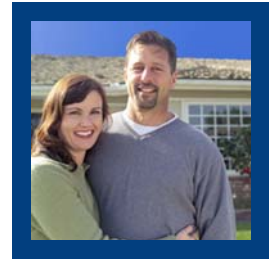


California Land Title Association

Insuring the American dream



Connect with 100% of licensed title insurers in California.

The CLTA Advantage

- California has a **\$2.6 billion** title insurance industry, the **largest in the nation**.
- CLTA represents **100% of title insurers licensed** to do business in the state of California, and **90% of all licensed underwritten title companies** in the state.

Who We Are

For more than a century, the California Land Title Association (CLTA) has worked to advance professionalism, create uniformity and promote integrity in the industry. A non-profit trade organization representing the entire title industry in California, the association develops title forms and has a number of services to offer members along with serving as a unified voice on legislative and regulatory issues.

Member Profile

CLTA's members are the decision-makers in California's title industry and include:

- Title companies
- Escrow agents
- Staffing firms
- Attorneys
- Consultants
- Surveyors
- Lenders
- Data firms
- Trustees

To reach these industry leaders and demonstrate your support for the association, contact your Naylor account executive today to secure your directory presence.

CONTACT:

Tracy Tompkins

Publication Director, Naylor, LLC
(800) 369-6220, ext. 3344
ttompkins@naylor.com



Connect with influential CLTA members throughout the year!



2012 Membership Directory

CLTA's annual **Membership Directory** is a powerful networking and purchasing resource for the California title community. In addition to reaching every CLTA member, advertisers have the opportunity to take advantage of strategic message placement in order to maximize exposure.



To learn more about CLTA, visit:

www.clta.org



Dear Colleagues:

California Land Title Association is pleased to announce that we have again chosen to work with Naylor, LLC, as our official integrated media communication partner for 2012. Naylor provides advertising, publication and media services that build your company's image and link your brand with buyers in the \$2.6 billion California title insurance industry. We are partnering with Naylor to provide the following:

- *2012 Annual Membership Directory*
- *CLTA Website Sales*
- *CLTA eNews*

By affiliating your organization with California Land Title Association, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the educational, networking and promotional opportunities already included in our membership.

CLTA's full complement of communications options delivers your message to key members, including title companies, attorneys, lenders, escrow agents, consultants, data firms, staffing firms, surveyors, trustees and others who lead projects and approve purchases on behalf of their companies. This is your opportunity to advertise and promote your products and services to a major purchasing audience.

CLTA is proud to serve as California's leader in the title insurance industry and as the voice of the profession. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of issues important to our membership.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with CLTA through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Professional advertising design services
- Ongoing customer service support

Tell the title insurance industry about your business' quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in CLTA media.

Sincerely,

Craig C. Page
Executive Vice President and Counsel

CLTA Membership Directory

Net Advertising Rates - Member

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color

Rates

Double Page Spread	\$2,569.50
Outside Back Cover	\$2,379.50
Inside Front or Inside Back Cover	\$2,219.50
Full Page	\$1,829.50
2/3 Page	\$1,449.50
1/2 Page	\$1,099.50
1/3 Page	\$869.50
1/4 Page	\$629.50
1/6 Page	\$469.50
1/8 Page	\$399.50

MAXIMIZE EXPOSURE:

Strategic placement within the publication ensures high visibility for your ad. Contact your Naylor account executive for a list of available positions.

ENHANCE VISIBILITY:

All advertisers receive a free custom listing in our **Index to Advertisers** and **Advertiser.com** sections. Your company will be listed under the category of your choice along with the page number of your ad, and we highlight your Web address to drive traffic to your site.

Black-and-White

Rates

Full Page	\$999.50
2/3 Page	\$859.50
1/2 Page	\$629.50
1/3 Page	\$499.50
1/4 Page	\$389.50
1/6 Page	\$299.50
1/8 Page	\$229.50

CLTA Membership Directory

Net Advertising Rates - Non-Member

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$2,979.50
Outside Back Cover	\$2,659.50
Inside Front or Inside Back Cover	\$2,499.50
Full Page	\$2,109.50
2/3 Page	\$1,669.50
1/2 Page	\$1,269.50
1/3 Page	\$999.50
1/4 Page	\$729.50
1/6 Page	\$539.50
1/8 Page	\$459.50

MAXIMIZE EXPOSURE:

Strategic placement within the publication ensures high visibility for your ad. Contact your Naylor account executive for a list of available positions.

ENHANCE VISIBILITY:

All advertisers receive a free custom listing in our **Index to Advertisers** and **Advertiser.com** sections. Your company will be listed under the category of your choice along with the page number of your ad, and we highlight your Web address to drive traffic to your site.

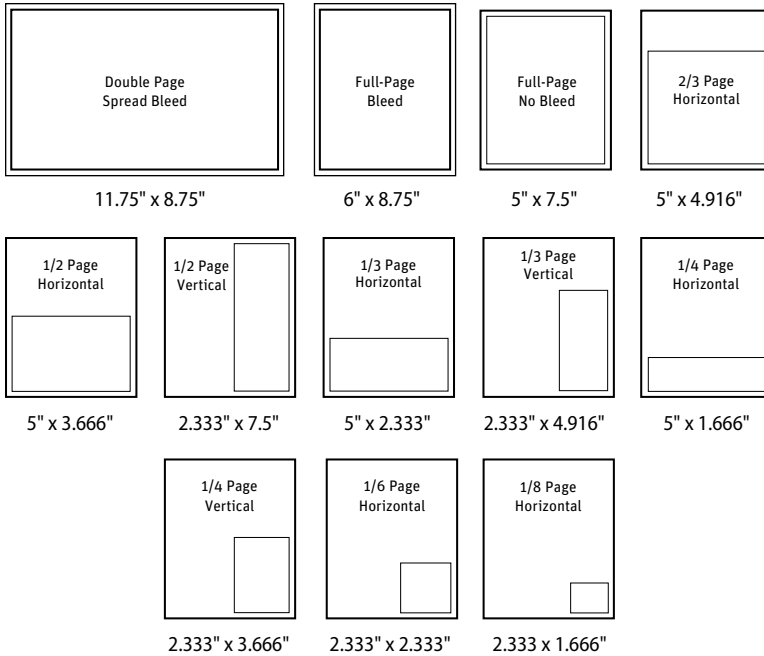
Black-and-White	Rates
Full Page	\$1159.50
2/3 Page	\$999.50
1/2 Page	\$719.50
1/3 Page	\$579.50
1/4 Page	\$449.50
1/6 Page	\$349.50
1/8 Page	\$259.50

CLTA members: please ask your Naylor account executive about receiving a discount on display advertising rates.

CLTA Membership Directory

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

CLTA Membership Directory

Index of Advertisers Categories

Our publication features an **Index of Advertisers** section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the **Index of Advertisers** and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|---|--|
| <input type="radio"/> Accounting | <input type="radio"/> Mortgage Bankers |
| <input type="radio"/> Business Valuation Services | <input type="radio"/> Multiple Banks & Accounts |
| <input type="radio"/> Consultants | <input type="radio"/> Outsourcing |
| <input type="radio"/> Contractors | <input type="radio"/> Sales & Marketing |
| <input type="radio"/> Data Providers | <input type="radio"/> Software |
| <input type="radio"/> Education | <input type="radio"/> Support/Service/
Implementation/Customization |
| <input type="radio"/> Electronic Commerce | <input type="radio"/> Technology Consulting & Services |
| <input type="radio"/> Escrow Agents | <input type="radio"/> Title Plant |
| <input type="radio"/> Financial Services | <input type="radio"/> Title Production |
| <input type="radio"/> Hardware | <input type="radio"/> Other: |
| <input type="radio"/> Human Resources | _____ |
| <input type="radio"/> Insurance | _____ |
| <input type="radio"/> Legal Services | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____



CLTA Membership Directory

Past Advertisers in CLTA's Membership Directory

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the California Land Title Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CLTA.

Alborg, Veiluva & Martin LLP	Law Offices of Mary Jean Pedneau
Billet & Kaplan	Old Republic Title Company
Comerica Bank	Placer Title Company
CoreLogic	Property Insight
Data Trace	RBJ Software, Inc.
Fidelity National Title Group	Shulman Bunn LLP
First American SMS	SLK Global BPO Services Pvt. Ltd.
First American Title Insurance Company	SoftPro
Garrett & Tully, A Professional Corporation	Tiemstra Law Group, PC
Grant Bennett Associates	U.S. Bank
Hershorin & Henry LLP	Union Bank
Lani	Wendel, Rosen, Black & Dean LLP
Law Offices of Janice M. Vinci	Workway
	Wright Finlay & Zak LLP

We appreciate your support!

