

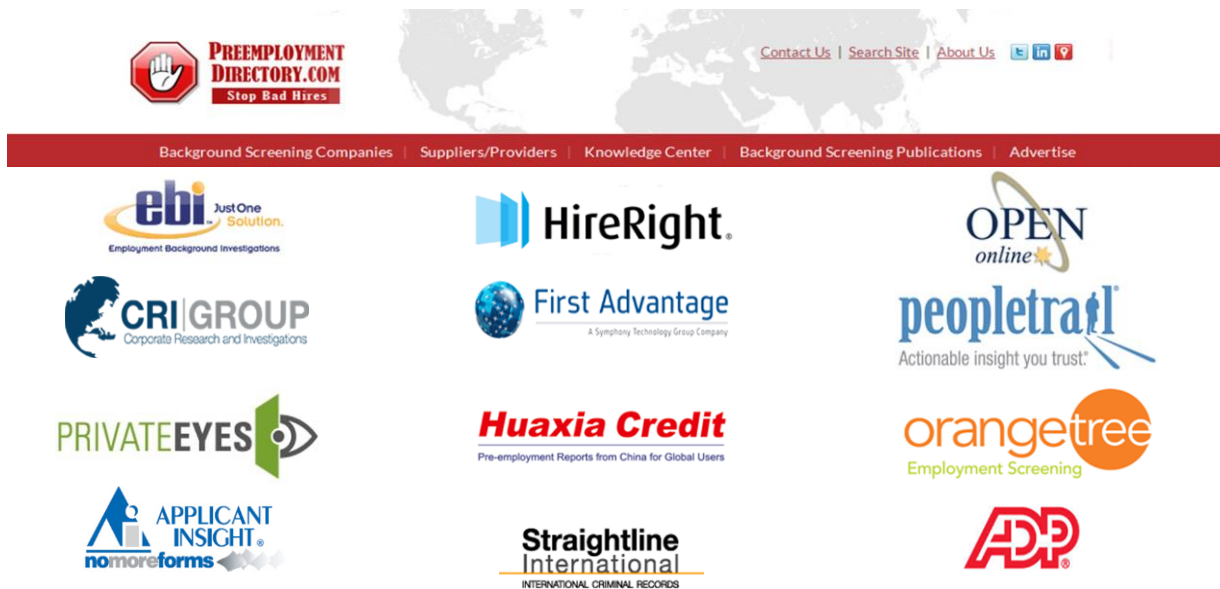
# 2015 U. S. Background Screening Firms Marketing Portfolio



**“The Marketing Source for Professional  
Background Screening Firms”**

# Preemployment Screening Directory

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



PreemploymentDirectory.com helps organizations meet the critical need they have to know whom they are hiring and who is on their payroll.

PreemploymentDirectory.com is the leading and most comprehensive web based directory of background screening firms designed to make it easy for businesses to quickly find a company to meet their screening needs. In a recent review of online directories and buyers guide PreemploymentDirectory.com rank # 1 in having the most background screening firms listed. In fact, PreemploymentDirectory.com has more background screening firms listed than ASIS International, Society for Human Resource Management (SHRM) and Workforce.com combined. It is the gold standard for finding a background screening firm.

**“We connect background screening firms to organizations that need their services.”**

The Directory consist of several sections to guide businesses quickly to the company that will serve them best:

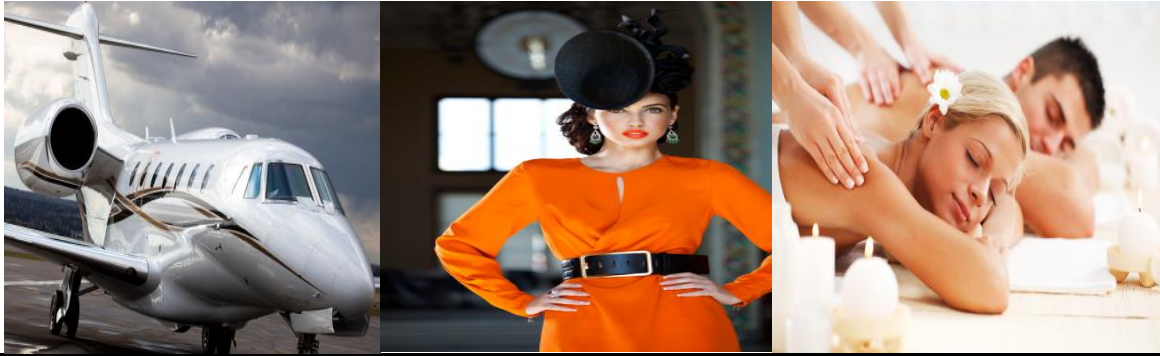
1. Alphabetical listing
2. U. S. Domestic Section (firms are listed by their location, State by State)
3. International Section (firms that conduct background screening internationally listed by country)
4. Vendor Showcase (firms that provide services to the background screening industry listed by categories)

The Directory also has an information rich **Background Screening Industry Knowledge Center** that includes an extensive Article Library and an International Resource Center that provides important information about conducting international background checks.

Organizations 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 either the US or International section.
2. You are provided a full page advertisement.
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. You can also add your information to the International section at a 50% discount rate
5. 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.
6. You can place announcements, press release and articles in *The Background Buzz* and the **Global Background Screener** at **no charge** to you.
7. You can update your ad copy at no charge if you introduce new products and services or your marketing campaign changes.
8. You are eligible to advertise in our Annual Background Screening Industry Buyers Guide. The Buyers Guide exclusively features Platinum Members.
9. You are able to place articles, white papers, etc. in the Background Screening Knowledge Center of PreemploymentDirectory.com with embedded hyperlinks to your website or to a registration box at no charge to you.
10. You will receive leads from our Annual Employers Background Screening Industry Survey.

## Exclusive Platinum Promotional Opportunities:

1. You can purchase a **Diamond Sponsorship** which will place your logo with a live link directly to your web site on the landing page of the Directory (see [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com).) This means that businesses will go directly to your web site before they enter the Directory. This will give you 'first contact' advantage at closing them before your competitors even get a chance to sell. A maximum of ten logos will be given this priority placement to maximize your exposure.
2. Diamond Sponsors are periodically interviewed to contribute comments to articles we are submitting for publication in relevant industry publications. We mention your firm as often as possible.
3. Given our visibility in the human resource and security communities we are frequently contacted by firms interested in sourcing background screening firms. In addition, we often learn through our workplace violence consulting practice about firms who are searching for a background screening firm and we refer them to our Platinum Members.
4. Diamond Sponsors are given the opportunity to include articles in the Background Screening Column in our industry leading publication, **The Workplace Violence Prevention eReport**, which is distributed to thousands of HR, Security, Risk Management and General Management personnel.

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

## 2015 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>• Exclusive Services – Eligible to purchase logo placement on landing page of the Directory that takes businesses directly to your website before entering the Directory</li> <li>• Unlimited Free updates to your listing throughout the year</li> <li>• Leads from our Annual Survey of Employers Background Screening Practices</li> <li>• You can place articles, white papers, etc. in the Background Screening Knowledge Center 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 **\$600.00**. (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

# The 2014-15 Background Screening Industry Buyers' Guide



**The 2014-15 Annual Background Screening Industry Buyers Guide** is the only professional publication to exclusively focus on employment screening practices. Human Resource, Talent Management, Staffing and Security professionals find the Buyers Guide to be a very useful tool to quickly and easily find a screening firm to meet their needs. The Buyers Guide puts the background screening industry at the fingertips of hiring managers and Human Resources professionals searching for an employment screening provider. In addition, the Buyers Guide includes expert guidance on 'How to Select a Background Screening Firm' and other timely relevant content.

The Buyers Guide is an indispensable resource and reference tool for Employment, Talent Management, Human Resource, Staffing and Security professional.

Don't miss this fabulous opportunity to showcase your service offerings directly to Human Resources professionals. We will distribute 20,000 Buyers Guides to Human Resources professionals. We launch the distribution at the SHRM Annual Conference and follow this with direct mailers, online postings and distribution at other HR conferences.

Advertising opportunities are only available to Platinum Members of [PreemploymentDirectory.com](http://PreemploymentDirectory.com).

To get an electronic version of the Buyers Guide visit [PreemploymentDirectory.com](http://PreemploymentDirectory.com)'s Background Screening Publications section. To request a hardcopy version contact Barry Nixon at [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com) or call 1-949-770-5264.

## The 2015-16 Background Screening Industry Resource Guide

To sign up to have your company included in **The 2015-16 Annual Background Screening Industry Buyers Guide** contact Barry Nixon at [wbnixon@preemploymentdirectory.com](mailto:wbnixon@preemploymentdirectory.com) or 1-949-770-5264.

# 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 Twelve 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!





## 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	\$1,650.00*
Bi-monthly	6	\$990.00
Quarterly	4	\$770.00

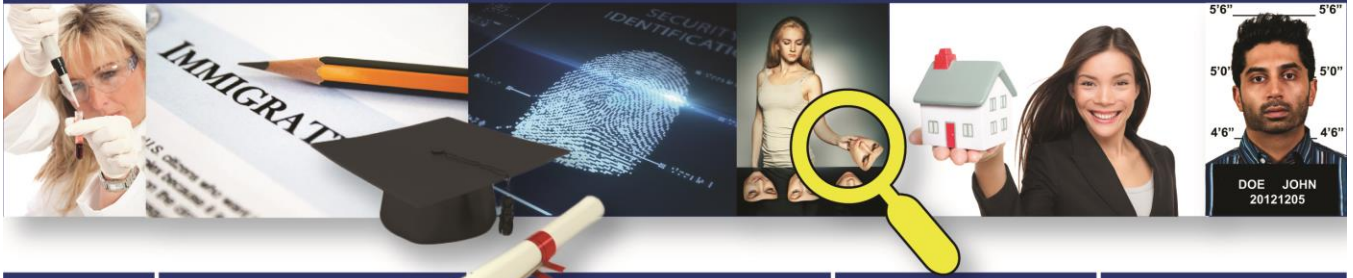
\* Platinum Members of PreemploymentDirectory.com receive more than a 10% discount on the 12 month frequency; their annual rate is **\$1,450.00** (other levels of services not discounted)

If you already have a newsletter 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.

# The Background Buzz

News, views and other interesting stuff for Professional Background Screeners



ARTICLES

INSIDE WASHINGTON

PUBLIC RECORD UPDATE

ANNOUNCEMENTS

EVENT CALENDAR

## 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 close to 2,000 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	\$250.00 for up to 400 words; \$1.00 per word over 400	Microsoft Word; logo in JPEG
Article	\$400.00 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  
Phone – 1-949-770-5264  
Fax – 1-949-597-0977



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**Keep up with the latest news  
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**Sign up today at [PreemploymentDirectory.com](http://PreemploymentDirectory.com)  
to get your complimentary subscription.**