

The Legal Challenge 2008 Advertising Rate Sheet



Why Should You Sponsor The Legal Challenge?

Your goal is to maximize the number of views of your advertisement to stimulate interest in your service and products, and **The Legal Challenge** delivers this in two powerful ways:

- First, **The Legal Challenge** has been the most clicked on and viewed item in *The Background Buzz* since it was introduced several months ago,
- Second, **The Legal Challenge** will give your advertisement multiple views because your ad appears on the question page as well as on each page with each answer. This means that when someone selects an incorrect answer they will see your ad as well as when they select the correct answer. At minimum, a person that clicks on **The Legal Challenge** will see your advertisement twice or in some cases even more if they keep choosing the wrong answer.

The Legal Challenge delivers multiple views for your advertisement to maximize your value and increase your sales opportunities.

Description

The Legal Challenge is a regular appearing column in *The Background Buzz* that poses a legal question to challenge readers' knowledge of legal background screening practices. Each question is multiple choice and when a reader chooses a response that is correct they are congratulated or if they choose an incorrect answer they are prompted to try again.

Advertisement Size:

1/3 page	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte
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Sponsorship Rate:

- \$450.00 per edition, no multiple edition discount
- Advertisers must purchase ads in blocks of 3, 6, or 12 editions
- Only advertisers choosing a block of 12 editions will retain automatic renewal rights

To Place Your Order to Sponsor **The Legal Challenge** in the next edition of *The Background Buzz* contact Barry Nixon at wbnixon@aol.com or on 949-770-5264.