

2015 Suppliers to Background Screening Firms Marketing Portfolio



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

Preemployment Screening Directory

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, 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 Suppliers/Providers, Vendor Showcase and Alphabetical sections.
2. You can also add your information to another 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 Suppliers/Providers pages where your 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 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 at no charge.
10. You will receive leads from our Annual Survey of Employers Background Screening Survey.

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, US Geographic listings or Supplier/Providers sections; 2) Logo placement at the top of the page in the Supplier/Providers section and at the top of relevant category in the Vendor Showcase. • Unlimited Free updates to your listing throughout the year. • You get a complimentary Company Profile listing in our Annual Suppliers to the Background Screening Industry Resource Guide and are eligible to purchase a Premium full page ad to increase your visibility. • You can place articles, announcements, press releases, etc. in The Background Buzz and The Global Background Screener at no charge to you. • 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 in appropriate sections. • 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)

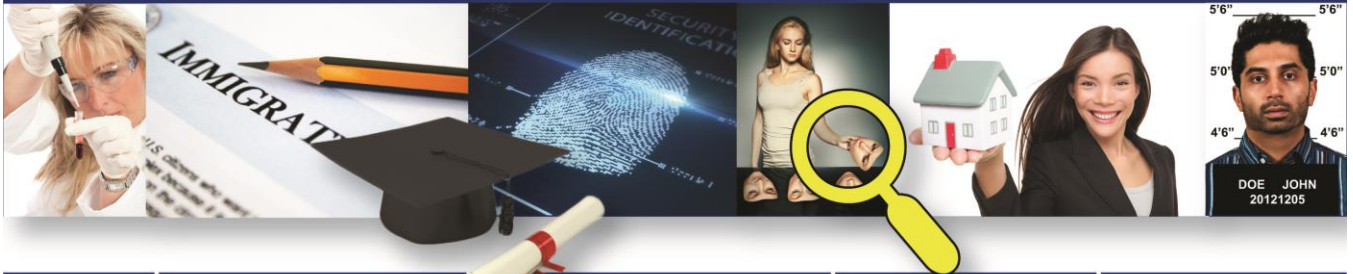
***Special Discount Rate** for NAPBS members is **\$600.00**. (The regular rate is \$675.00)

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

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

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 $\frac{3}{4}$ 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 $\frac{1}{2}$ 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: Legal Challenges, PRRN Update and Washington Report

US, International and eVerify Legal Challenges - Your ad will appear with the initial 'Challenge' question and on all pages corresponding with each answer.

\$550 per edition for 1/3 page size ad for twelve editions. Other ad sizes and frequency pricing available upon request.

PRRN Update and Washington Report - \$550 for 1/3 page size ad for twelve editions. Other ad sizes and frequency pricing available upon request.

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 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 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

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 for six editions. Other ad sizes and frequency prices available upon request.