

### GOLD PROGRAM

#### SAMPLE AD POSITIONING & SIZES

The screenshot shows the myTitleIns.com website layout. At the top, there's a navigation bar with links like Home, Get a Quote, Education, etc. The main content area features a large blue banner for a 'FREE Title Insurance Comparison & Good Faith Title Estimate'. Below this are sections for 'Title Companies', 'What is myTitleIns.com?', and search forms. On the right, a vertical column of three ad placements is shown, labeled 1, 2, and 3. At the bottom, three more ad placements are shown, labeled 4, 5, and 6, with their respective dimensions.

AD Position	AD Size	3 Month Term (monthly fee)	6 Month Term (monthly fee)
1	360x180	\$ 200	\$ 175
2	240x180	\$ 160	\$ 140
3	150x180	\$ 150	\$ 135
4	90x474	\$ 175	\$ 160
5	90x180	\$ 100	\$ 90
6	90x180	\$ 100	\$ 90

**NOTE:** Ads are priced and shown in a maximum rotation of 3 Advertisers.  
A fixed Ad can be obtained at 3x the monthly fee shown.

#### AD PLACEMENT PAGES

[mytitleins.com/](http://mytitleins.com/)  
[mytitleins.com/login.php](http://mytitleins.com/login.php)  
[mytitleins.com/index.php](http://mytitleins.com/index.php)  
[mytitleins.com/marketing\\_partner/marketing\\_partner.php](http://mytitleins.com/marketing_partner/marketing_partner.php)  
[mytitleins.com/industry\\_links/counties.php](http://mytitleins.com/industry_links/counties.php)  
[mytitleins.com/industry\\_news/industry\\_news.php](http://mytitleins.com/industry_news/industry_news.php)  
[mytitleins.com/education/hud1.php](http://mytitleins.com/education/hud1.php)  
[mytitleins.com/education/closing\\_process.php](http://mytitleins.com/education/closing_process.php)  
[mytitleins.com/marketing\\_partner/underwriters\\_advertise.php](http://mytitleins.com/marketing_partner/underwriters_advertise.php)  
[mytitleins.com/industry\\_news/testimonials.php](http://mytitleins.com/industry_news/testimonials.php)  
[mytitleins.com/marketing\\_partner/coverage\\_area.php](http://mytitleins.com/marketing_partner/coverage_area.php)  
[mytitleins.com/industry\\_links/regulatory\\_agencies.php](http://mytitleins.com/industry_links/regulatory_agencies.php)  
[mytitleins.com/business\\_tools/locate\\_service\\_provider.php](http://mytitleins.com/business_tools/locate_service_provider.php)  
[mytitleins.com/business\\_tools/locate\\_title\\_company.php?action=2](http://mytitleins.com/business_tools/locate_title_company.php?action=2)

**NOTE:** For the GOLD PROGRAM, the appearance of advertisements shown on the right side of the Home Page will be shown on the left side of internal web pages.

## ADVERTISING PROGRAMS (Effective 1-2-2008) GOLD & SILVER ADVERTISING PROGRAMS

### SILVER PROGRAM

#### SAMPLE AD POSITIONING & SIZES

The screenshot shows the myTitleIns.com website interface. On the left side, there is a vertical column of advertisement positions labeled 1 through 6. Position 1 is the largest, occupying the top half of the page. Positions 2, 3, 5, and 6 are smaller, stacked vertically below position 1. Position 4 is a wide horizontal ad located at the bottom of the page. The main content area of the website is a login page with fields for User ID and Password, and a 'CREATE ACCOUNT' button.

AD Position	AD Size	3 Month Term (monthly fee)	6 Month Term (monthly fee)
1	360x180	\$ 200	\$ 175
2	240x180	\$ 160	\$ 140
3	150x180	\$ 125	\$ 110
4	90x474	\$ 140	\$ 125
5	90x180	\$ 75	\$ 65
6	90x180	\$ 75	\$ 65

**NOTE:** Ads are priced and shown in a maximum rotation of 3 Advertisers.  
A fixed Ad can be obtained at 3x the monthly fee shown.

#### AD PLACEMENT PAGES

[mytitleins.com/login.php?from=/get\\_quote/get\\_quote.php](http://mytitleins.com/login.php?from=/get_quote/get_quote.php)  
[mytitleins.com/business\\_tools/locate\\_title\\_company.php?action=1](http://mytitleins.com/business_tools/locate_title_company.php?action=1)  
[mytitleins.com/marketing\\_partner/add\\_provider.php](http://mytitleins.com/marketing_partner/add_provider.php)  
[mytitleins.com/business\\_tools/locate\\_title\\_company.php](http://mytitleins.com/business_tools/locate_title_company.php)  
[mytitleins.com/how\\_it\\_works/sample\\_quote.php](http://mytitleins.com/how_it_works/sample_quote.php)  
[mytitleins.com/how\\_it\\_works/how\\_it\\_works.php](http://mytitleins.com/how_it_works/how_it_works.php)  
[mytitleins.com/education/what\\_is\\_title\\_insurance.php](http://mytitleins.com/education/what_is_title_insurance.php)  
[mytitleins.com/industry\\_links/title\\_insurance\\_companies.php](http://mytitleins.com/industry_links/title_insurance_companies.php)  
[mytitleins.com/education/what\\_is\\_OandE.php](http://mytitleins.com/education/what_is_OandE.php)  
[mytitleins.com/education/glossary.php](http://mytitleins.com/education/glossary.php)  
[mytitleins.com/education/county\\_map.php](http://mytitleins.com/education/county_map.php)  
[mytitleins.com/industry\\_links/county\\_map.php](http://mytitleins.com/industry_links/county_map.php)  
[mytitleins.com/education/selecting\\_company.php](http://mytitleins.com/education/selecting_company.php)  
[mytitleins.com/industry\\_links/trade\\_assns\\_publications.php](http://mytitleins.com/industry_links/trade_assns_publications.php)  
[mytitleins.com/education/closing\\_costs.php](http://mytitleins.com/education/closing_costs.php)