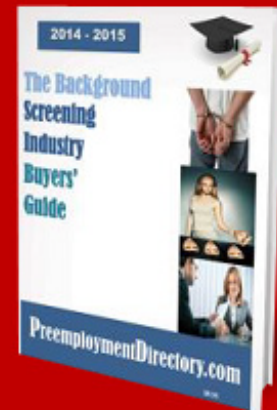


# 2014 Suppliers to Background Screening Firms Marketing Portfolio



**"The Marketing Source for Professional  
Background Screening Firms"**

# Preemployment Screening Directory

## [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com)



Over the last 20 years the background screening has experience exponential growth and has become a multi-billion dollar industry that is supported by a wide variety of supplier firms. PreemploymentDirectory.com is the first and only online directory to showcase suppliers to the background screening industry. Our goal is to make it easy for background screening firms to find suppliers to meet their business needs.

The Vendor Showcase consist of several categories to guide businesses quickly to the company that will serve them best:

- Accreditation Support Services
- Applicant Tracking
- Compliance Products
- Consulting and Legal Services
- Courthouse Searches & Public Records Retrievers
- Credit Services
- Database and Software Providers
- Drug Screening and Medical Review Services
- Immigration and e-Verify Services
- Educational Verification Services
- Fingerprint Services
- International Providers
- Motor Vehicle Records
- Social Media Monitoring

In addition, all suppliers are listed on a separate Vendor Showcase page.

The Directory is truly a 'One stop' source that makes it easy to find a service provider to meet your business needs; you no longer need to look in multiple places to identify the companies and services available to you.

Visit the Vendor Showcase by going to [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com), hover over 'Suppliers/Providers' and then click on 'Find a vendor.'

The Directory also has an information rich **Knowledge Center** that provides a wealth of important information about background screening.

Businesses no longer need to search in multiple places or get frustrated with large search engines that show millions of items. We make it easy for them to find you

**“We are the matchmakers for the background screening industry, We connect you to Business”**

# Platinum Membership has its Privileges!



## Platinum Membership Offers You The Following Services:

1. Your live logo linked to your web site will be placed at the top of the page along with other Platinum Member's logos in the Alphabetical and US section.
2. You are provided a full page for your advertising message.
3. Your web site URL appears with your listing and is linked to your web site so potential clients can go directly to you.
4. On the specific alphabetical and U.S. State page where your firm's listing appears your logo will appear at the top of the page ahead of all non Platinum listings
5. You can place announcements, press release and articles in ***The Background Buzz*** at no charge to you.
6. You can update your ad copy at no charge if you introduce new products and services or your marketing campaign changes.
7. You are eligible to advertise in our Suppliers to the Background Screening Industry Buyers Guide. The Buyers Guide exclusively features Platinum Members.
8. You are able to place articles, white papers, etc. in the Background Screening Knowledge Center of PreemploymentDirectory.com and can embedded hyperlinks to your website.

Platinum Membership Annual Fee - \$675.00 (Special Discount Rate for NAPBS members is \$600.00)

Gold Membership Annual Fee - \$475.00

One time set up fee - \$75.0 (this is a one time fee for new listings)

Duration of Listings: All listings are for a 12 month period.

Additional Options for Platinum members - Multiple State or Country listings at a 50% discounted rate

# PreemploymentDirectory.com

## 2014 Listing Pricing

<b>Platinum</b> <b>\$675.00</b> <b>per year*</b>	<ul style="list-style-type: none"> <li>• Listing will include your firm's name, address, telephone number</li> <li>• Web site address with a live link to your website</li> <li>• Direct email link to your sales contact</li> <li>• Your page listing includes an introductory description (up to 100 words) plus a full page company/product description or advertisement</li> <li>• 4 color company/product Logo</li> <li>• Preferential Placement – 1) First page position above non Platinum Member in Alphabetical and US Geographic listings; 2) Logo placement at the top of the page for each letter of the Alphabetical and for each State or at the top of International Section and International Resource Center</li> <li>• Unlimited Free updates to your listing throughout the year</li> <li>• You can place articles, white papers, etc. in the <a href="#">Background Screening Knowledge Center</a> on PreemploymentDirectory.com that have embedded hyperlinks to your listing.</li> </ul>
<b>Gold Level:</b>  <b>\$475.00</b> <b>per year</b>	<ul style="list-style-type: none"> <li>• Listing will include your firm's name, address, telephone number</li> <li>• Web site address with a live link to your web site</li> <li>• Listing placed in alphabetical sequence</li> <li>• Instant email link so buyers can contact you easily and quickly</li> <li>• Direct email link to your sales contact</li> <li>• Up to a 50 word company/product description</li> <li>• 4 color company/product logo</li> </ul>
<b>Basic:</b> <b>No Charge</b>	<ul style="list-style-type: none"> <li>• A listing with your firm's name, address, telephone number.</li> </ul>

**\$75.00 Set Up Fee for all enhanced levels** (this is one time fee for new listings)

**\*Special Discount Rate** for NAPBS members is **\$575.00**. (The regular rate is \$675.00)

**Duration of Listing:** All pricing is for 12 month time period.

Additional Options for Platinum Members - Multiple State Listings Available at a Discounted Rate

# Are You Interested In Creating More Selling Opportunities For Your Firm?

## The Diamond Sponsorship is the Answer!

We have created an ingenious way to connect our Platinum Members to more businesses and a way to gain competitive advantage. This concept has the potential to create a huge amount sales activity for you.



You probably have heard the saying 'the early bird gets the worm,' well we have discovered a simple, but eloquent way for your firm to get more business before your competitors. This opportunity to close business before competitors get into the picture. Reaching employers first will give you the competitive edge.

***You will have the opportunity to close more employers before your competitors ever see them!***

Our solution is the Diamond Sponsorship which - will place your logo and live link directly in employers' line of sight on the landing page of [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com) even before they actually enter the Directory. Your live logo will take them directly to your web site.

***This prime location will make it easy for businesses to find you quickly!***

This is your chance to stand out and be seen. There will be a very limited number of these advertisement opportunities on the landing page (go to [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com).) This will maximize the opportunity for your firm to be selected and the limited number of firms on the front page will virtually guarantee that your firm will be seen by more businesses.

***A Diamond Sponsorship will allow you to beat your competitors to the punch and close more business.***

In addition, a Diamond Sponsorship will reinforce your marketing message and help your search engine placement. The Diamond Sponsorship will help search engine spiders, crawlers, robots and bots notice your site and help increase your position on search sites which also increases your exposure. The Diamond Sponsorship have been specially priced to maximize the return on your valuable marketing dollars.

Diamond Sponsorship Rates	
26 Weeks	52 Weeks
\$600.00	\$850.00

***There are only Ten slots available to our Platinum Members and placement is based on a 'first-come, first-served' basis.***

**Contact Barry today at [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com) to reserve your Diamond sponsorship!**

# ***“Get Buzz’d”***



## **The Background Buzz**

Reach out to the worldwide background screening community in the #1 online newsletter for professional background screeners.

The best advertising value to reach background screening firms in this vertical market.

### **2014 Advertising Rates Information**

Promote your Brand and Services with your advertising message. All ad sizes Includes a live link to your web site. Placement orders are based on a first come, first serve basis starting at the beginning of the newsletter.

**The Background Buzz** is published monthly and distributed to over 1,600 firms in the background screening industry and to more than 3,000 professionals in the industry. For further information contact W. Barry Nixon at [wbnixon@aol.com](mailto:wbnixon@aol.com) or directly on 949-770-5264.

#### **Full Page**

Feature your firm in a full page advertisement including your logo with live link to your web site and marketing message.

**One edition - \$825; 3-8 editions - \$775 per edition; 9-12 editions - \$725 per edition**

#### **Three Fourths Page**

Feature your firm in a  $\frac{3}{4}$  page advertisement including your logo with live link to your web site and marketing message.

**One edition - \$625; 3-8 editions - \$575 per edition; 9-12 editions - \$525 per edition**

## Half Page

Feature your firm in a ½ page advertisement including your logo with live link to your web site and marketing message.

**One edition \$475; 3-8 editions - \$ 450 per edition; 9-12 editions - \$425 per edition**

## One Third Page

Feature your firm in a 1/3<sup>rd</sup> page advertisement including your logo with live link to your web site and narrative.

**One edition \$425; 3-8 editions - \$400 per edition; 9-12 editions - \$375 per edition**

## Top of Page – Gold Sponsor

Feature your firm in a 1/3<sup>rd</sup> page advertisement including your logo with live link to your web site

**\$600.00; 12 Edition minimum (based on seniority as advertiser)**

## Special Columns: PRRN Update and Legal Challenges

**US and International Legal Challenge** -Feature your firm in a 1/3<sup>rd</sup> page advertisement including *your logo with live link to your web site and narrative. Your ad will appear with the initial question and on all four pages corresponding with each answer*

**Per edition - \$500: Must reserve in at least six month increments**

**PRRN Update** - Feature your firm with the ad size of your choice.

**Pricing based on size choice. Must reserve in at least three month increments.**



# The Legal Challenge Column, The Background Buzz



## Why Should You Sponsor The Legal Challenge?

The point of effective advertising is to influence the thinking and behavior of the viewer. This is accomplished by having a mentally stimulating concept and repetition.

The Legal Challenge Column in ***The Background Buzz*** combines two key features. You provide an attention getting and stimulating advertisement for us to display and we provide the viewers with multiple views of your ad.

We provide the multiple views because your ad appears on the question page as well as on each page with each answer. This means that when someone selects an incorrect answer they will see your ad as well as when they select the correct answer. At minimum, a person that clicks on **The Legal Challenge** will see your advertisement twice or in some cases even more if they keep choosing the wrong answer.

In addition to providing you with multiple views of your ad you will maximize your visibility even further because since we launched the column it has been the most read item in ***The Background Buzz***.

The final reason you should advertise in The Legal Challenge column is that your advertisement will appear in a prime location in ***The Background Buzz***, in the third ad position, which will maximize readership and visibility.

**“The Legal Challenge Column maximizes your value and increases your sales opportunities.”**

### Description

**The Legal Challenge** is a regular appearing column in ***The Background Buzz*** that poses a legal question to challenge readers' knowledge of legal background screening practices. Each question is multiple choice and when a reader chooses a response that is correct they are congratulated or if they choose an incorrect answer they are prompted to try again.

### Advertisement Size:

1/3 page	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte
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### Sponsorship Rate:

- \$500.00 per edition, no multiple edition discount
- Minimum advertisement must be for at least 6 editions
- Only advertisers choosing a block of 12 editions will retain automatic renewal rights

To Place Your Order to Sponsor **The Legal Challenge** in the next edition of ***The Background Buzz*** contact Barry Nixon at [wbnixon@aol.com](mailto:wbnixon@aol.com) or on 949-770-5264.



# *The Quick and Easy Way to Put Your Marketing Message Directly in Front of Your Clients and Prospects*



## **eDirect Mail Campaigns**

An eDirect Mail Campaign will put your company's advertising message directly on the desk top of more than 1,600 firms in the background screening industry. Your eDirect Mail Campaign is delivered directly to your target market. Each eDirect Mail Campaign will only include one advertisement which means you will have an exclusive audience with our readership. No competing ads or messages.

Each campaign will include your exclusive advertising message along with one article that will be of interest to our readers. This is a tremendous opportunity to promote your services and to get maximum promotional value.

You choose the size of your display advertisement which will be hyper-linked to your website.

Please note that eDirect Mail Campaigns are not available during the last week of the month since this is when *The Background Buzz* is distributed and we strictly honor our commitment to not inundate our readers with emails. The exception to this rule may be pre-conference announcements.

After each campaign we will provide you with a report that identifies the click through rate to your web site.

## **eDirect Campaigns**

Ad Size	Dimensions	Format	Rates
1/3 horizontal page	675 x 245 pixels	JPG under 60 kilobyte	Single e-blast \$650.00
			Three e-blast bundle @ \$500.00 per
½ horizontal page	675 x 345 pixels	JPG under 75 kilobyte	Single e-blast \$800.00
			Three e-blast bundle @ \$650.00 per



## Media Release, Announcement & Article Services



Why send your press releases all around the globe with national press release services with the hope that they will reach the people you want to see them?

As the undisputed leader in online communications in the background screening industry we are pleased to offer you the opportunity to have your new products, services or other company information announced in our very popular online newsletter, ***The Background Buzz***.

Since we are focused specifically on the background screening industry your announcement will reach the exact target audience you want to communicate with.

***The Background Buzz*** is distributed monthly to more than 1,600 background screening firms and your message will be placed directly on the desk top of leaders in the industry.

So the next time you want to communicate a message directly within the industry contact us to get your information into ***The Background Buzz***.

Press Release, Announcement & Article Services		
Service	Rates	Format
Press Release	<del>\$250.00</del> \$150.00 for up to 400 words; \$1.00 per word over 400	Microsoft Word; logo in JPEG
Article	<del>\$400.00</del> \$200.00 for up to 700 words; \$1.00 per word over 700	Microsoft Word; logo in JPEG

### Contact Information:

W. Barry Nixon  
 Email - [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com)  
 Phone – 1-949-770-5264  
 Fax – 1-949-597-0977



## Private Label Ezine Newsletter Service

We can help you have a high quality custom online newsletter to help you build and nurture relationship with your clients, generate more sales and attract new clients.

Our customized newsletter service will take over your newsletter task or create a new one for you. We manage the entire process for you.

We conduct extensive research to find the right articles for our very popular online newsletter *The Background Buzz* and you can put our research to use for you. Using the information rich content from *The Background Buzz* (minus the ads and competitors information) we will create a custom newsletter for you.

### ***Let us simplify your workload!***

Use your staff's time to do more valuable work and save all the hassle of researching or writing articles, formatting and managing all the other ezine tasks with our customized ezine process. We make it simple for you by creating a complete online newsletter for you that includes creating a unique header that matches your company colors, incorporates your logo and supports your brand. We also suggest names for your webzine and a template format for your webzine.

We emailed you a draft of your newsletter for your review and approval. Once you approve your newsletter we send you a complete newsletter ready for distribution. Its that easy. We save you and/or your staff hours of work.

Frequency of Services	Number of Editions	Fee For Services
Monthly	12	\$1,500.00*
Bi-monthly	6	\$900.00
Quarterly	4	\$700.00
* Platinum Members of PreemploymentDirectory.com receive a 10% discount on the 12 month frequency; their annual rate is <b>\$1,350.00</b> (other levels of services not discounted)		

If you already have a webzine set up, but want to take advantage of our focused research on the background screening industry we can also provide just articles to meet your needs as well. If you are interested in this service please contact us for a quote.

Contact. Barry at 1-949-770-5264 or at [wbnixon@preemploymentdirectory.com](mailto:wbnixon@preemploymentdirectory.com) for more information.