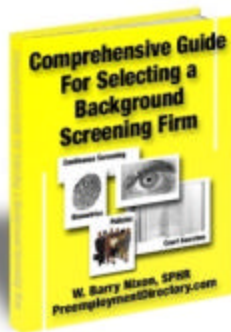


2009 Background Screening (CRA's) Firms Marketing Portfolio



STOP **The Background Buzz™**
News, views and other interesting stuff for the Preemployment
Background Screening Industry

STOP BAD HIRES

Private Label Webzine

Articles

Background Screening Directory

**DIAMOND
SPONSORSHIPS**

Press Releases

Preemployment Screening Directory

www.PreemploymentDirectory.com



PreemploymentDirectory.com helps businesses meet the critical need they have to know whom they are hiring and who is on their payroll.

PreemploymentDirectory.com is the largest and most comprehensive web based directory of background screening firms designed to make it easy for businesses to be able to quickly find a company to meet their screening needs. PreemploymentDirectory.com has more background screening firms listed than ASIS International, National Association for Professional Background Screeners (NAPBS), Society for Human Resource Management (SHRM) and Workforce.com combined. It is the gold standard for finding a background screening firm.

The Directory consist of several sections to guide businesses quickly to the company that will serve them best:

1. U. S. Domestic Section (firms are listed by their location, State by State)
2. International Section (firms that conduct background screening internationally)
3. Vendor Showcase (firms that provide services to the background screening industry presented by categories.
4. Alphabetical listing

The Directory has over 1,000 firms listed and is continuously growing.

The Directory also provides Reference Material and Articles on background screening to meet your information needs. It is truly an 'One stop' source that makes it easy to find a background screening firm or service provider that meets your needs; you no longer need to look in multiple places to identify the companies and services available to you.

A comprehensive tool to support your workplace security effort to provide a safe workplace for employees.

Platinum Membership has it Privileges:



Platinum Membership Offers You The Following Services:

1. You are provided a full page for your advertising message.
2. Your web site URL appears with your listing and is linked to your web site so potential clients can go directly to you.
3. You get a pop up email message that goes directly to your firm.
4. Your logo will rotate on the front page which means businesses will see your listing before they even enter the Directory giving you a substantial advantage over non Platinum members.
5. Your logo will placed at the top of the page along with other Platinum member's logos in the alphabetical and geographical (US or International) sections.
6. On your specific alphabetical and geographical (US or International) page your firm's logo will appear at the top ahead of all other non platinum listings.
7. You can place complimentary articles and announcements in *The Background Buzz*.
8. You can update your ad copy at no charge if you introduce new products and services or your marketing campaign changes.
9. Your listing Platinum Membership Listing is posted on our 25 other 'Platinum Only' websites.
10. We periodically conduct surveys of end user organizations to determine their wants and desires regarding background screening and leads are generally produced from these surveys. These leads are given to you.

Exclusive Platinum Promotional Opportunities:

9. You can purchase a Diamond Sponsorship which will place your logo with a live link directly to your web site on the landing page of the Directory (see www.PreemploymentDirectory.com.) This means that businesses will go directly to your web site before they enter the Directory. This will give you 'first contact' advantage at closing them before your competitors even get a chance to sell. A maximum of ten logos will be given this priority placement to maximize your exposure.
10. You can purchase a Diamond International Sponsorship which will place your logo with a live link directly to your web site on the front page of the International Section of PreemploymentDirectory.com. This means that when businesses are searching for a firm to conduct international investigations will see your logo first before they enter the International Section and are directed to a specific country or region. This will give you the first shot at closing them before your competitors even get a chance to pitch them.
11. Platinum members are periodically interviewed to make comments for articles we are submitting for publication which will include mentioning your firm, e.g., Security Management, Security Products, Loss Prevention, Security Magazine, etc.
12. Given our visibility in the human resource and security communities we are frequently contacted by firms interested in sourcing background screening firms or through our workplace violence consulting learn about firms who are searching for a background screening firm and we refer them to our Platinum members.

Platinum Membership Annual Fee - \$600.00 (Special Discount Rate for NAPBS members is \$500.00)

Gold Membership Annual Fee - \$400.00

One time set up fee - \$75.0 (this is a one time fee for new listings)

Duration of Listings: All listings are for a 12 month period.

Additional Options for Platinum members - Multiple State or Country listings at a 50% discounted rate

Are You Interested In Creating More Selling Opportunities For Your Firm?

We have created an ingenious way to connect our Platinum members to more businesses and a way to gain competitive advantage. This concept has the potential to create a huge amount sales activity for you.



You have heard the saying 'the early bird gets the worm,' well we have discovered a simple, but eloquent way for your firm to get to more business before your competitors. You will have the first opportunity to close business before competitors get into the picture. Reaching employers first will give you the competitive edge.

You will have the opportunity to close more employers before your competitors ever see them!

Our solution is the Diamond Sponsorship which - will place your logo and live link directly in employers line of sight on the landing page of www.PreemploymentDirectory.com even before they actually enter the Directory. Your live logo will take them directly to your web site.

This prime location will make it easy for businesses to find you quickly!

This is a your chance to stand out and be seen. There will only be a very limited number of these advertisement opportunities on the landing page (go to www.PreemploymentDirectory.com.) This will maximize the opportunity for your firm to be selected and the limited number of firms on the front page will virtually guarantee that your firm will be seen by more businesses.

A Diamond Sponsorship will allow you to beat your competitors to the punch and close more business.

In addition, a Diamond Sponsorship will reinforce your marketing message and help your search engine placement. The Diamond Sponsorship will help search engine spiders, crawlers, robots and bots notice your site and help increase your position on search sites which also increases your exposure.

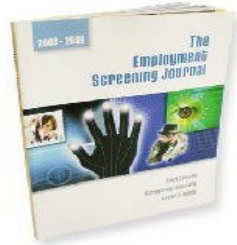
The Diamond Sponsorship have been specially priced to maximize the return on your valuable marketing dollars.

Diamond Sponsorship Rates		
13 Weeks	26 Weeks	52 Weeks
\$250	\$450.00	\$750.00
(\$19.23/ wk)	(\$17.31/ wk)	(\$14.42/ wk)
A 5% discount will be given for full payment of 52 Week contract.		

Remember there are only a limited number of slots available and placement is based on a first-come, first-served basis.

Contact Barry Nixon today at wbnixon@aol.com to reserve your Diamond sponsorship!

The Employment Screening Journal



The Employment Screening Journal is the first professional publication to exclusively focus on employment screening practices. The Journal includes a special feature, a Background Screening Industry Buyers Guide which is a comprehensive collection of background screening, investigations, drug testing and support services firms. Human Resource, Talent Management, Staffing and Security professionals will find the Buyers Guide to be a very useful tool for quickly and easily finding a screening firm to meet their needs. The Journal puts the background screening industry at the fingertips of managers and hiring professionals searching for firms in the employment screening industry. In addition, the Journal includes exceptional and in depth editorial content on employment screening practices such as a Comprehensive Guide for Selecting a Background Screening Firm, Taking Screening to the Next Level with Infinity Screening, ASIS Background Screening Guidelines, A Revolutionary New Technology Enabled Process For Conducting Reference Checks and much more. The Journal is an indispensable resource and reference tool that no Employment, Talent Management, Human Resource, Staffing or Security professional should be without.

Visit www.PreemploymentDirectory.com (scroll down after logos to The Employment Screening Journal to get your complimentary copy today)



Private Label Ezine Newsletter Service

We can help you have a high quality custom online newsletter to help nurture your relationship with your clients, generate more sales and attract new clients.

Our customized newsletter service will take over your newsletter task or create a new one for you. We manage the entire process for you.

We conduct extensive research to find the right articles for our very popular online newsletter *The Background Buzz* and you can put our research to use for you. Using the information rich content from *The Background Buzz* (minus the ads and competitors information) we will create a custom newsletter for you.

Let us simplify your workload!

Use your staff's time to do more valuable work and save all the hassle of researching or writing articles, formatting and managing all the other ezine tasks with our customized ezine process. We make it simple for you by creating a complete online newsletter for you that includes creating a unique header that matches your company colors, incorporates your logo and supports your brand, suggest names for your webzine and a template format for your webzine.

We emailed you a draft of your newsletter for your review and approval. Once you approve your newsletter we send you a complete newsletter ready for distribution. Its that easy and saves you and/or your staff hours of work.

Frequency of Services	Number of Editions	Fee For Services
Monthly	12	\$1,500.00*
Bi-monthly	6	\$900.00
Quarterly	4	\$700.00

* Platinum Members of PreemploymentDirectory.com receive a 10% discount on the 12 month frequency; their annual rate is \$1,350.00 (other levels of services not discounted)

If you already have a webzine set up, but want to take advantage of our focused research on the background screening industry we can also provide just articles to meet your needs as well. If you are interested in this service please contact us for a quote.

Contact W. Barry Nixon at 949-770-5264 or at wbnixon@aol.com for more information.

Reach Out and Touch Thousands of Human Resource Managers

Tired of being part of the crowd!

Want your own *exclusive* way of getting your company's message in front of Human Resource Managers that is not cluttered with competitors?

We have the Solution for You to Stand Out!



You Can Personalize and Private Label our *Highly Acclaimed!*

Comprehensive Guide For Selecting a Background Screening Firm

with Only your company's advertising message
on the inside of the front & back cover and the back cover too.



Get the attention of thousands of HR Managers by providing them with this valuable and information pack guide that they will refer to time and time again.

1. We will also send your company's live linked logo to 5,000 Human Resource Managers in a direct email blast to drive them to your website.
2. And, we will embed your 1/3 page ad in our online version of the **Comprehensive Guide For Selecting a Background Screening Firm** that will be posted on our very popular web site www.PreemploymentDirectory.com which will reach even more HR Managers.

For More Information Contact W. Barry Nixon at 949-770-5264 or at wbnixon@aol.com

Have You Been Searching For an Exclusive Way to Get Your Firm's Information in front of Prospects?

Search No More, We have the Solution!

eDirect Campaigns

An eDirect Campaign will put your company's advertising message directly to the desk top of more than 1,600 firms in the background screening industry. We will distribute your eDirect mail Campaign directly to firms in your target market. Each eDirect Campaign will only include one advertisement which means you will have an exclusive audience with our readership. No competing ads or messages.

We will distribute a maximum of two eDirect Campaigns a month. Each campaign will include your exclusive advertising message along with timely and relevant information that will be of interest to our readers. This is a tremendous opportunity to promote your services and to get maximum promotional value.

You choose the size of your display advertisement which will be hyper-linked to your website. See the specifications and rates at the end of this description.

Please note that eDirect Mail Campaigns are not available during the last week of the month since this is when *The Background Buzz* is distributed and we strictly want to honor our commitment to not inundate our readers with emails. The exception to this rule may be pre-conference announcements.

After each campaign we will provide you with a report that identifies the click through rate to your web site.

ePromotional Announcements and Releases

An ePromotional Announcement or Release to the 1,600 plus firms in the background screening industry in our database will deliver your important message directly to the target audience you want to reach when you want to reach them. You no longer have to hope that they see your message in a Google Alert, media release or monthly publication.

Our standard announcement will include up to 400 words. Please see the rates and specifications listed at the end of this description for more details.

We provide you with a report that identifies the click through rate to your web site.

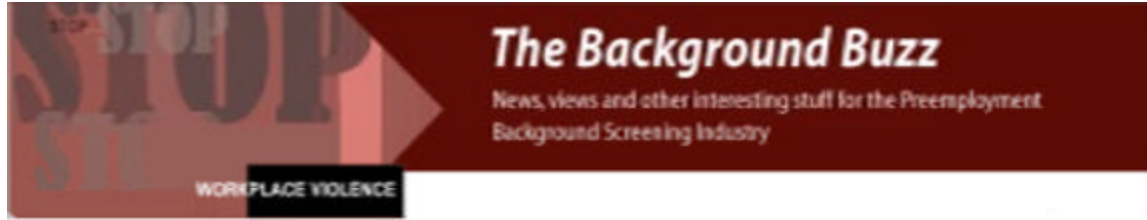
Contact me to get started with this great opportunity to put your message directly in front of your target audience. Email me to sign up at wbnixon@aol.com or call me at 949-770-5264.

Sponsored ePromotional Announcements or Releases

# of Words	Text Format	Logo	Rates
Up to 400 words	PDF	JPG or GIF format	\$450.00
More than 400 words	PDF	JPG or GIF format	\$450.00 plus \$1.00 per word over 400 words

eDirect Campaigns

Ad Size	Dimensions	Format	Rates
1/3 horizontal page	675 x 245 pixels	JPG under 60 kilobyte	\$650.00
1/2 horizontal page	675 x 345 pixels	JPG under 75 kilobyte	\$800.00



Press Release, Announcement & Article Services



Why send your press releases all around the globe with national press release services with the hope that they will reach the people you want to see them?

As the undisputed leader in online communications in the background screening industry we are pleased to offer you the opportunity to have your new product, services or other company announcement information announced in our very popular online newsletter, ***The Background Buzz***.

Since we are focused specifically on the background screening industry your announcement will reach the exact target audience you want to communicate with.

The Background Buzz is distributed monthly to more than 1,600 background screening firms and your message will be placed directly on the desk top of leaders in the industry.

So the next time you want to communicate a message directly within the industry contact us to put your information into ***The Background Buzz***.

Press Release, Announcement & Article Services		
Service	Rates	Format
Press Release	\$250.00 for up to 400 words; \$1.00 per word over 400	Microsoft Word; logo in JPEG
Article	\$400.00 for up to 700 words; \$1.00 per word over 700	Microsoft Word; logo in JPEG

Contact Information:

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 Fax – 949-597-0977