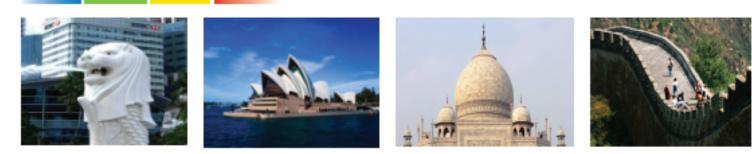# The APAC Background Screening Report

NATIONAL ASSOCIATION OF PROFESSIONAL BACKGROUND SCREENERS

NAPBS Media Kit Table of Contents

napbs. APAC
National Association of
Professional Background Screeners
The Voice of Screening Professionals

Article Submission

If you are interested in submitting an article for the NAPBS APAC Background Screening Report, please use the following guidelines.

Articles should have certain characteristics:

New, fresh, timely and relevant topics

Strictly educational and informative in nature

Second-person (instructive) or third-person (narrative) perspective

Unbiased, objective and nonpartisan

Factual, not opinion based

Well balanced, addressing all points of view

Thorough and easy to understand

An original article you have written

No more than 1,500 words in length

Article should NOT be:

Promotional or self-serving to any given organization

Taken from public domain or purchased (If you did hire a ghost writer to write your articles, you MUST have an EXCLUSIVE LICENSE that allows ONLY your name to be associated with the articles produced for you.)

Articles should include:

Title
Author
Author bio, not to exceed 20 words
Articles should be submitted to Barry at info@APACReport.com

Submit articles to info@APACReport.com Please submit articles before the deadline.

Editorial Calendar Future Deadlines:

January 17, 2014
April 18, 2014
July 18, 2014
Oct 17, 2014

APAC Background Screening Report

Available Ad Sizes:

Special Placement Full Page - - 8.5 x 11
(1st page, last page, back cover)
Full Page - 7.5 x 9.5
1/2 Page (horizontal) - 7.5 x 4.5
1/2 Page (vertical) - 3.5 x 9.5
1/3 Page (horizontal) - 7.5 x 3.25
1/3 Page (vertical) - 2.5 x 9.5
Business Card (horizontal) - 3.0 x 2.5

Accepted Formats: PDF, EPS
Costs vary for members and nonmembers.
See Journal Advertising Contract for details

Platform/File Format
PDF is preferred.

All fonts must be outlined (EPS) or must be requires NO fonts.

Application Files Accepted
Adobe Acrobat (PDF embed fonts), Adobe Photoshop, Adobe Illustrator (outline fonts).

Adobe Photoshop:
Pixel base. Best source for color (RGB) and black and white (GRAYSCALE) photos. 300 dpi, highresolution PDF.

Adobe Acrobat:
and white) and at 300 dpi. Make sure fonts are properly embedded if not previously outlined.

Basic Settings:
Resolution: 2400 ppi,
Compression: Color images 300 ppi, Grayscale images 300 dpi, Monochrome images 1200 ppi.
Please keep image to ad size: no crop marks, color bars or target

Adobe Illustrator:
Vector Base, no resolution settings required. Make sure any images placed and embedded in white) and at 300 dpi. Outline fonts.

Images
All color images must be RGB mode at 300 dpi Black and white images in GRAYSCALE mode at 300 dpi.

Line art images in BITMAP mode at 1200 ppi. Vector images created in Adobe Illustrator require no resolution settings.

Advertisement sizes:
Based on a three column editorial format.
All values are given in inches with horizontal value first.

Advertising Contract

Name:
Company:
Address:
City: State/Region: Mail Code:
Country:
Phone: Fax:

November Issue

Members	**Non-Members**
___ Special Placements Full Page: 1st page, last page and back cover: $550.00	___ Special Placements Full Page: 1st page, last page and back cover: $800.00
___ Full-Page: $400.00	___ Full-Page: $650.00
___ Half-Page $300.00	___ Half-Page $550.00
___ Third-Page $200.00	___ Third-Page $450.00
___ Business Card: $100.00	___ Business Card: $250.00

2013 Deadlines
November Issue deadline is October 18, 2013

Submit contract and ad to info@APACReport.com

Advertising invoices must be paid in advance of the deadline for the issue.Contact Barry info@APACReport.com to request an invoice and to get payment processing details.