

2018 U.S. Background Screening Firms (CRAs) 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](#)

US Background Screening Companies:



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

“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 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 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 Resource Guide. The Resource 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.) 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 Background Screening Column in our industry leading publication, Workplace Violence Today, which is distributed to thousands of HR, Security, Risk Management and General Management personnel.
4. Given our visibility in the human resource and security communities we are frequently contacted by firms interested in sourcing background screening firms. In addition, when we learn about firms searching for a background screening firm through our consulting practice 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!

solution is the Diamond Sponsorship which will place your logo and live link directly in employers' line of sight on the landing page of 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.) 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.

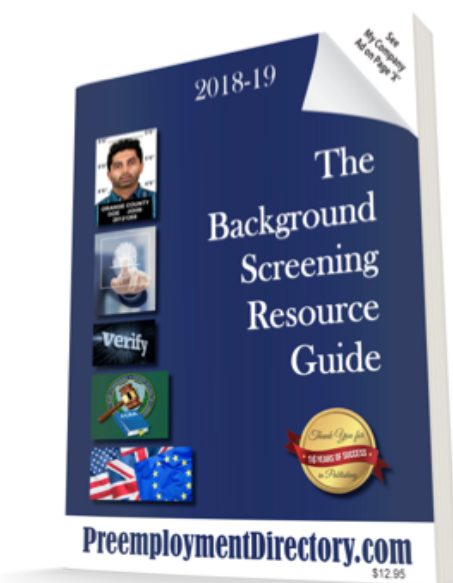
A Diamond Sponsorship will allow you to beat your competitors to the punch to close more business!

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 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 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 launch at the SHRM Annual Conference and we will distribute to 50,000 Human Resources professionals throughout the year.

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

The Background Buzz

News, views and other interesting stuff for Professional Background Screeners



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



Your Business Reading Service

**Keep up with the latest news about background screening.
Sign up today at PreemploymentDirectory.com
to get your complimentary subscription.**

The Global Background Screener

The Special International Version of the Background Buzz



**Read the Award Winning #1 eMagazine
for Professional Background Screeners
Around the Worlds!**



One of Top Ranked eMagazines in the world!

**Keep up with the latest News and Information
on international background screening.**

**Sign up today at
PreemploymentDirectory.com
to get you FREE subscription.**

The Search for Excellence in Background Screening: Best Practices from Accredited Background Screening Firms



Volume III

- More than 40,000 HR managers and professionals will receive copies of the booklet.
- Your article will help to further establish your company as an 'expert' in background screening.
- Your article will reinforce and continue to position your company as an industry 'thought leader' which will enhance your company's reputation in the marketplace.
- You will support and further enhance your company's branding efforts.
- Due to the 'Best Practices' content the booklet will be re-used as a reference source over and over which means your advertising content will be viewed multiple times.
- You will continue to increase the awareness of HR professionals about your company's services.
- Your article will be featured in the Background Screening Accreditation Resource Center in our industry leading online background screening information portal – www.PreemploymentDirectory.com. Also a downloadable version of the booklet is posted in this section which will provide access to thousands of more HR professionals.
- You will get expanded visibility with your article appearing in the INSIDE BACKGROUND SCREENING Column in an edition of Workplace Violence Today which is widely read by HR and Security professionals.



PREEMPLOYMENTDIRECTORY.COM

"The Information Portal for Background Screening"

Is Your Head Spinning Trying to Keep Your Clients Informed About Background Screening News and Information?



We Can Help You Have a Great 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 Creating and Sending a Newsletter Out on Time Every Month.

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 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 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 audience 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 which will ensure search engines pick it up for even more visibility,
- 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**

HR eDirect eMail List Service

**I want a
Human
Resources
List that
gets results!**



**HR eDirect is the HR List
you have been looking for.**

Get high quality leads at a great price.
Call 1-949-770-5264 for a free sample.



PREEMPLOYMENTDIRECTORY.COM
"We Connect You to Business."

We know from having run a Human Resources focused consulting practice for more than 24 years the difficulty in finding high quality HR contact list. We searched for years to find a service provider that is reliable, has high quality list and provides the service at a very reasonable rate.

The source of our list comes from one of the most reliable sources in the HR marketplace. Dr. Joe Outcalt, has been creating and managing professional list for more than thirty years including extensive experience working with HR professionals. You may remember him from the days he operated HRVendors.com Phonebook & Cross Reference Directory which was a highly successful publication and database for HR professionals and later became a part of HR Marketer.

In this age of Internet communications, email still reigns as king and must be a key component of any progressive marketing strategy. Our HR email list is 100% verified and only contains email addresses with a persons' name. We do not include any addresses such as info@ or XYZcompany@ or customerservice@ in our database. We guarantee replacements.

We are making our list available on a state by state basis and no more than three background screening firms will be permitted to purchase the same state list. We are very sensitive to not overindulging our contacts with sales calls and also the value of limiting the availability of the list to competing background screening firms.

We invite you to test the list with a sample which we will gladly provide at no cost to you.

Contact us to request a copy of the 'Most Frequently Asked Questions' with answers,'

If you are interested in receiving a trial sample please contact Barry at 1-949-770-5264 or email me at wbnixon@preemploymentdirectory.com and request a sample from any state.

We look forward to working with you and know that once you experience this list you will be as impressed as we were.