



**Are You Ready
to Take Your
Announcement
Distribution to
the Next Level?**

NEW! eAnnouncementDirect Service

As the undisputed leader in marketing and communications in the background screening industry we have designed this service with one goal in mind; to provide the maximum possible visibility for your announcement to reach your target audience in the background screening industry.

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

Our **eAnnouncementDirect Service** will reach out to the audience you want to see your message in ways that no other service has ever done.

For Firms that provide services to Background Screening Firms we will:

- Send an eblast of your announcement directly to 2,100 + background screening firms in our database using our award-winning template
- Post your announcement to relevant LinkedIn Groups to reach over 30,000 members
- Publish as a 'Feature Announcement' in The Background Buzz

**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 the background screening industry use our eAnnouncementDirect Service to make it happen.

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



Frequently Asked Questions

Who is the target audience for the eAnnouncementDirect service?

Your eAnnouncement will be sent to our database of more than 2,100 background screening firms.

In addition, we will post your eAnnouncement to relevant Background Screening Groups on LinkedIn extending its reach to more than 30,000 LinkedIn contacts.

Your eAnnouncement will also appear as a Featured Announcement in the edition of [The Background Buzz](#) that is published following the release of your announcement.

What do you consider to be an announcement?

Announcement Content is commonly news angles, including:

- information about an event you're participating in;
- a speaking engagement;
- an organizational milestone such as an anniversary;
- an industry award;
- a business expansion, merger, or acquisition;
- opening a new office;
- announcing a new hire;
- issuing a tip sheet, an expert opinion on a current topic in the news, an eBook, a white paper; or
- the launch of a new product or service (must not be overly commercialized).

When will the eAnnouncement be distributed?

eAnnouncements are distributed, on-demand, so you are able to identify the time and date you want your announcement delivered.

Please note that we will not send out an eAnnouncement on the same day that The Background Buzz is published. In general, this is the last day of each month.

How many words are allowed in an eAnnouncement?

You determine the length of your eAnnouncement, however, we recommend you keep it under 400 words so that when the reader opens the page they will view your entire announcement and not have to scroll down.

Can I include images in my eAnnouncement?

Yes

What is the fee to send out an eAnnouncement?

The fee for an individual eAnnouncement is \$150.00.

You can also purchase a package of eAnnouncements:

- Six eAnnouncements = \$810.00 (10% discount)
- Twelve eAnnouncements = \$1,530.00 (15% discount)