



NEW in 2012

NMLTA Website Advertising Opportunities

NMLTA now offers advertising spots on our website. We are a non-profit trade association whose website visitors include: 1) *general users* – anyone interested in finding out information regarding title insurance and the title industry in New Mexico, which includes those seeking title insurance rates and rules, escrow fees reported by the NM PRC, and where to find a local title insurance agent in their area; 2) *industry users* – members and non-members of our association who are actively employed as a title insurer (underwriter) or title insurance agent, and wish to find out the latest news and events about our industry and our association. We have a separate private login area for members only, where more information and features are available to dues-paying companies and individuals; 3) *associated industry users* – individuals employed at companies who do business that is related to the title industry, such as mortgage lenders, realtors, attorneys, software vendors, etc.

We are initially offering advertising spots for website banners in three possible locations. In general, the banners we will allow are either 468x60 or 138x138 pixels, and may be in JPG, PNG or GIF format, and we will allow animated GIF files. Details regarding the three available spots are as follows:

Spot A: Public Home Page

The screenshot shows the NMLTA website home page. At the top is a teal banner with the NMLTA logo and the text "New Mexico Land Title Association". Below the banner is a navigation bar with "Home", "Mission and Objectives", and "Help". The main content area is divided into several sections:

- Main Menu:** Home, Rates, Rules, Statutory Discounts, Find a Member, NMLTA Contacts, Membership.
- Member Login:** Username, Password, Remember me, Login, Forgot login?, Register.
- Spot A:** A red-bordered box containing the text "~ Your Ad Here ~" and "For Details - Send Email: webmaster@nmlta.org". To the right of this box, the text "Spot 'A' 468 x 60 Pixel" is displayed.
- Welcome to NMLTA:** A paragraph stating: "We are a non-profit Association of Title Insurance Agents and Insurers in New Mexico, and we want you to know that we value each and every one of our clients. Our members are committed to providing professional, reliable and honest service to all."
- For Consumers:** A section with a list of links: "Current rates and rules for title insurance", "Our online directory - an easy way to 'Find a Member' in your location... title companies committed to providing excellent service for all of your real estate transaction needs", and "NMLTA contact information".
- Consumer Links:** A vertical column of links including "NMLTA Consumer Voice", "Home Closing 101", "home loan learning center", "NEW MEXICO PRC", "Superintendent's Refund Order", "Title Insurance PRIMER", and "PROTECT".

Spot A is a 468x60 pixel banner that appears at the top of our Public Home Page, as shown in the illustration above. Our website statistics indicate that our public home page is visited approximately 1,500 times per month, on average, and is the initial landing spot for all visitors to our website, both general and industry users. We will offer a maximum of four ads per month in this spot, which will rotate approximately every 15 seconds. If fewer than four ads are placed in any month, those who are in this spot will receive longer viewing durations.

Spot A rate per month: \$125.00 Spot A Campaign (1 Year): \$1,200.00 (save \$300.00)

Spot B: Member Home Page

The screenshot shows the Member Home Page of the New Mexico Land Title Association. At the top, there is a navigation bar with links: Home, Mission and Objectives, Member Directory, Committees, Contact Legislators, Library, and Help. Below the navigation bar, the page is divided into several sections:

- PIM Menu:** PIM Home Page, Messages, Member Profile, Find Members, List Members (by company), Submit Article, Technology Help.
- Private Messages:** no new.
- Member Menu:** Home, NMLTA Contacts, 2011-2012 Officers & Directors, Committee Assignments, Announcement Archive, PR Packet, Member Profile, Member List, Hearing Updates.
- Main Menu:** (empty)

The main content area features a large ad spot labeled "Spot 'B'" with dimensions "468 x 60 Pixel". The ad spot contains the text: "~ Your Ad Here ~ For Details - Send Email: webmaster@nmlta.org". Below the ad spot, there are two news items:

- Member Home Page - Announcements:** Pay Special Assessment Via PayPal. Monday, 31 October 2011 19:32 | Written by Administrator. The text discusses collecting Special Assessments from members to help with the cost of this year's Hearings, and it is now possible to pay them online using PayPal.
- Latest TitleGram from President Bob Harris:** Friday, 28 October 2011 16:52 | Written by Ed Roibal. The text states that the latest issue of the NMLTA TitleGram from President Bob Harris is now available.

On the right side of the page, there are several widgets:

- Upcoming Events:** A calendar for January 2012.
- Members Online:** Rob Grinage.
- CB Workflows:** No Pending Actions.

Spot B is a 468x60 pixel banner that appears at the top of our Member Home Page, as shown in the illustration above. Our website statistics indicate that our member home page is visited approximately 1,000 times per month, on average, and is the initial landing spot for all association members who login using their account username and password. This location would be a "targeted" audience of title industry professionals and a few industry-related Associate Members. We will offer a maximum of four ads per month in this spot, which will rotate approximately every 15 seconds. If fewer than four ads are placed in any month, those who are in this spot will receive longer viewing durations.

Spot B rate per month: \$75.00 Spot B Campaign (1 Year): \$720.00 (save \$180.00)

Spot C: "Find a Member" Directory Page

Your Ad Here
For Details Send Email:
webmaster@nmlta.org

Member Menu

- Home
- NMLTA Contacts
- 2011-2012 Officers & Directors
- Committee Assignments
- Announcement Archive
- PR Packet
- Member Profile
- Member List
- Hearing Updates

Main Menu

- Home
- Rates

Directory - Lookup

Find All: Underwriter Members | Associate Members

Find by Company Name:
[A|B|C|D|E|F|G|H|I|J|K|L|M|N|O|P|Q|R|S|T|U|V|W|X|Y|Z]

Find by County:

Regional Directors:

- Region 1: Otis Phillips
- Region 2: Jay Neff
- Region 3: Cliff Currier
- Region 4: Mary Pieper
- Region 5: Karla Walker
- Region 6: Joshua Payne

Spot C is a 138x138 pixel banner located at the top of the left navigation panel of our Directory page. Our "Find a Member" Directory is an online, searchable database of all our Agent and Underwriter company members. This page is popular with all visitors to our website, and is used to find contact information and locations of title insurance companies by county, company name or underwriter affiliation. We estimate this page is visited 400 to 500 times per month, on average, based on our website statistics. We consider this a "featured" spot for advertising, and are only allowing a maximum of two ads per month in this spot, which will rotate approximately every thirty seconds.

Spot C rate per month: \$200.00 Spot C Campaign (1 Year): \$1,800.00 (save \$600.00)

All banner ads can be made "clickable" and link to the website of the advertiser's choice. If you wish to advertise, and are in need of graphic design services to make your banner, our webmaster can help you. Design rates are very reasonable and you will receive a quote based upon your requested needs. To place an ad, or if you have any questions regarding advertising on our website, contact our webmaster:

Rob Grinage

Email: webmaster@nmlta.org

Phone: 505-324-6070

Thank You!