

2015 International Background Screening Firms Marketing Portfolio



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

Preemployment Screening Directory

www.PreemploymentDirectory.com

Find a Background Screening Company: INTERNATIONAL

U.S. International Alphabetical

North America & Caribbean
South America
Europe
Africa & Middle East
Asia-Pacific
Russia & Eastern Europe

Employment Screening Resources
ESR

ebi Just One Solution.
Employment Background Investigations

First Advantage
A Symphony Technology Group Company

HireRight.

CRI GROUP
Corporate Research and Investigations

GARDA

NEEYAMC
HR Consulting Technology Operations

ISS INTERNATIONAL
SCREENING SOLUTIONS

Huaxia Credit
Pre-employment Reports from China for Global Users

MultiLatin
Background Screening

Straightline
International
INTERNATIONAL CRIMINAL RECORDS

Pi

International Background Screening Companies:

International Section

Over the last 20 years the background screening industry has experienced exponential growth and has become a multi-billion dollar industry that is supported by a wide variety of firms including many that conduct business around the globe. The international marketplace has become an important segment of the background screening industry and this market has grown to become a significant part of the industry.

PreemploymentDirectory.com is the largest and most comprehensive web based directory of background screening firms designed to make it easy for organizations to be able to quickly find a company to meet their screening needs anywhere in the world.

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.

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

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

The Directory has over 1,000 firms listed and is continuously growing.

PreemploymentDirectory.com is the first and only online directory to showcase International background screening firms. Our goal is to make it easy for organizations to find background screening firms to conduct international background investigations to meet their business needs.

The International Section is set up for searches by country to make it easy for a business to locate a firm to meet their screening needs. Business can simply click on the country of their choice from the map or listings and the background screening firms that conduct employment investigations or screenings in the identified country will instantly show up.

As an added feature, our Platinum Members that have selected the International Section for their listing have their live linked logo posted at the top of the page in the International Section (see the screen shot at top of the description) and also posted at the top of the page of our information rich **International Resource Center**.

The International Section artfully combines an online directory and the **International Resource Center** which is rapidly becoming a major resource for people who conduct business in the international marketplace. It is packed with useful information on data protection laws, terrorist search sources, international training resources, information on international holidays, time zones, cities, culture and much more. You no longer need to look in multiple places to find the information you need.

Visit the International Section by going to www.PreemploymentDirectory.com, click on 'Find a Background Screening Firm' and then click on International.

Please contact Barry Nixon at wbnixon@PreemploymentDirectory.com or 949-770-5264 for additional information.

“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 International, International Resource Center and Alphabetical section.
2. You can also add your information to the U.S. section at a 50% discount rate.
3. You are provided a full page advertisement.
4. Your web site URL appears with your listing and is linked to your web site so potential clients can go directly to you.
5. On the specific Alphabetical and International pages 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 releases and articles in ***The Background Buzz and The Global Background Screener*** at **no charge** to you.
7. You can update your listing copy as often as you like at no charge.
8. You are eligible to advertise in our Annual Background Screening Industry Resource Guide and the Suppliers to the Background Screening Industry Resource Guide (your Platinum membership includes a complimentary Company Profile in the Suppliers Guide). Our Resource Guides exclusively feature our Platinum Members.
9. You are eligible to place articles, white papers, etc. in the Background Screening Knowledge Center of PreemploymentDirectory.com that have embedded hyperlinks to your website or to a registration box at no charge.

Exclusive Platinum Promotional Opportunities:

1. You can upgrade to 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.) 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 12 logos will be given this priority placement to maximize 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 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 Inside 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

Platinum \$675.00 per year*	<ul style="list-style-type: none"> • Listing will include your firm's name, address, telephone number, web site address with a live link to your website and email link to your sales contact. • Your page listing includes an introductory description (up to 100 words) plus a full page company/product description or advertisement • 4 color company/product Logo • Preferential Placement – 1) First page position above non Platinum Member in Alphabetical and International sections; 2) Logo placement at the top of the page for each letter of the Alphabetical, the top of International Section and International Resource Center. • Exclusive Services – Eligible to purchase Diamond sponsorship with logo placement on landing page of the Directory that takes businesses directly to your website before entering the Directory. • Unlimited Free updates to your listing throughout the year • Complimentary Company Profile listing in our Annual Suppliers to the Background Screening Industry Resource Guide and option to purchase Premium ad. • You can place articles, white papers, etc. in the Background Screening Knowledge Center on PreemploymentDirectory.com with embedded hyperlinks to your web site or to a registration box at no charge to you.
Gold Level: \$475.00 per year	<ul style="list-style-type: none"> • Listing will include your firm's name, address, telephone number, web site address with a live link to your web site and email link to your sales contact. • Listing placed in alphabetical sequence • Up to a 50 word company/product description • 4 color company/product logo
Basic: No Charge	<ul style="list-style-type: none"> • A listing with your firm's name, address, telephone number.

\$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

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 significantly increase 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 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.) 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.

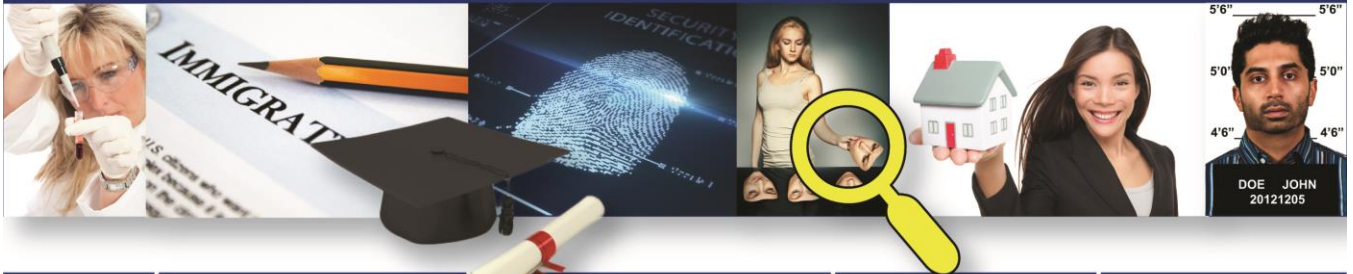
Diamond Sponsorship Rates	
26 Weeks	52 Weeks
\$600.00	\$850.00

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 to reserve your Diamond sponsorship!

The Background Buzz

News, views and other interesting stuff for Professional Background Screeners



ARTICLES

INSIDE WASHINGTON

PUBLIC RECORD UPDATE

ANNOUNCEMENTS

EVENT CALENDAR

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.

2015 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 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 - \$900; 3-8 editions - \$850 per edition; 9-12 editions - \$800 per edition

Three Fourths Page

Feature your firm in a ¾ page advertisement including your logo with live link to your web site and marketing message.

One edition - \$700; 3-8 editions - \$650 per edition; 9-12 editions - \$600 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 \$600; 3-8 editions - \$ 550 per edition; 9-12 editions - \$500 per edition

One Third Page

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

One edition \$500; 3-8 editions - \$450 per edition; 9-12 editions - \$400 per edition

Top of Page – Gold Sponsor

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

\$650.00; 12 Edition minimum (based on seniority as advertiser)

Special Columns: PRRN Update and Legal Challenges

US, International and eVerify Legal Challenges - Feature your firm's advertisement including. *Your ad will appear with the initial question and on all pages corresponding with each answer*

Per edition - \$550 for 1/3 page size ad. Other ad sizes prices available upon request.

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

The Legal Challenge Columns

The Background Buzz

U. S. Legal Challenge and eVerify, I9 & Immigration Status Legal Challenge



Why Should You Sponsor a Legal Challenge column?

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

The Legal Challenge columns in **The Background Buzz** combines these two key features. You provide an attention getting and stimulating advertisement 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 your ad will maximize your visibility even further because since we launched the columns they have been very popular and among the most read content 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** which will maximize readership and visibility.

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

Sponsorship Rate:

- \$500.00 per edition for 1/3 page ad; no multiple edition discount; advertisement available in 6 editions blocks
- 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@PreemploymentDirectory.com or on 949-770-5264.

The 2014-15 Background Screening Industry Buyers' Guide



The 2014-15 Annual Background Screening Industry Resources Guide is the only professional publication to exclusively focus on employment background screening practices. Human Resource, Talent Management, Staffing, Security professionals and hiring managers 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 firms in the employment screening industry. In addition, the Buyers Guide includes expert guidance on 'How to Select a Background Screening Firm' and other timely relevant topics.

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 launch the Resource Guide at the SHRM Annual Conference and follow this with direct distribution to more than 20,000 Human Resources professionals.

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

Advertising opportunities are only available to Platinum Members of PreemploymentDirectory.com.(if you are not a Platinum Member contact Barry at 1-949-770-5264 or wbnixon@preemploymentdirectory.com today to become a Platinum Member)

The 2015-16 Background Screening Industry Resource Guide

To have your company included in **The 2015-16 Annual Background Screening Industry Resources Guide** contact Barry Nixon at wbnixon@preemploymentdirectory.com or 1-949-770-5264.

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 close to 2,000 firms in the background screening industry. Your eDirect Mail Campaign is delivered directly to your target market. Your eDirect Mail Campaign will only include your 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-NAPBS conference announcements.

After each campaign we will provide you with a report that identifies the open and click through rates

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
1/2 horizontal page	675 x 345 pixels	JPG under 75 kilobyte	Single e-blast \$800.00
			Three e-blast bundle @ \$650.00 per

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 an eDirect mailer, our very popular online newsletter, **The Background Buzz** and **The Global Background Screener**.

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 and **The International Background Screening Magazine** are 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 to the industry contact us.

Press Release, Announcement & Article Services		
Service	Rates	Format
Press Release	\$250.00 \$150.00 for 400 words; \$1.00 per word over 400	Microsoft Word; logo in JPEG
Article	\$400.00 \$250.00 for 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



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 and produce a professional looking newsletter for you.

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 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 for more information.

The 2015-16 Suppliers to the Background Screening Industry Resource Guide



We invite you to take advantage of a great opportunity to promote your business to close to 2,000 background screening firms in our **2015-16 edition of *The Suppliers to the Background Screening Industry Resource Guide***. This will be the eighth Suppliers Guide that we have published.

The Guide presents a unique marketing opportunity for you to get your company's information in front of decision makers in the background screening industry. Our Guide is widely read throughout the industry and is the only publication that features suppliers to be background screening industry.

Advertising opportunities in the Guide are exclusively available to Platinum Members of PreemploymentDirectory.com. Don't despair. If you are not a Platinum Member, we invite you to become a member today. Contact me directly at wbnixon@PreemploymentDirectory.com or sign up online at www.PreemploymentDirectory.com.

As Platinum Member you will have two advertising opportunities in the Resource Guide. First, you will receive a Company Profile which includes your contact information, logo and up to a 100 word company description. The Company Profile is a complimentary to Platinum Members.

The second advertising opportunity afforded to Platinum Members is the chance to purchase a Premium full page advertisement. There are a limited number of premium advertisement slots available. Contact me immediately to reserve your Premium advertising space. Since we assign Premium ads based on "first come, first serve" basis you will want to reserve your space as soon as possible to ensure you get a prime location. Once we receive your reservation we will send you the advertising specifications and due dates.

We look forward to you joining us in this years' Resource Guide and please let me know if you have any questions. I can be reached directly at 1-949-770-5264 or online at wbnixon@PreemploymentDirectory.com.

To have your company included in **The 2015-16 Annual Background Screening Industry Resources Guide** contact Barry Nixon at wbnixon@preemploymentdirectory.com or 1-949-770-5264.

The Global Background Screener

The Special International Version of the Background Buzz



Reach out to the worldwide background screening community in the first e-magazine focused specifically on bringing you news and information about international background screening.

2015 Advertising Pre-introduction 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 e-magazine.

The Global Background Screener is published bi-monthly and distributed to international background screening firms. For further information contact W. Barry Nixon at wbnixon@PreemploymentDirectory.com or directly on 1-949-770-5264.

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 - \$700; Three editions - \$600 per edition; Six editions - \$550 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 - \$550; Three editions - \$500 per edition; Six editions - \$450 per edition

Half Page

Feature your firm in a $\frac{1}{2}$ page advertisement including your logo with live link to your web site and marketing message.

One edition \$450; Three editions - \$ 400 per edition; Six editions - \$350 per edition

One Third Page

Feature your firm in a $\frac{1}{3}$ rd page advertisement including your logo with live link to your web site and narrative.

One edition \$350; Three editions - \$300 per edition; Six editions - \$250 per edition

Top of Page – Gold Sponsor

Feature your firm in a $\frac{1}{3}$ rd page advertisement including your logo with live link to your web site

\$500.00; 6 Edition block (based on seniority as advertiser)

Special Columns: International Legal Challenges

International Legal Challenges - Feature your firm's advertisement including. *Your ad will appear with the initial question and on all pages corresponding with each answer*

Per edition - \$400 for 1/3 page size ad. Other ad sizes prices available upon request. Advertisers must reserve in at least three edition block.

Additional pricing options based on ad size choice.