



TEXAS LAND TITLE ASSOCIATION
MARKETING KIT

1717 W. 6th St., Suite 120 | Austin, TX 78703 | 512.472.6593 | tla.com

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TLTA represents your potential customers

TLTA, one of Texas' oldest trade associations, represents more than 85 percent of licensed title insurance agents and underwriters in the state, and over 15,000 employees in the Texas title industry. Founded in 1908, TLTA provides regulatory and legislative advocacy, continuing education and the most up-to-date industry news and information through our e-newsletters, website and other resources.

Let us help you reach your target market

We offer access to title company and underwriter decision makers. Join as an associate member and receive a directory listing and information on networking opportunities, as well as discounted rates for registrations, advertisements and sponsorships.

Need a custom marketing solution?

We'll work with you. If you don't find the right advertising or sponsorship option for your organization in this kit, feel free to give us a call. Every organization has unique marketing needs and TLTA can help. Contact TLTA at tlt@tlt.com or 512.472.6593.

No time to design an ad?

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. We can design your company ad for an additional 20% of the original placement cost (annual commitment required), saving you time and money.

TLTA'S MOST FREQUENTLY-USED PUBLIC RESOURCE

By advertising in the TLTA Membership Directory, your company will connect with consumers and industry professionals alike on one of TLTA's most highly-trafficked web pages. Both electronic and print options are available.

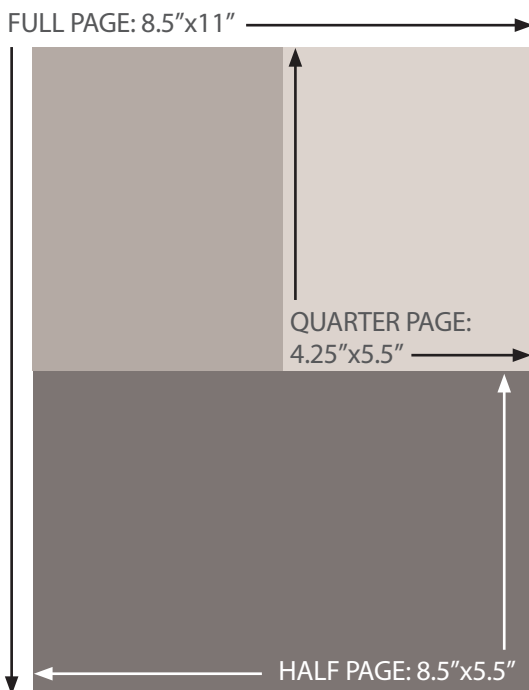


DIRECTORY WEBPAGE TILE

- Tile image ad featured on the TLTA Online Membership Directory
- 150x100 pixels/96 pixels per inch
- Accepted ad formats include .jpg, .png and .gif
- No animation, please
- Buy 5 months of ads, get an additional month free

\$200/month (TLTA MEMBER) **\$250/month** (NON-MEMBER)

The TLTA online membership directory receives more than 2,000 page views per month.



PRINT DIRECTORY AD

- Our directory is printed on-demand, ensuring that the most accurate data is always reflected when the order is fulfilled
- Ads will be printed in black and white
- Full-, half- or quarter-page ads are available for inclusion in our printed membership directory
- Preferred ad formats are vector-based .pdf and .eps files
- Accepted image ads include high-resolution (300 dpi) .jpg, .png or .tif files
- Sizing requirements are detailed at left
- Runs for one full year

FULL PAGE: \$800/year (TLTA MEMBER) **\$1,000/year** (NON-MEMBER)

1/2 PAGE: \$400/year (TLTA MEMBER) **\$500/year** (NON-MEMBER)

1/4 PAGE: \$300/year (TLTA MEMBER) **\$400/year** (NON-MEMBER)

THE TEXAS TITLE INDUSTRY'S BEST SOURCE FOR INFORMATION AND RESOURCES

Reach more than 3,500 unique visitors every month by advertising on the TLTA website. Rolling banner ads are featured in two columns on the homepage beneath the hero graphic. Ads are on the left side of most secondary pages of www.tlta.com, excluding the membership directory.



HOMEPAGE BANNER

- Rolling banner ads featured on our website homepage
- 550x150 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png and .gif
- No animated ads please
- Buy 5 months of ads, get an additional month free

\$250/month (TLTA MEMBER) **\$300/month** (NON-MEMBER)



SECONDARY PAGE TILE

- Tile image ad featured secondary website pages
- 150x100 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png and .gif
- No animated ads please
- Buy 5 months of ads, get an additional month free

\$200/month (TLTA MEMBER) **\$250/month** (NON-MEMBER)

LEVERAGE TLTA'S NEWSLETTERS AND REACH DECISION-MAKERS IN THE TEXAS TITLE INDUSTRY

Reach more than 12,000 TLTA email newsletter subscribers with sponsorship of the weekly Dateline Austin or the monthly Downdate. Your ad will be prominently displayed at the top of the newsletter before any news copy. You may also reach our subscribers with a classified advertisement.



DATELINE AUSTIN

- Dateline Austin is a weekly e-newsletter highlighting the most up-to-date legislative, regulatory, industry and TLTA news and is distributed by TLTA's Director of Government Affairs
- Reaches 12,000+ readers weekly
- 500x60 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png and .gif
- No animated advertisements, please
- Buy 5 months of ads, get an additional month free

\$500/month (TLTA MEMBER) **\$600/month** (NON-MEMBER)



DOWNDATE

- Downdate is a monthly e-newsletter highlighting the most up-to-date industry, association and member news
- Reaches 12,000+ readers every month
- 500x60 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png and .gif
- No animated advertisements, please
- Buy 5 months of ads, get an additional month free

\$350/month (TLTA MEMBER) **\$450/month** (NON-MEMBER)

E-CLASSIFIED

- Approximately 50 words in text format
- Featured at the bottom of the Downdate newsletter

\$200/month (TLTA MEMBER) **\$250/month** (NON-MEMBER)

MEET YOUR MARKET AT TLTA PROGRAMS PRESENTED ACROSS THE STATE

Sponsor our live educational programs and experience the benefits of access to thousands of members of the title industry statewide. Reach members in their local communities.

WEBINARS

- Company logo displayed on screen and verbally during each webinar
- Logo and link included in all email promotions
- Every webinar promoted to 12,000+ readers
- On average, TLTA produces 2-3 webinars per month
- Preferred ad formats are vector-based .eps and .pdf files
- Accepted raster-based image ads include high-resolution .jpg, .png or .tif files

Contact TLTA for more information

SEMINARS

- 1/4 page ad in printed material distributed to every seminar attendee
- Company logo displayed on screen and verbally during each seminar
- Logo and link included in all email promotions
- 6 foot table near registration desk (if applicable)
- Locations vary
- Preferred ad formats are vector-based .eps and .pdf files
- Accepted raster-based image ads include high-resolution .jpg, .png or .tif files

\$1,500/seminar (TLTA MEMBER) **\$1,750/seminar** (NON-MEMBER)

OUR CONFERENCES DRAW HUNDREDS OF INDUSTRY PROFESSIONALS TOGETHER EACH YEAR

TLTA hosts two major conferences each year. Our Annual Conference and Business Meeting offers the opportunity for exposure to more than 400 title industry decision-makers. The Robert C. Sneed Texas Land Title Institute allows you to network with more than 550 real-estate attorneys and title professionals.



TLTA ANNUAL CONFERENCE & BUSINESS MEETING

- A wide variety of conference sponsorship opportunities are available
- Held annually in June
- Includes scheduled time for attendee/vendor networking
- An exhibit table near meeting areas

ROBERT C. SNEED TEXAS LAND TITLE INSTITUTE

- A variety of Texas Land Title Institute sponsorship opportunities are available
- Held annually in December
- This 3-day program brings together approximately 550 title industry decision-makers and real estate attorneys
- An exhibit table near meeting areas

The Annual Robert C. Sneed
TEXAS LAND TITLE
INSTITUTE

BUILD YOUR BUSINESS BY SUPPORTING YOUR CLIENTS' TRADE ASSOCIATION

Join today and receive a free listing in the membership directory, title industry education, updates, newsletters, networking, special rates on advertising, promotional and sponsorship opportunities.

"As an associate member of TLTA, we have experienced continued success and growth over the years. This is due in part to the various advertising and exhibit opportunities afforded through the various publications and educational seminars sponsored by TLTA. Associate membership not only gives us access to title industry leaders in Texas, but it's an opportunity for us to support an organization that has become essential to our success as a closing and title insurance software provider."

- Patrick Mann, Soft Pro, Inc.

BENEFITS OF ASSOCIATE MEMBERSHIP

- Increase your company's name recognition and reach the title industry's key players.
- A listing in the TLTA Membership Directory puts you in front of thousands of potential clients and positions your company as a trusted professional.
- First-choice opportunities exist for sponsorships and promotions at special member rates to any of our industry-wide events and seminars.
- Discounted advertising rates in the Membership Directory, website and newsletters.
- Up-to-the-minute Breaking News and Legislative Alerts on issues of urgent importance.
- Discounted registration fees on TLTA comprehensive lineup of educational programming.
- Discounted pricing on all TLTA products and publications.
- Opportunities for volunteer leadership, networking, involvement and industry-wide recognition.

WHO IS ELIGIBLE?

- Associate membership in TLTA is open to corporations, partnerships or individuals that provide goods and services related to the land title industry.

WHAT IS THE MEMBERSHIP FEE?

- An associate membership runs for one full year from July to June and is the same price for all associate members at \$425/year.

TLTA MARKETING KIT | ORDER FORM

All advertising copy and artwork is subject to approval by TLTA, and we reserve the right to not approve submissions for any reason, including, but not limited to inappropriate content, disparagement of or direct comparison with another TLTA member or overly distracting imagery incongruent with the accompanying TLTA platform or materials.

	QUANTITY	PRICE (MEMBER/NON-MEMBER)	TOTAL
Directory Webpage Tile	x _____	\$ = _____	_____
Directory Print Ad	x _____	\$ = _____	_____
Homepage Tile	x _____	\$ = _____	_____
Secondary Webpage Tile	x _____	\$ = _____	_____
Dateline Austin	x _____	\$ = _____	_____
Downdate	x _____	\$ = _____	_____
E-Classified	x _____	\$ = _____	_____
Live Webinars	x _____	\$ = _____	_____
Local Seminars	x _____	\$ = _____	_____
Associate Membership	<i>See Associate Membership Application on TLTA Website</i>		
Annual Conference & Business Meeting	<i>See separate sponsorship brochures</i>		
Robert C. Sneed Texas Land Title Institute	Send inquires to tla@tla.com		
TOTAL:			_____
NOTES:			

Contact

Name _____ Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone (_____) _____ - _____ Email _____

Payment Information

Email completed form to tta@tla.com OR fax to 512.472.5931 OR mail check made payable to TLTA:

TLTA | 1717 W. 6th Street Suite 120 | Austin, TX 78703

Credit Card Payments (please check one) Visa MasterCard AMEX Discover

Card Number _____ Expiration Date _____

Name on Card _____