

Land Title Association of Mississippi

# MARKETING KIT

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Have Questions?

**Land Title Association of Mississippi**

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## INTRODUCTION

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### **LTAMS represents your customers.**

LTAMS, Mississippi's only land title trade association, represents title insurance agents, underwriters, and hundreds of other industry professionals throughout our state. Founded in 2018, LTAMS provides regulatory and legislative advocacy, continuing education and up-to-date information in keeping with its mission to enhance and protect the Mississippi land title industry.

### **Reach your target market.**

We offer access to title company and underwriter decision makers. Join as an associate member and list your contact information in our directory. As a member, you'll receive information about networking opportunities, as well as discounted rates for registrations, advertisements, and sponsorships.

### **Need a custom marketing solution?**

Every organization has unique marketing needs and LTAMS will work with you. If you don't find the right advertising or sponsorship option for your organization in this kit, give us a call. Contact LTAMS at [kfarmer@ltams.org](mailto:kfarmer@ltams.org) or 769-232-9252.

### **No time to design an ad?**

Don't let the task of designing the perfect ad hold you back. While we don't have any graphics artist on staff, LTAMS can recommend some, each with years of print and online ad design experience.

# Join a partnership of professionals working together to advocate for title industry issues.

## WHO WE ARE

Our members play a vital role in real estate transactions throughout Mississippi every day and are an integral part of protecting the home ownership and property interests of our citizens. LTAMS members are committed to ensuring that each and every transaction they facilitate is handled professionally and securely.

LTAMS works diligently to educate its members through a variety of seminars and materials to assist them in maintaining their awareness of our industry's constantly changing environment. Consumers can be assured that LTAMS members are the top professionals in our industry.

## VISION & MISSION

Certain, predictable, and secure property rights is a core value of our American democracy. Title evidencing, title assurance, and safe settlement of real property transactions are central to protecting this value.

Our mission is to create an environment in Mississippi where property rights are certain, predictable, and secure by (1) advocating for this core value in the political arena, (2) enhancing the quality of title evidencing, assurance, and settlement services, and (3) educating the public about the importance of these services.



# LTAMS MEMBERSHIP

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Abstractor

## ABTRACTOR

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Abstractor membership is available to any individual that primarily engages in and is legally qualified to engage in the land title business in the State of Mississippi as an abstractor.



Agent

## AGENT

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Agent membership is available to any individual title insurance producer appointed by a title insurance company operating in the State of Mississippi, or any principal or attorney of a sole proprietorship, partnership, corporation, or other business entity that primarily engages in and is legally qualified to engage in the land title business in the State of Mississippi as a title insurance agent.



Agent Staff  
Addon

## AGENT STAFF

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Agent Staff membership is available to any non-attorney, non-principal employee of an Agent member or an Agent member's firm.



Underwriter

## UNDERWRITER

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Underwriter membership is available to any employee of a business entity that primarily engages in and is legally qualified to engage in the land title business as a title insurance underwriter in the State of Mississippi.



Associate

## ASSOCIATE

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Any individual or business entity engaged in providing services related to the land title industry, but not otherwise eligible for Agent, Underwriter, or Abstractor membership, shall be eligible for Associate membership in the Association.

# ANNUAL CONFERENCE SPONSORSHIP

## ANNUAL CONFERENCE

	Platinum	Gold	Silver	Bronze
6-ft draped table exhibit space located near the networking area for all breaks and receptions*	✓	✓	✓	✓
Company logo in materials, signage, web page and applicable promotional pieces	✓	✓	✓	✗
Attendee mailing list before or after the event	✓	✓	✓	✗
Verbal acknowledgement at event	✓	✓	✗	✗
Optional two-minute address to attendees during the program	✓	✗	✗	✗
Complimentary registration to Annual Conference	2	1	1	1
Choice of online advertising opportunity (Home page; Secondary page - big or small; Newsletter - inset or banner)	3	2	1	0
Member	\$2,500	\$2,000	\$1,000	\$500
Non-Member	\$2,850	\$2,350	\$1,350	\$850

## Just Need Exhibit Space?

Bronze sponsorships are perfect for those who want an exhibit presence but may not need a branded event or item.

**NOTE:** Standard exhibit tables are 3'x6'. These spaces are intended for tabletop displays. If you have a pop-up booth or banners that won't fit on the tabletop or behind the table, you will need to arrange for a 10' exhibit space. There is an additional charge of \$500 for a 10'x10' booth space for Gold, Silver and Bronze sponsors. 10' exhibit spaces are limited and are given on a first-come, first serve basis and are subject to availability.

# ANNUAL CONFERENCE ADDONS (PER DAY)

## LUNCH

The Annual Conference will include a lunch for attendees where you will be verbally recognized during the program and your logo will be on signage in the lunch area and on all conference marketing material.

**\$1,600 (Member) / \$2,000 (Non-member)**

## BREAKFAST

Get the day started right by branding the breakfast. Your logo will be on signage in the breakfast area and all-conference marketing material.

**\$1,000 (Member) / \$800 (Non-member)**

## COFFEE BREAK

Everyone needs a break now and then. Why not provide attendees with coffee, tea or a soft drink? Attendees will be provided with their choice of beverages outside the meeting room area. Your company logo will be on signage nearby.

**\$240 (Member) / \$300 (Non-member)**

## LANYARDS\*

Every Institute attendee will receive a custom lanyard with your company name imprinted on it. Attendees will wear name tags throughout all conference functions. Lanyards may be provided by the sponsor.

**\$160 (Member) / \$200 (Non-member)**

## BOTTLED WATER\*

Each Institute attendee will receive a water bottle with your company name and logo on it. Water bottles to be provided by the sponsor.

**\$160 (Member) / \$200 (Non-member)**

## CHARGING STATIONS

Your company will be recognized with branded tabletop signage and printed acknowledgment promoting the charging station for mobile devices.

**\$160 (Member) / \$200 (Non-member)**

\* Plus the cost of production and delivery.

# SEMINAR SPONSORSHIP

## SEMINARS

	Platinum	Gold	Silver	Bronze
6-ft draped table exhibit space located near the networking area for all breaks and receptions*	✓	✓	✓	✓
Company logo in materials, signage, web page and applicable promotional pieces	✓	✓	✓	✗
Attendee mailing list before or after the event	✓	✓	✓	✗
Verbal acknowledgement at event	✓	✓	✗	✗
Optional two-minute address to attendees during the program	✓	✗	✗	✗
Complimentary registration to Seminar	2	1	1	1
Choice of online advertising opportunity (Home page; Secondary page - big or small; Newsletter - inset or banner)	3	2	1	0
	Member	\$750	\$500	\$250
	Non-Member	\$1,250	\$1,000	\$500

## Just Need Exhibit Space?

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# WEBINAR SPONSORSHIP

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## TITLE 101 SERIES

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Sponsor our Title 101 Series for three full years! The Title 101 Series is an online webinar series designed for new professionals and staff members and will consist of between 10 to 12 webinars. Brand each webinar with your company's logo and marketing material.

**\$3,350 (Member) / \$3,700 (Non-member)**

## ANNUAL TRACK

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Sponsor a webinar track (3+ webinars) for a full calendar year and any title insurance, abstract, or other land title related topic.

**\$2,500 (Member) / \$2,850 (Non-member)**

## THREE PACK

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Sponsor three webinars. Select from our currently scheduled webinars or contact us to ask about webinars we are planning. Choose webinars to sponsor anytime within 12 months of the first webinar.

**\$1,000 (Member) / \$1,350 (Non-member)**

## A LA CARTE

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Select one webinar to sponsor from our currently scheduled webinars or contact us to ask about webinars that are in the planning stages.

**\$400 (Member) / \$750 (Non-member)**

# LUNCH 'N LEARN SPONSORSHIP

LTAMS holds quarterly regional Lunch 'n Learn meetings in each region of Mississippi. Our Lunch 'n Learns feature an expert speaker with lots of interaction from the regional audience of land title professionals. This exclusive sponsorship is a low-cost, efficient way to reinforce your brand's standing in a regional market.

**\$500 (Member) / \$650 (Non-member)**

## Region 1: Northwest

Bolivar, Carroll, Coahoma, Desoto, Grenada, Holmes, Humphreys, Issaquena, Leflore, Madison, Montgomery, Panola, Quitman, Sharkey, Sunflower, Tallahatchie, Tate, Tunica, Washington, Yalobusha, and Yazoo.

## Region 2: Northeast

Alcorn, Attala, Benton, Calhoun, Chickasaw, Choctaw, Clay, Itawamba, Kemper, Lafayette, Leake, Lee, Lowndes, Marshall, Monroe, Neshoba, Newton, Noxubee, Oktibbeha, Pontotoc, Prentiss, Rankin, Scott, Tippah, Tishomingo, Union, Webster, and Winston.

## Region 3: Southwest

Adams, Amite, Claiborne, Copiah, Franklin, Hinds, Jefferson, Lawrence, Lincoln, Pike, Walthall, Warren, and Wilkinson.

## Region 4: Southeast

Clarke, Covington, Forrest, George, Greene, Hancock, Harrison, Jackson, Jasper, Jefferson Davis, Jones, Lamar, Lauderdale, Marion, Pearl River, Perry, Simpson, Smith, Stone, and Wayne.



# SPONSORSHIP REGISTRATION FORM

## ① SPONSORSHIP LEVEL & OPPORTUNITY

SPONSORSHIP LEVEL	--	MEMBER	NON-MEMBER	SPONSORSHIP LEVEL	--	MEMBER	NON-MEMBER
<b>Annual Conference</b>				<b>Seminar (Full day)</b>			
<input type="checkbox"/> Platinum	--	\$2,500.00	\$2,850.00	<input type="checkbox"/> Platinum	--	\$1,250.00	\$1,500.00
<input type="checkbox"/> Gold	--	\$2,000.00	\$2,350.00	<input type="checkbox"/> Gold	--	\$ 750.00	\$1,000.00
<input type="checkbox"/> Silver	--	\$1,000.00	\$1,350.00	<input type="checkbox"/> Silver	--	\$ 500.00	\$ 750.00
<input type="checkbox"/> Bronze	--	\$ 500.00	\$ 850.00	<input type="checkbox"/> Bronze	--	\$ 250.00	\$ 500.00
<b>Annual Conference Add-ons (Per Day)</b>				<b>Webinar (1 hour each)</b>			
<input type="checkbox"/> Lunch	--	\$ 1,600.00	\$ 2,000.00	<input type="checkbox"/> Title 101 Series	--	\$3,350.00	\$3,700.00
<input type="checkbox"/> Breakfast	--	\$ 800.00	\$ 1,000.00	<input type="checkbox"/> Annual Track	--	\$2,500.00	\$2,850.00
<input type="checkbox"/> Coffee Break	--	\$ 240.00	\$ 300.00	<input type="checkbox"/> Three Pack	--	\$1,000.00	\$1,350.00
<input type="checkbox"/> Charging Station	--	\$ 160.00	\$ 200.00	<input type="checkbox"/> A La Carte	--	\$ 400.00	\$ 750.00
<input type="checkbox"/> Lanyards*	--	\$ 160.00	\$ 200.00	<b>Regional Luncheons</b>			
<input type="checkbox"/> Bottled Water*	--	\$ 160.00	\$ 200.00	<input type="checkbox"/> Lunch 'N Learns	--	\$ 500.00	\$650.00

\* Plus cost of production and delivery.

## ② CONTACT INFORMATION

APPLICANT NAME (INDIVIDUAL)		COMPANY NAME	
OFFICE ADDRESS	CITY	STATE	ZIP CODE
PHONE NUMBER	EMAIL ADDRESS		

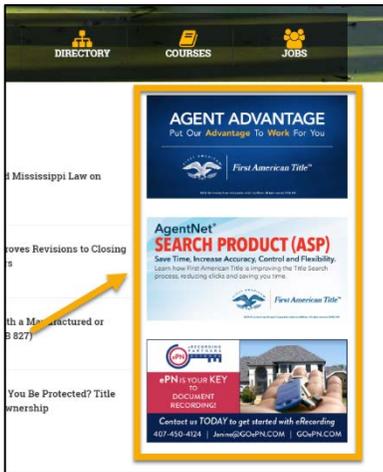
## ③ PAYMENT INFORMATION

(Payment required to secure sponsorship)

CHECK PAYABLE TO LTAMS <input type="checkbox"/> Check enclosed	CHECK NUMBER	CHARGE MY <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
CARD NUMBER	CVV	EXP. DATE	
BILLING ADDRESS (IF DIFFERENT FROM OFFICE ADDRESS)	CITY	STATE	ZIP CODE
NAME ON CARD (PRINT)	CARDHOLDER'S SIGNATURE (IF SENDING BY PAPER)		

**NOTE:** All advertising copy and artwork is subject to approval by LTAMS, and we reserve the right to not approve submissions for any reason, including, but not limited to inappropriate content, disparagement of or direct comparison with another LTAMS member or overly distracting imagery incongruent with the accompanying LTAMS platform or materials.

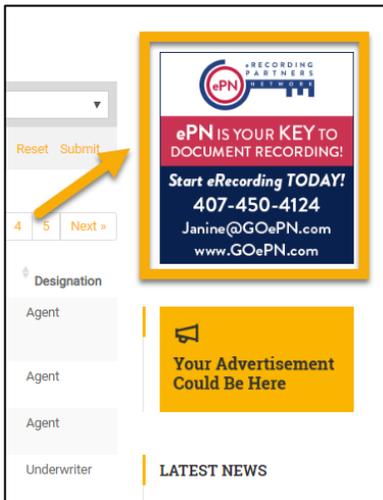
# ADVERTISING OPPORTUNITIES



## HOME PAGE SIDEBAR AD

- Tile image ad featured on our website homepage
- 372 x 192 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png & .gif
- No animated advertisements

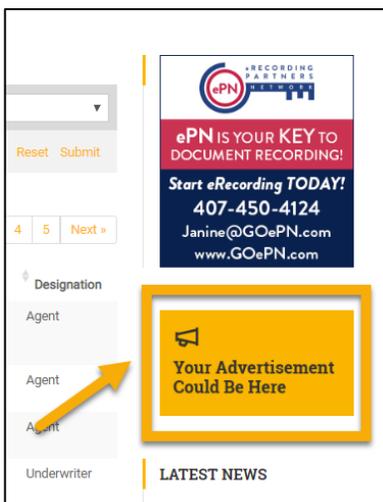
**\$120/month (Member) / \$150 (Non-Member)**



## SECONDARY PAGE SIDEBAR AD (BIG)

- Tile image ad featured on our website secondary pages
- 230 x 251 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png & .gif
- No animated advertisements

**\$80/month (Member) / \$100 (Non-Member)**



## SECONDARY PAGE SIDEBAR AD (SMALL)

- Tile image ad featured on our website secondary pages
- 230 x 125 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png & .gif
- No animated advertisements

**\$60/month (Member) / \$75 (Non-Member)**

# ADVERTISING OPPORTUNITIES



## NEWSLETTER BANNER AD

- Ad image featured on our monthly newsletters
- 564 x 100 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png & .gif
- No animated advertisements

**\$100/month (Member) / \$125 (Non-Member)**



## NEWSLETTER INSET AD

- Ad image featured on our monthly newsletters
- 270 x 222 pixels/96 pixels per inch
- Accepted image formats include .jpg, .png & .gif
- No animated advertisements

**\$80/month (Member) / \$100 (Non-Member)**

# LTAMS ADVERTISING REGISTRATION FORM

## ① WEB ADVERTISING OPTIONS

ADVERTISEMENT SELECTION	SIZE (PIXELS) (W X H)	SIZE (INCHES) (W X H)	QUANTITY		PRICE PER MONTH			TOTAL
					MEMBER	NON-MEMBER		
<input type="checkbox"/> Home Page Sidebar Ad	372 x 192	4.96 x 2.56		x	\$ 120.00	\$ 150.00	=	
<input type="checkbox"/> Secondary Page Sidebar (Big)	230 x 251	3.06 x 3.35		x	\$ 80.00	\$ 100.00	=	
<input type="checkbox"/> Secondary Page Sidebar (Small)	230 x 125	3.06 x 1.67		x	\$ 60.00	\$ 75.00	=	
<input type="checkbox"/> Newsletter Banner Ad	564 x 100	7.52 x 1.33		x	\$ 100.00	\$ 125.00	=	
<input type="checkbox"/> Newsletter Inset Ad	270 x 222	3.6 x 2.96		x	\$ 80.00	\$ 100.00	=	
					Total		=	

## ② LINK URLS

PLEASE PROVIDE THE URL THE GRAPHIC SHOULD LINK TO:

## ③ CONTACT INFORMATION

APPLICANT NAME (INDIVIDUAL)		COMPANY NAME	
OFFICE ADDRESS	CITY	STATE	ZIP CODE
PHONE NUMBER	EMAIL ADDRESS		

## ④ PAYMENT INFORMATION

(Payment required to secure sponsorship)

CHECK PAYABLE TO LTAMS <input type="checkbox"/> Check enclosed	CHECK NUMBER	CHARGE MY <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
CARD NUMBER	CVV	EXP. DATE	
BILLING ADDRESS (IF DIFFERENT FROM OFFICE ADDRESS)	CITY	STATE	ZIP CODE
NAME ON CARD (PRINT)	CARDHOLDER'S SIGNATURE (IF SENDING BY PAPER)		

**NOTE:** All advertising copy and artwork is subject to approval by LTAMS, and we reserve the right to not approve submissions for any reason, including, but not limited to inappropriate content, disparagement of or direct comparison with another LTAMS member or overly distracting imagery incongruent with the accompanying LTAMS platform or materials.

# LTAMS ASSOCIATE MEMBER REGISTRATION FORM

## ① IDENTIFY MEMBERSHIP QUANTITY

MEMBERSHIP DESIGNATION	QUANTITY EACH		MEMBER DUES (PER INDIVIDUAL)	=	TOTAL DUES PER DESIGNATION
<input type="checkbox"/> Associate Member		x	\$350.00 each	=	
<i>Associate membership is per-team (instead of per-individual). The Associate manager can share team access with up to <u>four</u> individuals.</i>					
<b>Total</b>				=	

## ② PRIMARY MEMBER APPLICANT INFORMATION

PRIMARY MEMBER APPLICANT NAME (MUST BE AN INDIVIDUAL)		COMPANY NAME	
OFFICE ADDRESS	CITY	STATE	ZIP CODE
PHONE NUMBER	EMAIL ADDRESS		

## ③ ADDITIONAL ASSOCIATE MEMBER APPLICANT INFORMATION

ASSOCIATE #2	ADDITIONAL MEMBER APPLICANT #2 NAME (MUST BE AN INDIVIDUAL)		EMAIL ADDRESS	
	OFFICE NUMBER	FAX NUMBER	MOBILE NUMBER	
ASSOCIATE #3	ADDITIONAL MEMBER APPLICANT #3 NAME (MUST BE AN INDIVIDUAL)		EMAIL ADDRESS	
	OFFICE NUMBER	FAX NUMBER	MOBILE NUMBER	
ASSOCIATE #4	ADDITIONAL MEMBER APPLICANT #4 NAME (MUST BE AN INDIVIDUAL)		EMAIL ADDRESS	
	OFFICE NUMBER	FAX NUMBER	MOBILE NUMBER	

## ④ PAYMENT INFORMATION

(Payment required to secure sponsorship)

CHECK PAYABLE TO LTAMS <input type="checkbox"/> Check enclosed	CHECK NUMBER	CHARGE MY <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover		
CARD NUMBER	CVV	EXP. DATE		
BILLING ADDRESS (IF DIFFERENT FROM OFFICE ADDRESS)	CITY	STATE	ZIP CODE	
NAME ON CARD (PRINT)		CARDHOLDER'S SIGNATURE (IF SENDING BY PAPER)		

# THANK YOU FOR CONSIDERING A SPONSORSHIP OR ADVERTISING OPPORTUNITY

Dear Prospective Sponsor or Advertiser:

LTAMS members are professionals who play a vital role in real estate transactions throughout Mississippi every day. We are an integral part of protecting home ownership and property interests. Whether buying, selling or mortgaging real property, the members of the LTAMS are committed to ensuring that each and every transaction they facilitate is handled professionally and securely. LTAMS works diligently to educate its members through a variety of seminars and materials to assist them in maintaining their awareness of the constantly changing environment within our industry.

Thank you for considering marketing with LTAMS. By marketing with LTAMS, you provide crucial support that helps LTAMS create an environment which enables its members to provide the public with the highest quality land title evidencing, title insurance and settlement services.

If you have any questions regarding our sponsorship and advertising opportunities, please don't hesitate to reach out.

Sincerely,



Kenneth Farmer  
Director  
Land Title Association of Mississippi



Have Questions?

**Land Title Association of Mississippi**

**ATTN: Kenneth Farmer  
2001 Airport Road, Suite 301  
Flowood, MS 39232**

**769-232-9252  
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