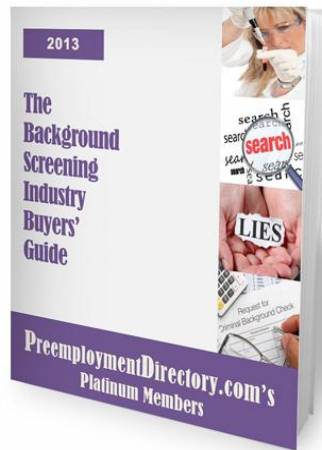


# 2013

# BACKGROUND SCREENING

# INDUSTRY BUYERS GUIDE



**PreemploymentDirectory.com** is the undisputed leader in showcasing firms in the background screening industry and our Annual Background Screening Industry Buyers Guide stands alone as the top publication in the industry.

**The 2013 Annual Background Screening Industry Buyers Guide** is the premier publication to provide Hiring Managers, Human Resources, Talent Acquisition Managers and Security professionals a 'one stop' source to quickly and easily find a background screening firm. Managers and staff involved with hiring will find the Buyers Guide to be a very user friendly tool for finding a background screening firm to meet their needs.

The 2013 Buyers Guide will exclusively include the [Platinum Members](#) of **PreemploymentDirectory.com**. It will also include insightful articles written for professionals involved in the hiring process which will make it an indispensable resource that will be used throughout the year.

The Buyers Guide is another innovative way to market your firm to businesses and organizations that are looking for firms like yours. This is another solution in our toolkit that helps connect you to businesses to create additional selling opportunities for your products and services.

## DISTRIBUTION OF THE GUIDE

The distribution of The Guide will commence at the SHRM Annual Conference. Last years 15,000 Human Resource professionals attended. The conference is being held in Chicago from June 16 – 19, 2013.

Following the SHRM Conference **we will distribute copies directly to 20,000 Human Resource managers.**

We also distribute The Guide at several other major Human Resource Conferences throughout the year and, additionally, we post an electronic version on our web site at [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com) which has historically resulted in a significant amount of downloads throughout the year.

**Our intention is to distribute more than 20,000 copies of the buyers guides.**

## ADVERTISING OPPORTUNITIES IN THE GUIDE

Advertising in The Guide is exclusively reserved for our **Platinum Members** of **PreemploymentDirectory.com**. Since only this select group of companies will be included in The Guide participating firms will be afforded a high level of visibility to hiring professionals.

**Not a Platinum Member. Don't despair.**

To become a Platinum Member of PreemploymentDirectory.com and to advertise in The Guide. [Click here to learn more about Platinum Membership](#) or contact Barry Nixon today at [wbnixon@preemploymentdirectory.com](mailto:wbnixon@preemploymentdirectory.com) or directly at 1-949-770-5264 for information on Platinum Membership.

Platinum Members have the opportunity to purchase a Premium full or half page ad and a company profile consisting of their logo, contact information and up to a 100 word description.

**Premium Full Page Advertisement Pricing**

Inside of the front cover	\$1,500.00
First page adjacent to the inside front cover	\$1,250.00
Inside of back cover	\$1,350.00
Last page adjacent to the inside of the back cover	\$1,250.00
Back cover	\$1,500.00
Sections Divider	\$1,150.00
— United States	
— International	
— Targeted Screening Services	
Page following 'About US' page	\$975.00
Page following US Section Divider	\$975.00
Page preceding International Section Divider	\$975.00
Page following International Section Divider	\$975.00



**Premium One Half Page Advertisement**

– ½ page interior placement (location TBD)	\$700.00
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**Great Ad Idea** – purchase a ½ page Premium ad and place on the same page with your profile.

For example:



  Stop Bad Hires	<p>The premier directory that features background screening firms around the world. Find a firm to meet your needs.</p> <p>Contact Barry Nixon  <a href="mailto:wbnixon@aol.com">wbnixon@aol.com</a></p> <p><b>“We Connect You to Background Screening Firms”</b></p>
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**IMPORTANT DATES:**

- **Return Advertising Reservation Form Immediately** to hold your spot.
- Payments due immediately to hold reservation; If we receive your payments by February

- 1, 2013 you will receive a \$100.00 discount off of the Company Profile price.
- Advertising Art work is due before **March 29, 2013.**

### **ADDITIONAL INFORMATION**

Please mail your payments by check to PreemploymentDirectory.com at 22701 Woodlake Lane, Lake Forest, CA 92630. Payments by credit card will be processed through PayPal with an online invoice sent to you for payment. Credit card payments via PayPal will be charged a 3% processing fee.

Act now to get the Premium advertising space of your choice. Remember in 2012 we sold out our Premium Ads so don't delay. Contact me today at [wbnixon@aol.com](mailto:wbnixon@aol.com) or 1-949-770-5264 to reserve your space.

The Reservation Form is attached for your convenience.

Please let me know if you have any questions.

Thanks and have a fabulous day!

*Barry*

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**Stop Bad Hires** <http://www.preemploymentdirectory.com/>