



**California Land
Title Association**

SINCE 1907

CLTA.ORG

CALIFORNIA LAND TITLE ASSOCIATION MEDIA KIT

**REACH THE LEADERS IN CALIFORNIA'S
\$1.7 BILLION TITLE INSURANCE INDUSTRY**

*Membership Directory & Resource Guide /
CLTA Website / CLTA eNews eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

Tracy Jones
Project Leader
352-333-3397
TJones@naylor.com

NAYLOR ➤
ASSOCIATION SOLUTIONS



ABOUT 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.

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Print and Online

The top industry resource for finding service, supply and professional companies relevant to the industry. Referenced throughout the year!

THE CLTA ADVANTAGE

\$1.7 B

California has the second largest title insurance industry in the nation valued at **\$1.7 billion annually.***

100%

We represent **100% of licensed title insurers** in California.**

\$14.8 B

Title insurance is a **\$14.8 billion industry.***

90%

We represent **nearly 90%** of all underwritten title companies licensed in California.**

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

REACH 100% OF ALL LICENSED TITLE INSURERS IN CALIFORNIA.

Contact your Naylor Account Executive Today!



CLTA ENEWS

Promoted in the CLTA website, sent directly to CLTA members every month.



CLTA WEBSITE

Reach member and non-member visitors and reinforce your marketing message. More than 31,380 people visited the website in the past six months!



NAYLOR 
ASSOCIATION SOLUTIONS

*IBISWorld Report OD4784

** CLTA Database

Membership Directory and Resource Guide

Net Advertising Rates

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

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

Full-Color	Member Rates	Rates
Double Page Spread	\$3,029.50	\$3,479.50
Outside Back Cover	\$2,799.50	\$3,139.50
Inside Front or Inside Back Cover	\$2,619.50	\$2,959.50
Full Page	\$2,199.50	\$2,539.50
2/3 Page	\$1,749.50	\$1,999.50
1/2 Page	\$1,329.50	\$1,519.50
1/3 Page	\$1,079.50	\$1,249.50
1/4 Page	\$779.50	\$909.50
1/6 Page	\$599.50	\$669.50
1/8 Page	\$489.50	\$589.50

Black-and-White	Member Rates	Rates
Full Page	\$1,189.50	\$1,399.50
2/3 Page	\$1,039.50	\$1,189.50
1/2 Page	\$749.50	\$869.50
1/3 Page	\$629.50	\$719.50
1/4 Page	\$479.50	\$569.50
1/6 Page	\$369.50	\$429.50
1/8 Page	\$289.50	\$319.50

Digital Edition Branding Opportunities

Skyscraper | \$1,599.50

Sponsorship | \$1,269.50

Toolbar | \$799.50

Full Page Full Color, Digital Only | \$1,099.50

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.*

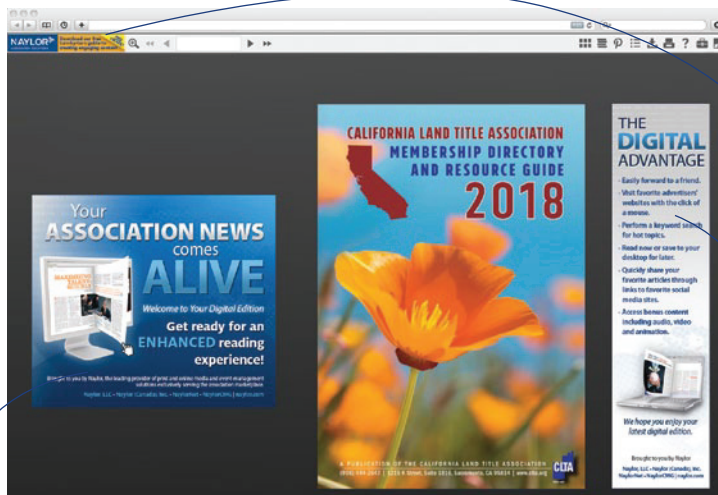
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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 2017)

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CLTA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the *Membership Directory and Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Large Toolbar | \$799.50

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$1,599.50

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Digital Full Page | \$1,099.50

A full-page, two-sided, full-color ad located in the digital edition of the magazine. Don't miss this premium position that allows you to place your brand prominently in front of our members. Video and animation capabilities available!

Sponsorship* | \$1,269.50

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

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!

1. Select from the following options:

- ☐ **Black-and-White Logo** | \$249.50
- ☐ **100-word Profile** | \$249.50
- ☐ **Black-and-White Logo and 100-word profile** | \$319.50

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

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

ABC	
Title Company	
ABC Title Company (ABC/DEF)	(123) 456-7890
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	

SAMPLE

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ TOTAL PRICE

*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: _____

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-R0019)

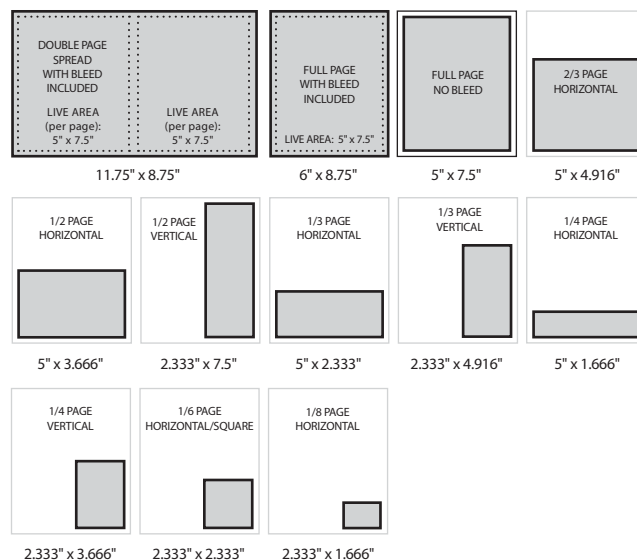
Please sign and return to:

Tracy Jones
Project Leader
352-333-3397
TJones@naylor.com

PRINT ADVERTISING SPECIFICATIONS

Membership Directory and Resource Guide

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.

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"

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/adupload

Production Services, Proofs and Revisions

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Digital Edition

For more information, visit:
<http://www.naylor.com/onlinepecs>

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CLTA WEBSITE

Advertising on the CLTA Website – clta.org

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

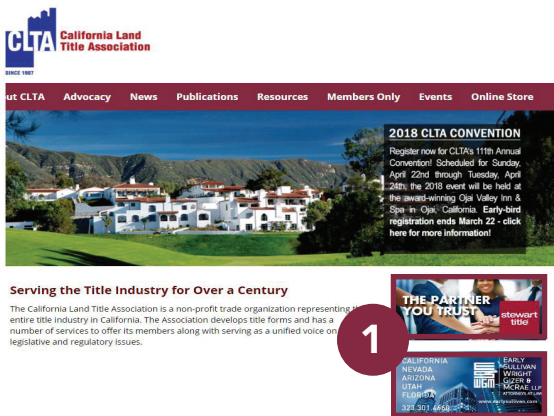
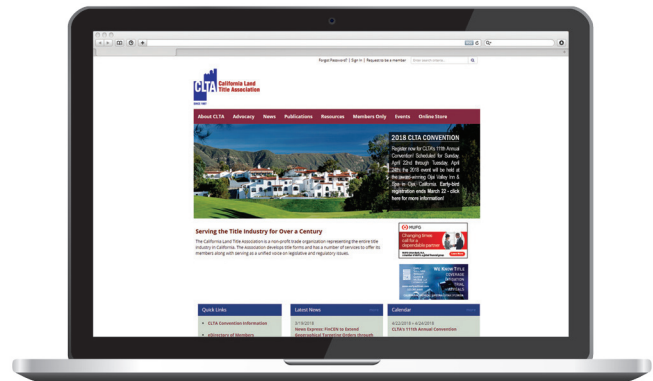
Features of clta.org website advertising:

- 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:

- More than 4,395+ unique visitors per month
- 5,230+ visits per month
- 11,890+ views per month

*Traffic numbers from September 2017 to February 2018



1

Custom Rectangle Banners (240x120 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.

Months	Member Rates	Non-member Rates
12 Months	\$2,320	\$2,550
6 Months	\$1,450	\$1,565
3 Months	\$780	\$975



2 Subpage Horizontal Banner (468x60 pixels)

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

Months	Member Rates	Non-member Rates
12 Months	\$1,740	\$1,910
6 Months	\$1,070	\$1,155
3 Months	\$610	\$660

Online Specifications - For more information, visit:
<http://www.naylor.com/online Specs>

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Legislation

Advocacy » Legislation

Share | Facebook | Twitter | LinkedIn



2

All legislation that is enacted will become effective on January 1, unless otherwise stated in the bill language. The volume of bills, over 5000 each year, is reviewed by the dedicated Legislative Committee during two annual meetings and through various correspondence throughout the legislative year.

Bill Search and Review: This will take you to the State of California website to search for a specific bill text and other information.

Contact your Legislator: Find your Legislator by searching with your address or perform a district map search. View Legislator websites and Legislative Committee rosters.

Latest News

3/19/2018
News Express: FinCEN to Extend Geographical Targeting Orders through September 16, 2018

3/13/2018
Governor Brown Signs AB 110, Exempting Government Entities from Recording Fees to SB 2

Calendar

4/22/2018 » 4/24/2018
CLTA's 111th Annual Convention
5/10/2018
Basic Easement and Access Issues - A Live Webinar

CLTA ENEWS

Advertising in 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.

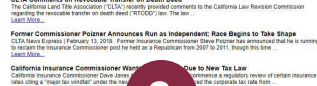
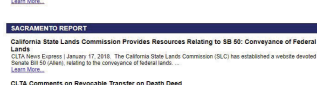
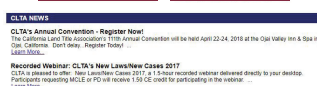
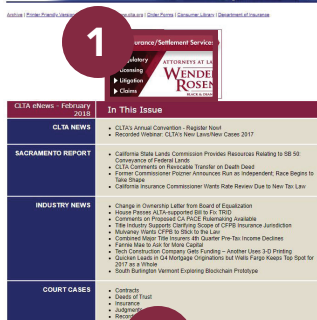
Enjoy the benefits of a targeted eNewsletter:

- Delivers your message to the inbox of more than 900 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:

- Over 1,400 page views per issue

*Traffic numbers from September 2017 to March 2018



1 Banner (245x150 pixels)

12 Months | \$5,500 6 Months | \$3,150 3 Months | \$1,615

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

2 Large Rectangle (245x150)

12 Months | \$4,745 6 Months | \$2,980 3 Months | \$1,795

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

3 Small Rectangle (180x150)

12 Months | \$2,605 6 Months | \$1,450 3 Months | \$870

- 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: <http://www.naylor.com/onlineSpecs>

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THANK YOU TO OUR PAST ADVERTISERS!

PAST ADVERTISERS IN CLTA MEDIA

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.
- Black Knight Financial Services Data & Analytics
- Boss Law Firm, APLC
- Briscoe Ivester & Bazel LLP
- City National Bank
- Data Trace
- Early Sullivan Wright Gizer & McRae LLP
- Editorial Advertisement
- Fidelity National Title Group
- First American SMS
- First American Title Insurance Company
- Garrett & Tully, A Professional Corporation
- Gibbs Giden Locher Turner Senet & Wittbrodt LLP
- Grant Bennett Associates
- Hall Huguenin LLP
- Hennelly & Grossfeld LLP
- Hershorin & Henry LLP
- Hoge, Fenton, Jones & Appel, Inc.
- Lani
- Law offices of Elliott H. Stone
- Mechanics Bank
- Old Republic Title Company
- Petru Corporation
- RBJ Software, Inc.
- Richard D. Marks Professional Corporation
- RynohLive
- Scott Noble
- Simplifile
- SoftPro
- Songstad Randall Coffee & Humphrey, LLP
- SPL, Inc.
- Stewart Title Guaranty
- Trinity County Title Company
- U.S. Bank
- Umpqua Bank
- Union Bank
- Wendel, Rosen, Black & Dean LLP

WE APPRECIATE YOUR SUPPORT!