

2018 Suppliers to the Background Screening Industry 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!
Email: wbnixon@PreemploymentDirectory.com
Phone: 1 (949) 770-5264



Preemployment Screening Directory

www.PreemploymentDirectory.com



**PREEMPLOYMENT
DIRECTORY.COM**
Stop Bad Hires

Background Screening Companies | Suppliers/Providers | Knowledge Center | Background Screening Publications | Advertise

Suppliers & Providers to the Background Screening Industry



Over the last 20 years background screening has experienced exponential growth and has become a multi-billion dollar industry that is supported by a wide variety of supplier firms. We were the first 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 consists of categories to guide businesses quickly to a company that will serve them best: These are some of the categories included:

- Accreditation Support Services
- Applicant Tracking
- Compliance Products
- Consulting and Legal Services
- Courthouse Searches & Public Records Retrievers
- Credit Services
- Database, Software and Technology Solutions
- Drug Screening
- Immigration & e-Verify Services
- Fingerprint Services
- International Providers
- Reference Checking & Verification Services
- Social Media Monitoring
- Wholesalers/Resellers

All suppliers are listed in the Supplier/Provider section and the Vendor Showcase page. Visit www.PreemploymentDirectory.com and hover over 'Suppliers/Providers' or 'About the Vendor Showcase'.

The Directory is a 'One Stop' source that makes it easy to find a service provider to meet your business needs. The Directory also has an information rich **Background Screening 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 Vendor Showcase and Suppliers/Providers 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. You can also add your information to the International Providers section at a 50% discount rate
5. On the specific Suppliers/Providers and Vendor Showcase pages where your firm's listing appear 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 Suppliers to the Background Screening Industry Buyers Guide which 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.

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

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 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 a Platinum Member you will have two advertising opportunities in the Resource Guide. First, you will receive a complimentary 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 or 1-949-770-5264. We look forward to you joining us in this years' Buyers Guide.

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

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 Services

**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**

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 or 1-949-770-5264 with any questions or for pricing on the size of the advertisement you want to distribute.

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.

**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**