Reaching the PLTA audience

They buy your products and services!

Overview: The Pennsylvania Land Title Association

The PLTA audience is comprised of both members and non-members who serve Pennsylvania, as well as title agents, title agencies, title insurance underwriters, real estate attorneys, and other real estate professionals in Pennsylvania. Our members are knowledgeable, dedicated professionals and are the best resource to protect property rights.

Our 2018 media kit describes the multitude of ways your company can engage with our audience to showcase your company. Advertising and sponsoring with the PLTA ensures your marketing dollars reach those who can buy products and services.

Our Members...Your Audience

PLTA members are knowledgeable, dedicated professionals. Our members are hardworking, dedicated, resourceful, and flexible, freely sharing ideas and expertise with colleagues and competitors. Pennsylvania is the fifth largest state in the country in premiums written as of September 30, 2018.*

Contact Information

Pennsylvania Land Title Association
1010 West 8th Avenue, Suite H / King of Prussia, PA 19406
Phone: 610-265-5980 / Fax: 610-265-5998
Contact Us: info@PLTA.org / http://www.plta.org/general/?type=CONTACT

Robin Kelsh
Executive Director
rkelsh@plta.org

Kimberly Kostusiak
Registration & Membership Administrator
kkostusiak@plta.org

Shelley Marsh
Registration & Membership Administrator
smarsh@plta.org

Important Links (click the URLs):

- PLTA Home Page: www.plta.org
- Common Ground e-News: www.plta.org/page/CGHome
- Annual Convention: http://www.plta.org/?page=Conventions
- Membership: www.plta.org/page/JoinPLTA
- Calendar or Events: www.plta.org/events/event_list.asp

*Source ALTA 3rd Quarter 2018 Market Share Summary
Website advertising

Website advertising offers an opportunity to reach an engaged market of title professionals. Members and non-members visit the website multiple times during the month to examine the latest legislative activities, receive continuing education, review the events calendar and more. PLTA’s website advertising offers advertisers one of the most cost effective means to reach this important audience.

Website Traffic (as of 11/17*)
- 48.7% Returning Visitors
- 51.3% New Visitors
- 1537 Total Visits
- Average of 3.3 Pages Visited per Session

Website Ad Specs

**Button Ads**
Size: (in pixels) **170W x 120H**
File formats: **.jpg**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLTA Member Rate</td>
<td>$300.00</td>
<td>$600.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Non-Member Rate</td>
<td>$400.00</td>
<td>$800.00</td>
<td>$1,400.00</td>
</tr>
</tbody>
</table>

Button ads will appear throughout the PLTA website and located on the bottom of each web page.

**Banner Ads**
Size: (in pixels) **700W x 100H**
File format: **.jpg**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLTA Member Rate</td>
<td>$750.00</td>
<td>$1,200.00</td>
<td>$1,920.00</td>
</tr>
<tr>
<td>Non-Member Rate</td>
<td>$900.00</td>
<td>$1,440.00</td>
<td>$2,304.00</td>
</tr>
</tbody>
</table>

Banner ads will be located on only the home page. A maximum of five Ads will rotate on the page.

*Note: Banner ads are only available to button advertisers as an add-on cost.*

*Ad material (or creative) changes can be made each quarter. New ad materials are due 30-days prior to the start of the quarter.*
## e-News advertising

The PLTA e-News email is delivered to more than 2,000 members monthly. The PLTA Common Ground eNews is a monthly newsletter that informs agents on a number of important trends and topics:

- Events
- Articles (legislation, cyber security, compliance, etc.)
- Late breaking national and local news

There is no other news source dedicated to educating Pennsylvania title agents on industry issues and happenings. The e-News offers advertisers an opportunity to reach an engaged market of title professionals throughout the year. A twelve-month advertising program can position your advertising message in front of PA agents when they are ready to buy.

## e-News Traffic

- Total emails sent monthly (average Sept. thru Nov. 2017) = 1932
- Average Monthly Opens (views) = 77%
- Advertising/Editorial CTs = 22.7%

## e-News Ad Specs

**Button Ads**

Size: (in pixels) 180W x 150H

File formats: .jpg

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLTA Member Rate</td>
<td>$100.00</td>
<td>$275.00</td>
<td>$550.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Non-Member Rate</td>
<td>$150.00</td>
<td>$425.00</td>
<td>$850.00</td>
<td>$1,600.00</td>
</tr>
</tbody>
</table>

Advertising can be purchased for 1 month, 3 months, 6 months or 12 months.

This advertising will allow YOU to Be seen, Be known, and Be in front of this exclusive group of professionals!
What is a Subject Matter Expert?

A Subject Matter Expert (SME) is an individual with a deep understanding of a particular process, function, technology, or type of equipment. SMEs provide a valuable resource to the PLTA and assist the association with educating our members on important topics and trends.

The PLTA, along with their educational arm PLTI, organizes conferences and webinars throughout the year and relies on SMEs to educate and inform attendees on a number of industry-related topics, such as:

- Bankruptcy
- Family law
- Estates
- Best Practices
- Escrow processes
- Technology
- Marketing: Social Media, Direct Email, Website, Print, Digital
- Leadership and Development Skills
- Recruiting
- Title Insurance (Basic and Advanced)
- Cyber Security... to name a few

PLTI, the educational arm of PLTA, provides education to the industry and are continually seeking conference speakers, webinar presenters, as well as article submissions throughout the year. If you interested in sharing your expertise, please contact us at 610-265-5980 or submit your ideas to info@plta.org.
Annual Convention

The PLTA invites members, non-members, underwriters, vendors and others allied to the industry to attend their annual conference in June of every year.

Sponsorship Opportunities

**PLTA Eastern Mid-Year Conference: Philadelphia Area**
- Breakfast Sponsor
- Lunch Sponsor
- Break Sponsor
- Exhibit Table Tops

**PLTA Western Mid-Year Conference: Pittsburgh Area**
- Breakfast Sponsor
- Lunch Sponsor
- Break Sponsor
- Exhibit Table Tops

**PLTA Annual Conference**
- Premier Sponsor - $15,000 (Limit 1) / Non-member price = $16,000
- Gold Sponsorship - $10,000 (Limit 1) / Non-member price = $11,000
- Banquet Sponsor - $7,000 (Limit 1) / Non-member price = $8,000
- Ice Breaker Sponsor - $7,000 (Limit 1) / Non-member price= $8,000
- Entertainment Sponsor - $5,000 (Limit 1) / Non-member price = $6,000
- Registration Sponsor - $4,000 (Limit 1) / Non-member price = $5,000
- Dance Party Sponsor - $3,500 (Limit 1) / Non-member price = $4,500
- Golf Outing Sponsor - $3,000 (Limit 1) / Non-member price = $4,000
- Charging Station Sponsor - $3,000 (Limit 1) / Non-member price = $4,000
- AV Sponsor - $2,500 (Limit 1) / Non-member price = $3,500
- Lunch Sponsor (Sunday & Monday) - $2,500 (Limit 1) / Non-member price = $3,500
- Breakfast Sponsor (Monday and/or Tuesday) - $2,500ea. / Non-member price = $3,500
- Break Sponsor (Sunday and Monday) - $1,500ea. / Non-member price = $2,500
- Exhibit Table Tops - $1,500ea. / Non-member price = $2,500

*Educational events (see upcoming schedule at [www.plta.org/events/event_list.asp](http://www.plta.org/events/event_list.asp))*
# ADVERTISING CONTRACT

**Company Name:**

**Address:**

**Telephone: Fax:**

**Email:**

**Contact Person:**

**PLTA Member:** Yes No Please send me information on PLTA Membership!

**Terms:** Ads are available online for www.plta.org and for our monthly eNewsletter PLTA Common Ground eNews! Full payment for all ads is due at signing of contract. Advertising term runs for the year following the date this agreement is signed. No ads will be published unless all fees are paid. All art work shall be submitted to PLTA as jpg files by email to rkelsh@plta.org. Prices are in effect as of January 2019.

**CLICK HERE to join PLTA as an Affiliate member and save on all sponsorships & advertising opportunities!**

**Start date:**

**A. Website Ads (170 x 120 pixels):**

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300 for 3 months</td>
<td>$400 for 3 months</td>
<td></td>
</tr>
<tr>
<td>$600 for 6 months</td>
<td>$800 for 6 months</td>
<td></td>
</tr>
<tr>
<td>$1000 for 12 months</td>
<td>$1400 for 12 months</td>
<td></td>
</tr>
</tbody>
</table>

**B. Additional Website Option - Banner Ads (700 x 100 pixels):**

*Note: Banner ads are only available to button advertisers as an add-on cost.*

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>$750 for 3 months</td>
<td>$900 for 3 months</td>
<td></td>
</tr>
<tr>
<td>$1200 for 6 months</td>
<td>$1440 for 6 months</td>
<td></td>
</tr>
<tr>
<td>$1920 for 12 months</td>
<td>$2304 for 12 months</td>
<td></td>
</tr>
</tbody>
</table>

**C. PLTA eNews Ads (180 x 150 pixels – left rail):**

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 for 1 month</td>
<td>$150 for 1 month</td>
<td></td>
</tr>
<tr>
<td>$275 for 3 months</td>
<td>$425 for 3 months</td>
<td></td>
</tr>
<tr>
<td>$550 for 6 months</td>
<td>$850 for 6 months</td>
<td></td>
</tr>
<tr>
<td>$1000 for 12 months</td>
<td>$1600 for 12 months</td>
<td></td>
</tr>
</tbody>
</table>

**eNews Months to include ad:**

Jan  Feb  March  April  May  June  July  August  Sept  Oct  Nov  Dec

**Ad Embedded Landing Page URL:**

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**Payment Processing:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>My check is enclosed payable to PLTA</td>
<td>I would like to pay by credit card, type of card</td>
</tr>
<tr>
<td>Card#</td>
<td>exp.</td>
</tr>
<tr>
<td>Printed name of card holder</td>
<td>Signature of card holder</td>
</tr>
</tbody>
</table>

The undersigned contracts for the above described advertising space and agrees to the instructions, terms and conditions set forth herein.

**Authorized Signature:** ___________________________  **Date:** ___________________________

**All ads are subject to publisher approval. Advertiser agrees to indemnify and hold PLTA harmless against all losses, liability, damage and expense of whatever nature arising out of copying, printing or publishing of advertisement. Cancellations cannot be accepted after published space reservation closing dates. PLTA is not responsible for errors in submitted ads. Hyperlinks leading back to the advertiser’s website will open in a new tab and may not disable the browser’s back button or prevent the reader from returning to the PLTA website. It is at the discretion of PLTA to remove any embedded links to other websites. All advertising and sponsorship fees are non-refundable.**

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**ORGANIZED 1921**

**Pennsylvania Land Title Association**

1010 West Eighth Avenue, Suite H King of Prussia, PA 19406

P: 610-265-5980 | F: 610-265-5998

www.plta.org | info@plta.org
PLTA POLICY

ADVERTISING, SPONSORSHIP, EXHIBITING AND USE OF SOCIAL MEDIA

Pennsylvania Land Title Association (PLTA) offers opportunities to members and non-members to advertise their services, sponsor and exhibits at PLTA events and to post on PLTA's social media platforms. While PLTA welcomes such support and contribution, it is important for a Policy to be in place to guide both PLTA and its advertisers, sponsors, exhibitors. The following are certain standards for the acceptance of advertisers, sponsors and exhibitors:

- Acceptance of advertisers (any type) does not indicate and should not imply use, warranty or endorsement by PLTA.
- The advertisement or exhibit shall clearly identify (if applicable) the advertiser's or exhibitor's parent company.
- Separate contracts for each advertiser or exhibitor will be established.
- Liability for content or posting is the responsibility of the advertiser, sponsor, exhibitor or poster on social media.
- The cost to PLTA members will be less than for non PLTA members.
- PLTA reserves the right to decline any advertising which in its sole opinion is misleading, deceptive, not beneficial to the membership, or contradictory to the purpose and mission of the Association.

ADVERTISING

Advertising is available on the PLTA website(s), through email blasts, direct US mail and event materials.

SPONSORSHIPS

Sponsorships are available for PLTA conferences and other events. Sponsor packages will include various levels of sponsorship.

EXHIBITORS

Space for vendors to exhibit their products and services is available for PLTA conferences and events. Exhibitors will be required to adhere to the parameters of the available space at the event. Cost for exhibiting will be published in the event materials. Space will be available on a first come, first serve basis. Exhibits are limited to one exhibit space per vendor with the exception of the premier sponsor of the annual convention.

SOCIAL MEDIA

PLTA currently uses Facebook, LinkedIn, Twitter and Instagram. There are opportunities to post messaging on these sites. Prior to posting, social media posts must be handled and approved by the Communications Committee or the PLTA Executive Director.

Not every situation can be anticipated. As such, PLTA reserves the right to modify or amend this Policy and to apply rules and procedures specific to a particular event. For more information on advertising and sponsorships please contact info@plta.org