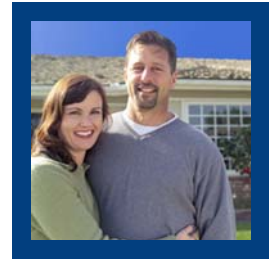


# California Land Title Association

*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 online presence.

### CONTACT:

Dave Evans  
Naylor, LLC  
Phone: 770-576-2610  
Fax: 770-810-6995  
E-mail: devans@naylor.com



MAKE AN IMPACT:  
with CLTA members throughout the year!

### CLTA eNews

Emailed directly to more than 1,000 recipients each month, CLTA's official eNewsletter, CLTA **eNews**, contains industry news, convention updates, information on court cases, a calendar of events, and an annual letter from the association president. Whether in the office or on the go, members and non-member subscribers can stay informed of the latest industry developments and association news.



### CLTA Website

The CLTA website is the gateway for members and non-members to access information about the association online. Grow your business by positioning your company in front of a dynamic group of influential professionals year-round.

#### Monthly averages:

- 113,131** Hits
- 33,279** Page Views
- 12,001** Visitors
- 4,506** Unique Visitors



To learn more about CLTA, visit:  
**www.clta.org**

# CLTA eNews

## About CLTA eNews – [www.naylornetwork.com/CLT-nwl/](http://www.naylornetwork.com/CLT-nwl/)

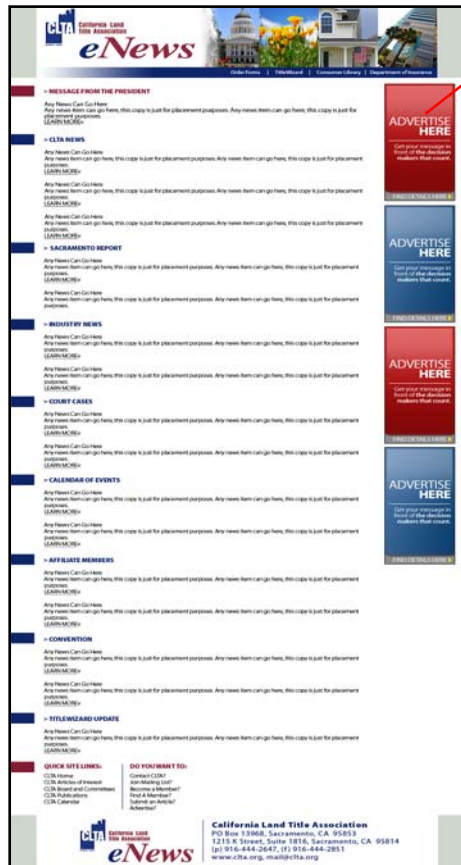
Now more than ever, professionals consume information on the go. Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message to the inbox of more than 1,000 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



## CLTA eNews Ad Postions



### Vertical Banners

<b>12 Months</b>	Member: \$3,600	Non-member: \$4,000
<b>6 Months</b>	Member: \$2,250	Non-member: \$2,500
<b>3 Months</b>	Member: \$1,350	Non-member: \$1,500

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

### Distributed Monthly

#### Sections include

- CLTA news
- Sacramento Report
- Industry news
- Upcoming events
- Court Cases
- Letter from president

# CLTA Website

## Advertising on the CLTA Website – [www.clta.org](http://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 visit [clta.org](http://clta.org) to learn about upcoming association events, discover ways to maximize their CLTA membership, view the latest issues of *CLTA eNews* and more. Advertising on [clta.org](http://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](http://clta.org) receives:

- More than 4,506 unique visitors per month
- 12,001 visits per month
- 33,279 page views per month
- 113,131 hits per month

\*Traffic numbers from 12/2010 - 7/2011



### Custom Rectangle Banners

Two run-of-site banners appear on every page of the site. Four ads will rotate in each banner on a click refresh basis.

<b>PRICE:</b> 3 Months	Member: \$675	Non-Member: \$750
6 Months	Member: \$1,080	Non-Member: \$1,200
12 Months	Member: \$1,800	Non-Member: \$2,000

### Subpage Horizontal Banner

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

<b>PRICE:</b> 3 Months	Member: \$450	Non-Member: \$500
6 Months	Member: \$810	Non-Member: \$900
12 Months	Member: \$1,350	Non-Member: \$1,500



## Online Specifications

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

### eNewsletter

#### Vertical Banner

- 120 x 240 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

### Website

#### Rectangle Banner

- 240 x 120 pixels
- JPG, GIF or Flash/SWF\* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds (*including multiple loops*)

#### Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF\* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds (*including multiple loops*)

### \*Flash Guidelines

#### Embed all fonts

- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Animations that are supplied, please loop 3-4 times and add a stop action. No continuous looping animations.

#### Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code: `on (press) {getURL(url, "_blank");}`  
**Note: Do not type the company URL but the word "URL."** Contact your Naylor sales rep to supply your intended URL.
7. Publish or export your .SWF file to Flash 9 player. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)