

# The Background Buzz

News, views and other interesting stuff for Professional Background Screeners



One of Top Ranked eNewsletters in the world!

## 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.

### 2020 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 2,100 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@PreemploymentDirectory.com](mailto: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 - \$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 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 1/3<sup>rd</sup> 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 1/3<sup>rd</sup> 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 and Drug Screening 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.

Material Requirements/Format:

All ads must be submitted in digital format. All images must be submitted in JPEG format.

<b>Ad Size (Horizontal)</b>	<b>Dimensions</b>	<b>Format</b>
1/3 page	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte
½ page	675 pixels width x 345 pixels height	JPG or GIF format under 75 kilobyte
¾ page	675 pixels width x 495 pixels height	JPG or GIF format under 80 kilobyte
Full page	675 pixels width x 660 pixels height	JPG or GIF format under 80 kilobyte

## Disclaimer

PreemploymentDirectory.com nor any of the companies of the National Institute for Prevention of Workplace Violence, Inc. assumes any liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. By submitting your advertisement to *The Background Buzz* you acknowledge that you, as the Advertiser, will indemnify and hold National Institute for Prevention of Workplace Violence, Inc. and its companies harmless from any suits or claims made against them based upon Advertiser's material. You further acknowledge that advertisements are presented for information and marketing purposes only and the National Institute for Prevention of Workplace Violence, Inc., d.b.a. PreemploymentDirectory.com makes no representations for any products or services that are promoted and accepts no responsibility for any actions or consequences that occur as a result of any purchases from advertisers

## Terms

Payment is due the first Friday of the month prior to the edition of the webzine in which sponsorship will be published. Once the sponsorship description and image have been proofed and approved by the client any revisions to previously approved copy are subject to additional charges. The Advertiser is liable for the billed amount plus any collection fees, costs and finance charges.

## Cancellations

All cancellations must be received in writing prior to the advertising publication deadline.

## Copy Acceptance

PreemploymentDirectory.com reserves the right to reject, at its option, any advertisement deemed objectionable by its editors in subject matter, text, illustration or composition.

## Advertising Deadline

All sponsorship copy required by the second Friday of the month prior to the edition in which clients copy will be displayed.

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Billing Name (if different from above) \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

## Placement of Ads:

Please note that advertisement sponsorships are placed based on a first come, first served basis. Also it should be noted that the first ad in each edition is labeled as 'Gold Sponsor' to identify that the sponsoring firm is an advertiser and not the publisher of *The Background Buzz*. All other one third page ads will not have this designation since they will be placed throughout the newsletter.

Contract Terms:

Number of editions \_\_\_\_\_

Specific months:

January	May	September
February	June	October
March	July	November
April	August	December

\*\*If your advertising campaign starts any month after January please contact us so we can provide an adjusted monthly matrix that will match your order.

Choice of Sponsorship:	Cost of Sponsorship:
Full Page	\$900 - one edition; \$850 - 3-8 editions; \$800 – 9-12 editions
Three Quarter Page	\$700 - one edition; \$650 - 3-8 editions; \$600 – 9-12 editions
Half Page	\$600 - one edition; \$550 - 3-8 editions; \$500 – 9-12 editions
One Third Page	\$500 - one edition; \$450 - 3-8 editions; \$400 – 9-12 editions
Top Position/Gold Sponsor	\$650 – No Multiples Discount/Must purchase in 12 month increments
Legal Challenge	\$550 for 1/3 page ad – No Multiple Discount/Must purchase in 12 month increments/larger ad option available
Washington Report	\$550 for 1/3 page ad – No Multiple Discount/Must purchase in 12 month increments/larger ad option available
Drug Screening Challenge	\$550 for 1/3 page ad – No Multiple Discount/Must purchase in 12 month increments/larger ad option available
Public Record Update	\$550 for 1/3 page ad – No Multiple Discount/Must purchase in 12 month increments/larger ad option available

### Advertising Charges

Payment in full is due for the time period that you selected to run your ad. The payment is due the first Friday of the month prior to the edition of the ezine in which your ad will be published.

Advertising Total \$ \_\_\_\_\_

Remaining Balance \$ \_\_\_\_\_

### Payment Information

Payment can be made via credit card using Paypal. If desired, notify us and we will send you an online invoice. Please note that a three percent processing fee will be added to your invoice.

Make check payable to PreemploymentDirectory.com

Send payment to:

PreemploymentDirectory.com  
42024 Gardner Drive, Alpharetta, GA 30009

### Disputes:

All disputes will be governed by the laws of Georgia.

**Authorization:**

Execution of this advertising agreement and insertion order requires the signature of a company representative authorized to commit the advertising company resources and indicates that the advertiser has read and agrees to the terms and policies as outlined by PreemploymentDirectory.com.

By \_\_\_\_\_ Signature \_\_\_\_\_

(Print Name)

Title \_\_\_\_\_ Date \_\_\_\_\_

**Contact Information:**

W. Barry Nixon  
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Email: wbnixon@PreemploymentDirectory.com