

MEDIA KIT

CLTA eNews
Membership Directory & Resource Guide
www.clta.org

FOR MORE INFORMATION, PLEASE CONTACT:



Who is CLTA?

CLTA is a non-profit corporation representing member title companies in California. We represent **all title insurers and nearly all underwritten title companies** throughout the state. We serve as the unified voice for the industry on legislative and regulatory issues.

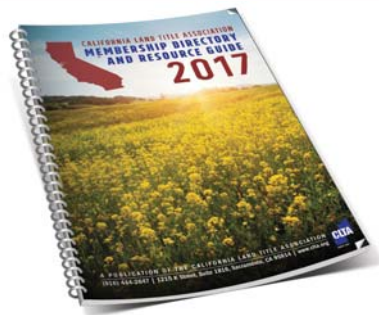
The CLTA Advantage

- California has the largest title insurance industry in the nation at **\$2.2 billion annually**.*
- We represent **100% of the title insurers and 90% of all underwritten title companies** licensed in California.*
- Title insurance is a **\$14.2 billion in the U.S. industry**.*
- Our members are the decision makers in California's title industry that you want to reach:
 - Title Cos
 - Underwritten Title Cos
 - Attorneys
 - Consultants
 - Data Firms
 - Escrow Agents
 - Lenders
 - Staffing Firms
 - Surveyors
 - Trustees



CLTA eNews

Emailed directly to members each month.



Membership Directory & Resource Guide

Shipped in December and available in print and online!



CLTA Website

www.clta.org
Visited by more than 4,000 each month!

CLTA Website

Advertising on the CLTA Website – www.clta.org

Advertising on the CLTA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors to www.clta.org learn about upcoming association events, discover ways to maximize their CLTA membership, view the latest issues of *CLTA eNews*, view the *Membership Directory & Resource Guide* and more. Advertising on clta.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of title industry professionals.

Features of CLTA website advertising:

- Cross-promoted in other CLTA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, clta.org receives:

- 4,766 unique visitors per month
 - 5,714 visits per month
 - 10,194 page impressions per month
- *Traffic numbers from March 2013 - February 2014*



Custom Rectangle Banners (240 x 120 pixels)

Two run-of-site banners appear on every page of the site. Three ads will rotate in the top banner and two ads will rotate in the the bottom banner on a click refresh basis.

- 12 Months | Member: \$2,100 Non-Member: \$2,310**
- 6 Months | Member: \$1,310 Non-Member: \$1,420**
- 3 Months | Member: \$840 Non-Member: \$890**

Subpage Horizontal Banner (468 x 60 pixels)

One horizontal banner appears on every interior page of the site. Four ads will rotate in the banner on a click refresh basis.

- 12 Months | Member: \$1,580 Non-Member: \$1,730**
- 6 Months | Member: \$970 Non-Member: \$1,050**
- 3 Months | Member: \$550 Non-Member: \$600**



Online Specifications - For more information, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CLTA Website

Member Website Space Reservation Form

To reserve your space on CLTA's website, please select from the options below, then return this completed form to your Naylor account executive.

Advertisers will receive campaign-performance reports that detail ad impressions and click-throughs on an as-requested basis.

Select from the options below:

RECTANGLE BANNER	12 Months	6 Months	3 Months
Member Rate	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,310	<input type="checkbox"/> \$840
HORIZONTAL BANNER	12 Months	6 Months	3 Months
Member Rate	<input type="checkbox"/> \$1,580	<input type="checkbox"/> \$970	<input type="checkbox"/> \$550

All advertisers will receive an invoice for the total amount, due upon activation. Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (CLT-W0017)

Please sign and return to:



CLTA Website

Website Space Reservation Form

To reserve your space on CLTA's website, please select from the options below, then return this completed form to your Naylor account executive.

Advertisers will receive campaign-performance reports that detail ad impressions and click-throughs on an as-requested basis.

Select from the options below:

RECTANGLE BANNER	12 Months	6 Months	3 Months
Rate	<input type="checkbox"/> \$2,310	<input type="checkbox"/> \$1,420	<input type="checkbox"/> \$890
HORIZONTAL BANNER	12 Months	6 Months	3 Months
Rate	<input type="checkbox"/> \$1,730	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$600

All advertisers will receive an invoice for the total amount, due upon activation. Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (CLT-W0017)

Please sign and return to:



CLTA eNews

About CLTA eNews – www.naylor.com/CLT-nwl

Now more than ever, professionals consume information on the go. Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message to the inbox of nearly 800 decision-makers each month
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CLTA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

On average, CLTA eNews has:

- Nearly 1,000 total opens per issue

*Traffic numbers from Jan. 2016 - April 2016



Banner (245 x 150 pixels)

12 Months | \$4,990 6 Months | \$2,860 3 Months | \$1,470

- Only one spot available - Exclusive position
- Placed at the top of the eNewsletter

Large Rectangle (245 x 150 pixels)

12 Months | \$4,300 6 Months | \$2,700 3 Months | \$1,625

- Four spots available – NO ROTATION
- Placed in between popular sections of the eNewsletter

Small Rectangle (180 x 150 pixels)

12 Months | \$2,360 6 Months | \$1,310 3 Months | \$790

- Six spots available – NO ROTATION

Distributed Monthly Sections include

- CLTA News
- Sacramento Report
- Industry News
- Upcoming Events
- Court Cases
- Letter from President

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CLTA eNews

eNewsletter Branding Opportunities

To be included in **CLTA eNews**, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Leaderboard

12 Months | \$4,990 6 Months | \$2,860 3 Months | \$1,470

Large Rectangle

12 Months | \$4,300 6 Months | \$2,700 3 Months | \$1,625

Small Rectangle

12 Months | \$2,360 6 Months | \$1,310 3 Months | \$790

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

All advertisers will receive an invoice for the total amount, due upon activation. Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (CLT-N0017)

Please sign and return to:



Membership Directory and Resource Guide

Net Advertising Rates

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

All rates include an Ad Link in the digital edition of the directory.

Full-Color	Member Rates	Rates
Double Page Spread	\$2,939.50	\$3,379.50
Outside Back Cover	\$2,739.50	\$3,069.50
Inside Front or Inside Back Cover	\$2,559.50	\$2,889.50
Full Page	\$2,139.50	\$2,469.50
2/3 Page	\$1,699.50	\$1,939.50
1/2 Page	\$1,289.50	\$1,479.50
1/3 Page	\$1,049.50	\$1,209.50
1/4 Page	\$759.50	\$879.50
1/6 Page	\$579.50	\$649.50
1/8 Page	\$479.50	\$569.50

Black-and-White	Member Rates	Rates
Full Page	\$1,159.50	\$1,359.50
2/3 Page	\$1,009.50	\$1,159.50
1/2 Page	\$729.50	\$849.50
1/3 Page	\$609.50	\$699.50
1/4 Page	\$469.50	\$549.50
1/6 Page	\$359.50	\$419.50
1/8 Page	\$279.50	\$309.50

Digital Edition Branding Opportunities

Skyscraper | \$1,520

Sponsorship | \$1,210

Toolbar | \$760

Full Page Full Color, Digital Only | \$1,049.50

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

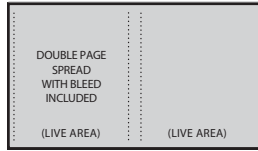
*Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (Rates as of July 2015)

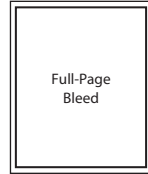
Membership Directory and Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



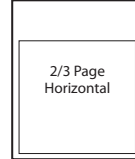
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)



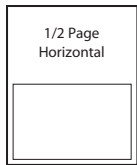
6" x 8.75"



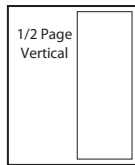
5" x 7.5"



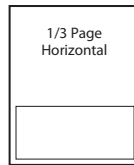
5" x 4.916"



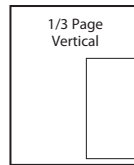
5" x 3.666"



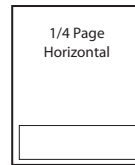
2.333" x 7.5"



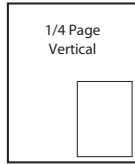
5" x 2.333"



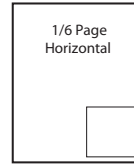
2.333" x 4.916"



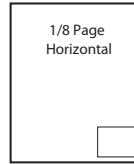
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

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

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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.

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"
Postal flyersheets 5.75" x 8.5"

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Membership Directory and Resource Guide

Digital Edition – www.naylornetwork.com/clt-nxt

In addition to print, the *Membership Directory & Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on CLTA's website. An archive of issues is available, securing your ad a lasting online presence.*

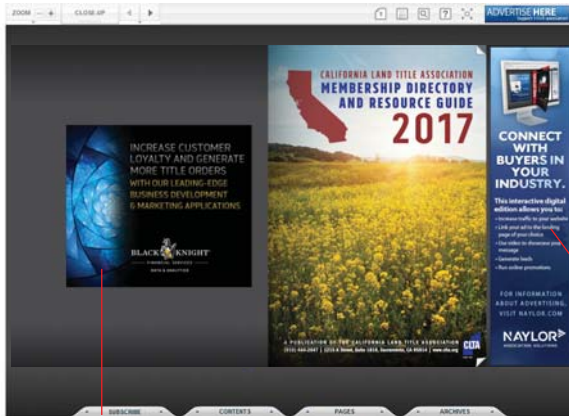
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- Read online or download and print for later
- View instantly from most smartphones and tablets
- View archives and find a list of section for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship (550 x 480 pixels) | \$1,210

Your message will be prominently displayed directly across from the cover of the directory. Animation and video capabilities are available.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



Digital Toolbar (250 x 50 pixels) | \$760

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | \$1,520

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Online Specifications - For more information, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Membership Directory and Resource Guide

Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today.
All positions are exclusive and will be awarded on a first-come, first-served basis.

Select from the following options:

- Skyscraper** | \$1,520
- Sponsorship** | \$1,210
- Toolbar** | \$760
- Full Page Full Color, Digital Only** | \$1,049.50

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (CLT-R0017)

Please sign and return to:



Membership Directory and Resource Guide

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:** _____

Thank You To Our Past Advertisers!

Past Advertisers in CLTA Communications

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.

Adeptive Software
Anderson McPharlin & Conners
Behm & Company, an Accountancy Corporation
Bender Rosenthal, Inc.
Bidwell Insurance Agency, Inc.
Black Knight Financial Services Data & Analytics
Boss Law Firm, APLC
Briscoe Ivester & Bazel LLP
City National Bank - Specialty Deposits
ClosingCorp Inc.
Comerica Bank
CoreLogic
Craftslawfirm
Data Trace
Early Sullivan Wright Gizer & McRae LLP
Fidelity National Title Group
First American Title Insurance Company
Garrett & Tully, A Professional Corporation
Gibbs Giden Locher Turner Senet & Wittbrodt LLP

Grant Bennett Associates
Green & Hall, APC
Hennelly & Grossfeld LLP
Hershorin & Henry LLP
Hoge, Fenton, Jones & Appel, Inc.
Lani
Law Offices of Mary Jean Pedneau
Miller Starr Regalia
Old Republic Title Company
Petru Corporation
RBJ Software, Inc.
Richard D. Marks Professional Corporation
Shulman Bunn LLP
Simplifile
SoftPro
U.S. Bank
Umpqua Bank
Union Bank
Wendel, Rosen, Black & Dean LLP

We appreciate your support!

Membership Directory and Resource Guide

Member Listing Enhancement

Highlight your company in the CLTA *Membership Directory & Resource Guide* by enhancing your CLTA member listing with your black-and-white logo, a 100 word profile or both! Companies with multiple locations will have their logo or profile included above each of their listings, further enhancing visibility. To upgrade your listing in the directory, complete the form below and return it to your Naylor account executive today!

- \$239.50:** Black-and-White Logo or 100 word profile
- \$309.50:** Black-and-White Logo and 100 word profile

FREE with purchase of 1/4-page ad or larger!

All rates are per insertion.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ABC Title Company	(123) 456-7890
ABC Title Company (ABC/DEF)	(123) 456-0987
Main Office	(123) 456-0987
123 Main Street	Fax: (123) 654-0987
Anytown, USA 55555	www.abc_co.com
Joe Smith, CEO	
Jane Smith, COO	
*SAMPLE	

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CLT-R0017)

Please sign and return to:

