

# Background Screening News



## **Our eDirect Mail Campaigns Just Got Twice as Good!**

We are pleased to announce that your eDirect eMail Campaigns will now be accompanied by a complimentary ad in *The Background Buzz*. The advertising message you send out in your campaign will also be run in an edition of *The Background Buzz*. This is a \$600.00 value you get on the house.

Our goal is to provide you with great promotional value for your investment. With this new approach, you will get twice the visibility thus significantly increasing the value of your promotional effort.

Our eDirect Mail Campaign service is designed to put your company's advertising or marketing message directly on the desktop of more than 2,100 firms in the background screening industry.

Your eDirect Mail Campaign is delivered directly to your target market when you want it distributed and will only include your advertisement which means you will have an exclusive audience with our readers. No competing ads.

Your campaign will include your exclusive advertising message along with one article that will be of interest to our readers. You choose the size of your display advertisement. Your ad will be hyper-linked to your website or designated link.

This is a tremendous opportunity to promote your services and to get maximum promotional value especially now that your campaign will also be featured in *The Background Buzz*.

After your campaign is completed, we will send you a report so you can measure the success of the campaign.

With the PBSA Annual Conference coming up in September now is a great time to place an eDirect Mail Campaign to highlight a new product or service and to invite people to your booth at the conference.

Contact Barry at [wbnixon@Preemploymentdirectory.com](mailto:wbnixon@Preemploymentdirectory.com) or 1-949-922-5374 with any questions and to schedule your campaign.



## **PREEMPLOYMENTDIRECTORY.COM**

**"We Connect You to Business."**