



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

## **eAnnouncement 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 **eAnnouncement 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 eAnnouncement Service to make it happen.

**Call Barry at 1-949-922-5374  
wb Nixon@preemploymentdirectory.com**



# Frequently Asked Questions

## 1. Who is the target audience for the eAnnouncement 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.

## 2. What do you consider to be an announcement?

**Announcement Content:** Common news angles include:

- information about an event you will be participating in
- a speaking engagement
- an organizational milestone like an anniversary
- an award
- a business expansion, merger, or acquisition
- opening a new office
- a new hire
- issuance of a tip sheet, expert opinion on a topic currently in the news, eBook, white paper, etc.
- launch of a new product or service (must not be overly commercialized)

## 3. When will my eAnnouncement be distributed?

eAnnouncements are distributed, on-demand, so you can identify the time and date you would like your announcement distributed.

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.

## 4. How many words are allowed in the eAnnouncement?

You determine the length of your announcement; 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.

## 5. Can I include images in my eAnnouncement?

Yes.

## 6. What is the fee to send out an eAnnouncement?

- The fee for an individual eAnnouncement is \$300.00

You can also purchase a package of eAnnouncements

- The fee for three eAnnouncements is \$810.00
- The fee for six eAnnouncements is \$1,510.00