

Advertising Kit 2010-2011

**BECOME A
TLTA**
Premium Advertiser
TODAY
UP TO 20% SAVINGS
SEE PAGE 3 FOR DETAILS

Directory

E-News

Web site

Education Sponsor

Texas Land Title Association (TLTA)

is a statewide trade association representing the title insurance industry in Texas. Founded in 1908 and serving a membership of **over 2,000** representing close to **13,000 professionals** employed in the title insurance business, TLTA provides **regulatory and legislative advocacy**, **continuing education** and **up-to-date information** in keeping with its mission to enhance and protect the industry.



1717 West 6th St., Suite 120
Austin, TX 78703
ph: 512.472.6593
fax: 512.472.5931
www.TLTA.com



TLTA ADVERTISING OPPORTUNITIES

Membership Directory

By advertising in the *TLTA Membership Directory*, your company will connect with the highly specialized title industry market in a medium that's proven to be an essential resource for anyone doing business in the title industry in Texas.

This year we are combining online and print exposure in one convenient package. Get a web ad on the online directory and automatically get included in the print version for one low price.



Format: **Print and Online**
 Print Size: **8.5" x 11"**

Print Ad Layouts:



Web Ad Layouts:



Ad Size

(all print ads B&W)

(h= horizontal v= vertical)

	Member Price	Non-Member Price	Print Ad Dimensions
Full page print ad w/homepage tile	\$900	\$1,035	8.5" x 11"
½ page print ad - h/v w/homepage tile	\$500	\$575	8.5" x 5.5"
¼ page print ad - h/v w/rotating page tile	\$250	\$285	4.25" x 5.5"

*Ads run for one full year from the time they are posted.

No Time to Design an Ad? Let TLTA Work for You!

Don't let the task of designing the perfect ad hold you back. TLTA's in-house graphic artist has years of print and online ad design experience. He can design your company ad for the *TLTA Membership Directory* for an additional 10% of the original placement cost saving you time and money! Contact: Mike Hovan at 512.472.6593 or Mike@TLTA.com.

Make Your Advertising Dollars Stretch Further



TLTA ADVERTISING OPPORTUNITIES

E-News Sponsor

Reach more than 5,500 TLTA newsletter subscribers with exclusive sponsorship of the monthly *Downdate* or *Dateline Austin*. Your company logo will be prominently displayed at the top of the E-newsletter before any news copy.

Downdate

Circulation: 5500 +
Format: HTML/Web
Frequency: Monthly

Downdate is a monthly E-newsletter highlighting the most up-to-date industry, association and member news.

Dateline Austin

Circulation: 5500 +
Format: HTML/Web
Frequency: Monthly

Dateline Austin is a monthly E-newsletter highlighting the most up-to-date legislative, regulatory, industry and TLTA**PAC** news. Distributed by TLTA's Director of Government Affairs.



Ad Type	Member Price	Non-Member Price
<i>Downdate</i> E-News Sponsor	\$325/issue \$1,625 for 6 issues	\$375/issue \$1,875 for 6 issues
<i>Dateline Austin</i> E-News Sponsor	\$325/issue \$1,625 for 6 issues	\$375/issue \$1,875 for 6 issues
Ad change fee during contract phase	+\$20	+\$20
Ad change during contract requiring TLTA assistance	+\$50 for simple change +\$100 for animation change	+\$50 for simple change +\$100 for animation change

E-News Classifieds

Reach more than 5,500 TLTA newsletter subscribers with a classified advertisement in the monthly *Downdate* or *Dateline Austin*. The classified ads are one-column inch, approximately 50 words and placed at the bottom of the E-newsletters. Placement is made in the order they are received.

Ad Type	Member Price	Non-Member Price
<i>Downdate</i> E-News Classifieds	\$75/issue \$375 for 6 issues	\$85 \$425 for 6 issues
<i>Dateline Austin</i> E-News Classifieds	\$75/issue \$375 for 6 issues	\$85 \$425 for 6 issues
Ad change fee during contract phase	+\$20	+\$20
Ad change during contract requiring TLTA assistance	+\$50 for simple change +\$100 for animation change	+\$50 for simple change +\$100 for animation change



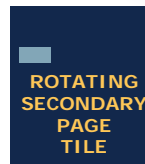
TLTA ADVERTISING OPPORTUNITIES

Web Site Ads

Reach more than **35,000 unique visitors every month** by advertising on the TLTA website. TLTA offers both large and small tile ads to suit your company's needs and budget. The tile ads will be placed to the right of the homepage text and on a random rotator through all public pages of **www.TLTA.com**. Tile ads will be in the lower left-hand corner of all public pages of **www.TLTA.com**.



Web Ad Layouts:



Ad Type	Member Price	Non-Member Price
Homepage tile 150w x 100h pixels/96 pixels per inch	\$150/month ad \$750 for 6 months	\$170/month \$850 for 6 months
Rotating secondary page tile 150w x 50h pixels/96 pixels per inch	\$100/month ad \$500 for 6 months	\$115/month \$575 for 6 months
Ad change fee during contract phase	+\$20	+\$20
Ad change during contract requiring TLTA assistance	+\$50 for simple change +\$100 for animation change	+\$50 for simple change +\$100 for animation change

★
BECOME A
TLTA
Premium Advertiser
TODAY

Become a **TLTA Premium Advertiser** for a discounted member package price of \$2,600 (more than 20% savings on the member list price). **

**Non-member price is \$3,000.
 (More than 20% savings on the non-member list price.)

The TLTA Premium Advertiser package includes a **full page black and white ad** in the *TLTA Membership Directory*, a **6-month website homepage tile ad** on the TLTA Web site and a **6-month E News Sponsorship of choice** of either the *Downdate* or *Dateline Austin* E-newsletter.

CONTACT RYAN POULOS ABOUT BECOMING A PREMIUM ADVERTISER!
ryan@tlt.com

Advertising Kit
 2010-2011





TLTA EDUCATION SPONSORSHIPS

Sponsor Opportunities

Sponsor our educational programs and experience the benefits of access to thousands of members of the title industry in Texas. We can provide all the exposure you need with one sponsorship package from TLTA.

Seminar/Webinar Sponsorships

Receive the following benefits at all TLTA live programs and webinars

- 1/4 page ad in education material distributed to every attendee at every program
- Verbal and printed acknowledgement at every program
- Logo and link on TLTA education page online
- Complimentary registration to attend any in-person program to network



\$1500

Member Price

\$1800

Non-Member Price

*The following events have separate sponsorship packages:

TLTA Annual Conference and Business Meeting

June 16-18, 2011 | San Antonio | JW Marriott San Antonio Hill Country

Join us and hundreds of other decision makers in the Texas title industry as we meet for our yearly exchanging of ideas and industry information. Includes scheduled time for attendee/vendor networking, vendor-provided door prizes and a "Passport" promotion where attendees that visit all vendor tables will be entered into a drawing for another prize. Come join the fun.

Sponsorship Brochure Coming Soon!

Click here to view the 2011 Conference Sponsorship Brochure



Contact Mary Beth Kiser to discuss Sponsor options: marybeth@tlt.com