

2008 Products and Services

Advertising Opportunities for Suppliers	Date	Price
<input type="checkbox"/> Sponsored Email blast to release booklet on focused subject of interest to CRA's	Feb 08	
<input type="checkbox"/> Live logo linked to URL in Email blast		\$250.00
<input type="checkbox"/> 1/3 page ad in download version of booklet (11 max)		\$350.00
<input type="checkbox"/> Private Label booklet with full page ads on front and back inside covers		\$699.00
<input type="checkbox"/> DrugTestingDirectory.com	Sept 08	
<input type="checkbox"/> Platinum		TBA
<input type="checkbox"/> Gold		TBA

Marketing Opportunities - The Background Buzz	Date	Price
<input type="checkbox"/> The Background Buzz (advertising)	Monthly	
<input type="checkbox"/> Full page ad		
<input type="checkbox"/> ¾ page ad		
<input type="checkbox"/> ½ page ad		
<input type="checkbox"/> 1/3 page ad		
<input type="checkbox"/> Private Label Webzine	On Demand	
<input type="checkbox"/> Annual Plan – 12 editions*		\$1500.00
<input type="checkbox"/> Bi-monthly Plan – 6 editions		\$900.00
<input type="checkbox"/> Quarterly Plan – 4 editions		\$700.00
(Platinum Members receive 10% discount off of Annual Plan)		

International Marketing Opportunities	Date	Price
<input type="checkbox"/> PreemploymentDirectory.com – International Section	Annual	
<input type="checkbox"/> Platinum Lite – 3/4 ad		\$350.00
<input type="checkbox"/> Gold Lite – 1/3 page ad		\$200.00
<input type="checkbox"/> Silver – Logo and contact information		\$100.00
<input type="checkbox"/> International Resource Center Booklet and CD-ROM will be released at SHRM Global Forum	April 08	
<input type="checkbox"/> Full page ad* inside front or back cover		\$750.00
<input type="checkbox"/> ¾ page ad		\$500.00
<input type="checkbox"/> ½ page ad		\$350.00
<input type="checkbox"/> 1/3 page ad		\$250.00

*Discount rate available to Platinum Members

All offerings and prices are projections and subject to change.

Advertising Opportunities for CRAs	Date	Price
PreemploymentDirectory.com online background screening directory	As Requested	
○ Platinum Membership (NAPBS member discount)		\$550.00
○ Gold level		\$350.00
○ Set Up Fee		\$50.00
Background Screening Industry Buyers Guide to be released at SHRM Annual Conference	June 08	
○ Full page ad		TBA
○ ¾ page ad		TBA
○ ½ page ad		TBA
○ 1/3 page ad		TBA
Sponsored Email blast to release booklet on focused subject of interest to HR Managers		
○ Live logo linked to URL in Email blast		\$250.00
○ 1/3 page ad in download version of booklet (11 max)		\$350.00
○ Private Label booklet with full page ads on front and back inside covers		\$699.00
○ Complete package		\$999.00
‘Special Report on Healthcare Industry’ webzine	May 08 Sept 08	
○ Full page ad		Same Rates as in Buzz
○ ¾ page ad		
○ ½ page ad		
○ 1/3 page ad		
2008 Workplace Violence Fact Sheet targeted at HR and Security Managers	July 08	
○ ½ page ad		\$350.00
○ 1/3 page ad		\$250.00
○ Business Card		\$100.00
Special Background Screening Industry Report will be released at SHRM Annual Conference	June 08	
○ Case Study		\$1200.00
○ Article		\$850.00
○ Full page ad		\$850.00
○ ¾ page ad		\$700.00
○ ½ page ad		\$500.00
○ 1/3 page ad		\$350.00
○ Combination packages available		
PreemploymentDirectory.com - Diamond Sponsorship (exclusively for Platinum Members) - live logo linked to URL on landing page	As Requested	
○ 52 Weeks		\$750.00
○ 26 Weeks		\$450.00
○ 13 Weeks		\$250.00
Library of Cases by Occupation for Selling Background Screening Services (Only accessible to Platinum Members)	Jan 08	No Charge
Targeted Press Release Service to Background Screening Industry	On Going	\$250.00
□ Background Screening Policy Maker Software	TBA	TBA

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