



Join. Participate. Benefit. Succeed.

Call or log on today

(251) 646-3400 <http://nailta.org/advertise>

NAILTA Media Kit

Do you wish to advertise on the NAILTA website?

Advertising on the NAILTA website is a great way to reinforce your marketing message and to reach member and non-member visitors and even a large portion of the direct consuming public. Visitors and members log in from all over the world to access their membership benefits and to learn about upcoming association events, news alerts, read our Blog and to interact with other members. Advertising on the NAILTA website offers several cost-effective opportunities to help position your company as a leader in front of an influential group of title industry and other real estate professionals.

Features of NAILTA website advertising

- Cross-promoted in other NAILTA publications and communication pieces
- Directs visitors to your landing page of choice to expedite purchases
- Year-round 24/7 visibility reinforces brand recognition
- Change artwork to allow dynamic, time-sensitive offers and events
- Build and maintain your product or service awareness

Who is the NAILTA?

National Association of Independent Land Title Agents (NAILTA) is the national non-profit trade association representing the entire land title industry. Founded in 2008 and serving a membership of over 300 plus and representing thousands of professionals employed in the title insurance business. Its members create uniformity and promote the title insurance industry, the independent title agent and they further share a common philosophy about the value of independence, transparency and autonomy in real estate transactions.

Member Profile

NAILTA members are the decision makers in the land title industry. NAILTA members and associates are agents, underwriters, title examiners, abstractors, attorneys, settlement attorneys and other real estate professionals including surveyors, real estate agents, mortgage brokers, loan originators, lenders and notaries who assist in protecting the validity and sanctity of land title records in the United States and further assist in removing the conflicts of interest and restoring the "checks and balance" and safeguards to the real estate transaction.

The NAILTA Advantage

NAILTA promotes higher standards of professionalism, integrity and communication throughout the real estate and land title industry. The NAILTA mission includes actively promoting standards and regulations that increase the effectiveness of the industry through legislative initiatives and educational programs. Further, we believe that truly independent title agencies make title insurance costs more competitive, help lower title insurance claims and protect the ultimate consumer from costly real estate related litigation, displacement from their home and horrible inconveniences.



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Website Banner Advertising Application

Advertising Contact

Business Name Phone

Street Address

City State Zip

Email Address Banner URL

Do you want listed on the NAILTA member's only vendor resource directory? Yes No

Are you sponsoring the NAILTA Conference this year? Yes No

Ads must be either (468 x 60 pixels) or (160 x 200 pixels) or (200 x 200 pixels) wide and either a JPEG, GIF or PNG format. Ads are placed on a first come, first served basis. Ads will link directly to your website. Please select the desired Banner Ad Size and the time period frequency:

Connect with the leaders behind the Title Industry

NAILTA Member Pricing

Banner Ad Size/Position	Monthly	6 Months	12 Months	If a Gold Sponsor	If a Silver Sponsor	If a Bronze Sponsor
468 x 60 top right - horizontal	<input type="checkbox"/> 125.00	<input type="checkbox"/> 625.00	<input type="checkbox"/> 1250.00	<input type="checkbox"/> Included	N/A	N/A
160 x 200 right hand side	<input type="checkbox"/> 50.00	<input type="checkbox"/> 250.00	<input type="checkbox"/> 500.00	N/A	<input type="checkbox"/> Included	N/A
200 x 200 bottom of pages	<input type="checkbox"/> 25.00	<input type="checkbox"/> 125.00	<input type="checkbox"/> 250.00	N/A	N/A	<input type="checkbox"/> Included



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Banner/Ad Specs & Webpage Placement

Banner Size: 468 pixels wide x 60 pixels high (appears on top of all pages)

468 x 60

Banner Size: 200 pixels wide x 200 pixels high (appears on bottom of most pages)

200 X 200

Banner Size: 160 pixels wide x 200 pixels high (appears on Right Side of most pages)

160 X 200



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Website Banner Advertising Agreement

Advertiser: _____ **Date:** _____

Banner Ad Start Date: _____

General Overview

This agreement is made between **National Association of Independent Land Title Associates (NAILTA)**, a non-profit organization located at 3 Dickinson Drive, Suite 204, Chadds Ford, Pa. 19317 and the above-named **Advertiser**, who agrees to purchase a "Banner Advertisement" on the www.nailta.org website on the World Wide Web. Pricing is for a banner advertisement placed on the home page of the website either to the top, left or right of the main content depending on which type of banner ad size and location is selected on the Website Banner Advertising Application attached to this agreement. *Advertiser* will provide their own ad or we can help design one for an additional negotiated charge. Ads can be in black and white and color. We reserve the right to deny requests for advertisements with inappropriate content.

Terms, Polices and Definitions

- The *Advertiser* is the party listed above and also on the Website Banner Advertising Application, and is placing and paying for the advertisement described in the agreement.
- www.nailta.org is an Internet website owned and operated by *National Association of Independent Land Title Agents NAILTA* and is found on the World Wide Web at <http://www.nailta.org>.
- *Banner Advertisement* is an advertisement with required pixel dimensions and is displayed on the www.nailta.org website and hyperlinked to a Universal Resource Locator (URL) stipulated by the Advertiser.
- *Start Date* is the date on which the parties agree the Banner Advertisement will first appear on the www.nailta.org website. For purposes hereof, "month" will be a thirty day period, or multiples thereof, commencing on the Start Date.
- NAILTA reserves the right to label an ad as "Advertisement" if it cannot be easily distinguished from the other content.
- Products and/or services advertised on the NAILTA website are in no way endorsed by the NAILTA.
- *Advertiser* supplied artwork must adhere to any and all trademark and copyright laws.
- *Advertiser* may change artwork one time per month, if desired.

Duration of Agreement: Advertiser's Banner Advertisement will appear on the nailta.org website for _____ month(s), commencing on a Start Date to be agreed upon by both the Advertiser and the NAILTA, and to be confirmed via e-mail correspondence between the NAILTA and the Advertising Contact. Advertiser agrees to pay a \$_____ rate, to be paid in full prior to the Start Date. This fee is non-refundable, and will not be prorated should the Advertiser decide to discontinue the display of the Banner Advertisement at any time prior to the end of the contract period.

Banner: The banner graphic must be in .jpg or .gif format, be the designated size in pixels as required by the NAILTA and have a file size of less than 50K, unless agreed upon a larger size. Advertiser agrees to provide the NAILTA with the graphic file via e-mail as an attachment. If Advertiser has no banner prepared, the NAILTA can create one for an additional negotiated fee of \$_____.

Display, Placement and Links: Each Banner Advertisement will be displayed either on the top right corner, if the Horizontal banner ad size or on the bottom, left or the right of the home main page and possible other pages on the public side or the Members Only side or both, unless otherwise agreed upon in advance. This agreement is non-exclusive, meaning the NAILTA may have other Banner Advertisements from several parties appearing on its site at the same time. When more than

one Banner Advertisement is under contract, banners will be rotated from time to time by the NAILTA website administrator and the website software automatically.

Status reports: The NAILTA does not provide any status reports at this time.

Services interruptions: Advertiser agrees not to hold the NAILTA responsible for any liability, loss, cost, claim, damage or causes of action of any kind that it may suffer as a result of the transactions contemplated hereby, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault.

Truth in advertising / indemnification for liability: The Advertiser is solely responsible for any liability arising out of or relating to the Banner Advertisement, and/or any material to which users can link through the Banner Advertisement. The Advertiser represents and warrants that any information found on URLs hyperlinked from the Banner Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, image, or other proprietary or confidential information or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity.

Advertiser agrees to indemnify the NAILTA and to hold the NAILTA harmless from any and all liability, loss, cost, damages, claims, or causes of action of any kind, including reasonable legal fees and expenses that may be incurred arising out of or related to Advertiser's breach of any of the foregoing representations and warranties.

Governing law: This Agreement and the resolution of any dispute related to this Agreement shall be governed by the laws of the Commonwealth of Pennsylvania without giving effect to any principles of conflicts of law. Failure by the NAILTA, or its affiliates to insist upon strict enforcement of any provision of this Agreement shall not be construed as a waiver of any provision or right.

Fees and Initial Payment: All fees are payable in advance of the commencement of display of the Banner Advertisement on the nailta.org website. All Advertisement fees are non-refundable. All payments must be in U.S. funds. Checks should be made out to "National Association of Independent Land Title Agents" and sent to the following address:

731 Skippack Pike, Building # 3, Blue Bell, Pa. 19422

Upon execution of this Agreement, the NAILTA will commence setup for Advertiser's Banner Advertisement. The NAILTA will make the advertisement visible to the Web upon receipt of payment (pending Advertiser readiness and approval).

Sole Agreement: This document constitutes the sole agreement between the NAILTA and the Advertiser regarding this website. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored after both parties sign this contract. This Agreement may only be modified, or rights under it waived by a written document executed by both. Violation of any of the terms and conditions of this contract may result in the immediate termination of your services with the NAILTA, at our discretion.

I agree to the above-listed contract in its entirety.

Advertiser

Date

National Association of Independent Land Title Agents

Date