



2012 Advertising Rates

Information

Promote your Brand and Services with your advertising message. All ad sizes Includes a live link to your web site. Placement orders are based on a first come, first serve basis starting at the beginning of the newsletter.

The Background Buzz is published monthly and distributed to over 1,600 firms in the background screening industry and to more than 3,000 professionals in the industry. For further information contact W. Barry Nixon at wbnixon@aol.com or directly on 949-770-5264.

Full Page

Feature your firm in a full page advertisement including your logo with live link to your web site and marketing message.

One edition - \$800; 3-8 editions - \$750 per edition; 9-12 editions - \$700 per edition

Three Fourths Page

Feature your firm in a $\frac{3}{4}$ page advertisement including your logo with live link to your web site and marketing message.

One edition - \$600; 3-8 editions - \$550 per edition; 9-12 editions - \$500 per edition

Half Page

Feature your firm in a $\frac{1}{2}$ page advertisement including your logo with live link to your web site and marketing message.

One edition \$450; 3-8 editions - \$ 425 per edition; 9-12 editions - \$400 per edition

One Third Page

Feature your firm in a $\frac{1}{3}$ rd page advertisement including your logo with live link to your web site and narrative.

One edition \$400; 3-8 editions - \$350 per edition; 9-12 editions - \$350 per edition

Top of Page – Gold Sponsor

\$450.00 (based on seniority as advertiser) 6 Edition minimum

Special Columns: PRRN Update and Legal Challenge

US and International Legal Challenge -Feature your firm in a $\frac{1}{3}$ rd page advertisement including your logo with live link to your web site and narrative. *Your ad will appear with the initial question and on all four pages corresponding with each answer.*

Per edition - \$500: Must reserve in at least three month increments

PRRN Update - Feature your firm with the ad size of your choice.

Pricing based on prices listed above. Must reserve in at least three month increments

Material Requirements/Format:

All ads must be submitted in digital format. All images must be submitted in JPEG format.

Ad Size	Dimensions	Format
(Horizatontal)		
1/3 page	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte
1/2 page	675 pixels width x 345 pixels height	JPG or GIF format under 75 kilobyte
3/4 page	675 pixels width x 495 pixels height	JPG or GIF format under 80 kilobyte
Full page	675 pixels width x 660 pixels height	JPG or GIF format under 80 kilobyte

Liability

PreemploymentDirectory.com nor any of the companies of the National Institute for Prevention of Workplace Violence, Inc. assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. By submitting your advertisement to *The Background Buzz* you acknowledge that you, as the Advertiser, will indemnify and hold National Institute for Prevention of Workplace Violence, Inc. and its companies harmless from any suits or claims made against them based upon Advertiser's material. You further acknowledge that advertisements are presented for information and marketing purposes only and the National Institute for Prevention of Workplace Violence, Inc. makes no representations for any products or services that are promoted and accepts no responsibility for any actions or consequences that occur as a result of any purchases from advertisers

Terms

Payment is due the first Friday of the month prior to the edition of the webzine in which sponsorship will be published. Once the sponsorship description and image have been proofed and approved by the client any revisions to previously approved copy are subject to additional charges. The Advertiser is liable for the billed amount plus any collection fees, costs and finance charges.

Cancellations

All cancellations must be received in writing prior to the advertising publication deadline.

Copy Acceptance

PreemploymentDirectory.com reserves the right to reject, at its option, any advertisement deemed objectionable by its editors in subject matter, text, illustration or composition.

Advertising Deadline

All sponsorship copy required by the second Friday of the month prior to the edition in which clients copy will be displayed.

Advertiser _____

Contact Name _____ **Title** _____
Billing Name (if different from above) _____
Billing Address _____
City, State, Zip _____
Phone _____ **Fax** _____
E-mail _____ **Web Site** _____

Placement of Ads:

Please note that advertisement sponsorships are placed based on a first come first served basis. Also it should be noted that the first ad in each edition is labeled as 'Gold Sponsor' to identify that the sponsoring firm is an advertiser and not the publisher of **The Background Buzz**. All other one third page ad will not have this designation since they will be placed throughout the newsletter.

Contract Terms:

Number of editions _____

Specific months:

January	May	September
February	June	October
March	July	November
April	August	December

Choice of Sponsorship:	Cost of Sponsorship:
Full Page	\$800 - one edition; \$750 - 3-8 editions; \$700 - 9-12 editions
Three Quarter Page	\$600 - one edition; \$550 - 3-8 editions; \$500 - 9-12 editions
Half Page	\$450 - one edition; \$425 - 3-8 editions; \$400 - 9-12 editions
One Third Page	\$400 - one edition; \$375 - 3-8 editions; \$350 - 9-12 editions
Top Position	\$550 - No Multiples Discount/Must purchase in 6 month increments
Legal Challenges	\$500 - No Multiple Discount/Must purchase in 3 month increments

Advertising Charges

Payment in full is due for the time period that you selected to run your ad. The payment is due the first Friday of the month prior to the edition of the ezine in which sponsorship will be published.

Advertising Total \$ _____

Remaining Balance \$ _____

Payment Information

Make check payable to PreemploymentDirectory.com

Send payment to:

PreemploymentDirectory.com
 22701 Woodlake lane
 Lake Forest, CA 02630
Fax Number: 949-597-0977

Authorization

Execution of this advertising agreement and insertion order requires the signature of a company representative authorized to commit the advertising company resources and indicates that the advertiser has read and agrees to the terms and policies as outlined by PreemploymentDirectory.com.

By _____ Signature _____
(Print Name)

Title _____ Date _____