

# 2018 INTERNATIONAL Background Screening Firms Marketing Portfolio



## PREEMPLOYMENTDIRECTORY.COM

"We Connect You to Business."

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## ABOUT US

PreemploymentDirectory.com was founded by W. Barry Nixon in 2002. He is the co-author of 'Background Screening & Investigations: Managing Hiring Risk from a Human Resources and Security Perspective', authors a regular column in PI Magazine on background screening, originated the term 'Infinity Screening', served as co-Chair, NAPBS' International Committee and is widely accepted as a leading expert on background screening practices.

The company specializes in providing publishing and marketing services for the background screening industry and is recognized as the leading publisher for the background screening industry.

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

The Directory is an important resource for Human Resources and Hiring Managers. Our Background Screening Knowledge Center located at PreemploymentDirectory.com is one of the most extensive sources for getting in-depth information on background screening.

PreemploymentDirectory.com has become an important resource to help organizations meet their hiring needs.

Visit us today at [www.PreemploymentDirectory.com!](http://www.PreemploymentDirectory.com!)

Email: [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com)

Phone: 1 (949) 770-5264



# Preemployment Screening Directory

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



**PREEMPLOYMENT  
DIRECTORY.COM**  
Stop Bad Hires

[Background Screening Companies](#) | [Suppliers/Providers](#) | [Knowledge Center](#) | [Background Screening Publications](#) | [Advertise](#)

International Background Screening Companies:



## INTERNATIONAL

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 SHRM's and Workforce.com Vendor Directories 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 a 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 are 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.

The Directory has thousands of firms listed and is continuously growing.

PreemploymentDirectory.com is the first and only online directory to showcase International background screening firms.



# 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 and the Alphabetical section.
2. You are entitled to 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. On the specific International and Alphabetical 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 will receive a 'Bonus' placement in the International Resource Center
6. You can also add your information to the International Providers section in the Vendor Showcase and Suppliers/Providers section at a 50% discount rate
7. You can place announcements, press release and articles in The Background Buzz and the Global Background Screener at no charge to you.
8. You can update your ad copy at no charge if you introduce new products and services or your marketing campaign changes.
9. You are eligible to advertise in our Annual Background Screening Industry Resource Guide which is distributed to end users. The Resource Guide is exclusively features Platinum Members.
10. You are eligible to advertise in our Annual Suppliers to the Background Screening Industry Buyers Guide which is distributed to background screening firms. The Buyers Guide exclusively features Platinum Members.
11. 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.

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### 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 twelve 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. Diamond Sponsors are given the opportunity to include articles in the Inside Background Screening column in our industry leading publication, Workplace Violence Today, which is distributed to thousands of HR & Security professional.
4. Given the visibility of consulting practice in the human resource and security communities we are frequently contacted by firms interested in sourcing background screening firms and we refer them to our Platinum Members.

**Platinum Membership Annual Fee - \$750.00**  
(Special Discount Rate for NAPBS members is \$650.00)

**Gold Membership Annual Fee - \$550.00**  
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 discounted rate  
\$75.00 Set Up Fee for all enhanced levels (this is one time fee for new listings)**

# 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 your sales activity.

I'm sure you 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. This powerful and unique opportunity allows you to reach employers 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) before they actually enter the Directory. Your live logo will take them directly to your web site so you can begin the selling process.

### **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 employers.

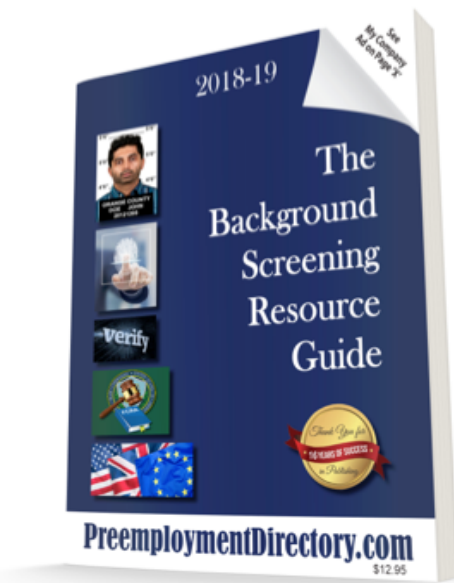
### **A Diamond Sponsorship will allow you to beat your competitors to the punch to close more business!**

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.

### **There are only Twelve slots available to Platinum Members. Placement are based on a 'first-come, first-served' basis.**

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

# The 2018-19 Background Screening Industry Resource Guide



**The 2018-19 Annual Background Screening Industry Resource Guide** is the only professional publication to exclusively focus on showcasing background screening firms and employment screening practices.

Human Resource, Talent Management, Staffing professionals and Hiring managers will find the Resource Guide to be a very useful source to get current information about background screening practices including a comprehensive guide on 'how to select a background screening firm.' In addition, the Resource Guide will contain many of the best background screening firms in the world and make it easy to quickly find a screening firm to meet their needs. The Resource Guide puts the background screening industry at the fingertips of hiring managers and Human Resources professionals searching for an employment screening provider.

The Resource Guide is an indispensable reference tool for professionals involved in the hiring process.

The Resource Guide will be launched at the SHRM Annual Conference and distribute to 50,000 Human Resources professionals throughout the year.

Advertising opportunities are exclusively available to  
Platinum Members of PreemploymentDirectory.com.

To get an electronic version of the current Resource Guide visit PreemploymentDirectory.com's Background Screening Publications section.

Don't miss this tremendous opportunity to showcase your products and services directly to Human Resources professionals in the industry's premier publication.

**To reserve your advertisement in the upcoming 2019-20 Resource Guide or request additional information contact Barry Nixon at 1-949-770-5264 or [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com)**

# The Background Buzz

*News, views and other interesting stuff for Professional Background Screeners*



**Advertise in the Award Winning #1 online newsletter for Professional Background Screeners**



## Advertise Your Business

**Put your company's message in front of more than 2,100 firms in the background screening industry every month.**

**Contact Us Today to get your ad campaign going and start enhancing your sales opportunities.**

**1-949-770-5264 or [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com)**



# The Global Background Screener

*The Special International Version of the Background Buzz*



**Advertise in the Award Winning #1 globally focused eMagazine for Professional Background Screeners Around the Worlds!**



**One of Top Ranked eMagazines in the world!**

**Advertise where the world goes to get the latest News and Information.**

**Contact us Today to get Your Ad campaign going and start enhancing your sale opportunities.**

**You can reach us at 1(949)770-5264 or [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com)**



# Is Your Head Spinning Trying to Keep Your Clients Informed About Background Screening Developments Around the World?



**We Can Help You Have A Great Looking e-Newsletter**

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

## **Stop Struggling With Writing and Publishing a Newsletter!**

Our research staff is constantly researching worldwide information about background screening and you can put our research to work for you. Using the extensive knowledge base that we have sourced we will create a custom newsletter for you.

Use your staff's time to do more important work and save all the hassle of researching, writing articles, formatting, scheduling, proofreading, editing, publishing and managing the creation of a newsletter.

Let us handle all your newsletter tasks with our customized turn-key process. We will handle the design of your newsletter and provide you with background screening and/or HR related content filled newsletter as frequent as you desire.

**Your only task will be to hit the send button.**

If you already have a newsletter you can still take advantage of our focused research on the background screening industry. We can also provide you content 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.**

# NEW! Media Release & Announcement Service



## Hoping a Press Release Sent Through a National PR Firm Will Reach Your Target Audience is NOT an Effective Strategy

As the undisputed leader in marketing and communications in the background screening industry we are pleased to offer you the opportunity to offer you a new way to ensure maximum visibility of announcements and that they reach your target market.

Since we specialize in providing services to the screening industry we can virtually guarantee that your announcements will have a wide reach within the background screening industry.

Our **SPECIAL MEDIA RELEASE SERVICE** will reach out to the people you want to see your message in ways that no other service can do.

We will:

- Send an eblast directly to our database of more than 2,100 background screening firms,
- Post your announcement to twenty-two LinkedIn Groups specifically focused on background screening which collectively have more than 30,000 members in the industry,
- Prominently feature your announcement in a 'Featured Announcement' so it stands out in our widely read and popular online ezines, ***The Background Buzz*** and ***The Global Background Screener***,
- Send your press release nationwide via a top-rated press release service,
- Offer you a HR option that will send your announcement to 5,000 or more HR management professionals, if you desire (you determined the number you want to send out), and we also will post your announcement to twelve HR Groups on LinkedIn that collectively have more than 2.1 million members.

**We have designed this service with one goal in mind;  
to provide the maximum possible visibility for your announcement  
to reach the target audience you want to communicate with.**

**The next time you want to send an announcement directly to people  
in the industry, contact us to learn how we can easily make it happen.**

**Call Barry at 1-(949) 770-5264  
wb Nixon@preemploymentdirectory.com**

# The 2018-19 Suppliers to the Background Screening Industry Buyers Guide



We invite you to take advantage of a powerful opportunity to promote your business to more than 2,100 background screening firms in our **Annual Suppliers to the Background Screening Industry Buyers Guide**. This will be the ninth 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 the 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](mailto:wbnixon@PreemploymentDirectory.com) or sign up online at [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com).

As a 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 provided at no charge and is complimentary to Platinum Members.

In addition, Platinum Members are eligible to purchase a Premium full-page advertisement. There are a limited number of premium advertisement slots available.

Contact Barry 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.

To have your company included in **The 2019-20 Annual Background Screening Industry Buyers Guide** contact Barry Nixon at [wbnixon@preemploymentdirectory.com](mailto:wbnixon@preemploymentdirectory.com) or 1-949-770-5264. We look forward to you joining us in this year's Buyers Guide.



# Now There's a Quick and Easy Way to Put Your Marketing Message Directly in Front of Your Target Audience!



## eDirect Mail Campaigns

An eDirect Mail Campaign will put your company's advertising message directly on the desk top of more than 2,100 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 readers. No competing ads.

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 and we will send you a report so you can measure the success of the campaign.

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.

## eDirect Mail Campaigns

**Contact Barry at [wbnixon@Preemploymentdirectory.com](mailto:wbnixon@Preemploymentdirectory.com) or 1-949-770-5264 with any questions or for pricing on the size of the advertisement you want to distribute.**