor spot light article—1 per month

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
- ◆ 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.



For further Elite Provider information, please contact eliteprovider@alta.org

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.
- ♦ Through mid-2026, the Foundation has awarded nearly \$1.5 million in grants to 256 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.
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