

# The Background Buzz

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



ARTICLES

INSIDE WASHINGTON

PUBLIC RECORD UPDATE

ANNOUNCEMENTS

EVENT CALENDAR



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.*

### 2022 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 1-949-922-5374.

#### 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.

Ad Size (Horizontal)	Dimensions	Format
1/3 page	675 pixels width x 245 pixels height	JPG or GIF format under 60k
1/2 page	675 pixels width x 345 pixels height	JPG or GIF format under 75k
3/4 page	675 pixels width x 495 pixels height	JPG or GIF format under 80k
Full page	675 pixels width x 660 pixels height	JPG or GIF format under 80k

**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 because 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 client's copy will be displayed.

Advertiser \_\_\_\_\_

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

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

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

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

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

E-mail \_\_\_\_\_ Website \_\_\_\_\_

**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** (please check months requested)

<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> 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
	Sponsored Article Column	\$350 per month for 12-month contract; \$450 per month for lesser frequency

**Advertising Charges**

Payment in full is due for the 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, 121 Fairway Lane, Acworth, GA 30101

**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  
 PreemploymentDirectory.com  
 121 Fairway Lane, Acworth, GA 30101  
 Phone: 1-949-922-5374  
 Email: [wbnixon@PreemploymentDirectory.com](mailto:wbnixon@PreemploymentDirectory.com)