

**GUIDELINES FOR USING THE NMLTA PUBLIC RELATIONS PACKET
MATERIALS
October, 2007**

PRINT ADS: These ads are for use in your local newspapers and other publications. They are ready to be used, as is. You can provide hard copies to your local publishers. Contact the NMLTA if you need these in electronic format or go to www.nmlta.org.

ALTA PRINT ADS: These ads are for use in your local newspapers and other publications. These were created by the ALTA and are ready to be used, as is. Contact the NMLTA if you need these in electronic format or go to www.nmlta.org.

ALTA ARTICLES: We are providing many articles that can be used in local newspapers and other publications. These are ready to be used, as is. You can provide hard copies to your local publishers. Contact the NMLTA if you need these in electronic format or go to www.nmlta.org.

TITLE INSURANCE PRIMER: This is a brief informational piece that we recommend be included with your Title Commitments as it will help explain the role of the Title Company in a typical transaction along with providing some general information. You can also have these available to customers, in general, by placing them in your lobby or using other means of distribution. This is also available at www.nmlta.org.

TITLE INSURANCE QUICK FACTS: This is a brief informational piece that we recommend be included with your Title Commitments as it provides some general information that will be useful to your customers. You can also have these available to customers, in general, by placing them in your lobby or using other means of distribution. This is also available at www.nmlta.org.

INTERESTING FACTS ABOUT THE TITLE INDUSTRY IN NEW MEXICO: This piece includes information that is specifically geared towards our Legislators, Regulators and other parties interested in the Title Industry in New Mexico. It is critical that this document be presented by you, the local Title Agent, to your Legislators. This will help the NMLTA avoid the need for a special assessment to hire a PR Firm to help disseminate this information. We have included a laminated version along with a paper copy. In addition, this is available at www.nmlta.org.

2007 WHITE PAPERS OF THE NEW MEXICO LAND TITLE INDUSTRY: This document is a more detailed description of the Title Industry in New Mexico including the process of a transaction, the title policy, rate making and other industry facts. This piece is specifically geared towards our Legislators, Regulators and other parties interested in the Title Industry in New Mexico. It is critical that this document be presented by you, the local Title Agent, to your Legislators. This will help the NMLTA avoid the need for a special assessment to hire a PR Firm to help disseminate this information. This document will be posted to the NMLTA website, www.nmlta.org.

ALTA POWER POINT: We have included a CD of a Power Point presentation created by the ALTA which is very useful if you are making a presentation on the Title Industry to any interested group. This presentation gives a brief overview of the Title Company's role in a typical transaction. It is highly recommended that you present this to your local business organizations such as the Chamber of Commerce, Rotary and other groups that will touch the business community. THIS WILL BE AVAILABLE SHORTLY and sent to all NMLTA Members.

ALTA DVD: We have included a DVD created by the ALTA which is a brief presentation of value of the Title Industry in a typical real estate transaction. This presentation can be utilized with any interested group including your employees, your customers and various business organizations. It is less than 15 minutes in length and very well done. THIS WILL BE AVAILABLE SHORTLY and sent to all NMLTA Members.