

2008 Advertising Rates

e-Newsletter

Information

Promote your Brand and Services with your advertising message. All ad sizes Includes a live link to your web site. Placement order is 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 2,750 professionals in the industry. For further information contact W. Barry Nixon at wbnixon@aol.com or directly on 949-770-5264.

Diamond - Full Page

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

Specifications for text advertisement: 675 pixels width X 660 pixels height; JPG or GIF format under 80 kilobyte

One edition - \$650; 3-6 editions - \$600 per edition; 9-12 editions - \$550 per edition

Platinum ¾ Page

Feature your firm in a ¾ page advertisement including your logo with live link to your web site and marketing message.

Specifications for text advertisement: 675 pixels width X 495 pixels height; JPG or GIF format under 80 kilobyte

One edition - \$500; 3-6 editions - \$450 per edition; 9-12 editions - \$400 per edition

Black Sponsor – ½ Page

Feature your firm in a ½ page advertisement including your logo with live link to your web site and marketing message.

Specifications for text advertisement: 675 pixels width X 345 pixels height; JPG or GIF format under 75 kilobyte

One edition \$400; 3-6 editions - \$375 per edition; 9-12 editions - \$350 per edition

Gold Sponsor – 1/3 Page

Feature your firm in a 1/3rd page advertisement including your logo with live link to your web site and narrative.

Specifications for text advertisement: 675 pixels width X 245 pixels height; JPG or GIF format under 60 kilobyte

One edition \$300; 3-6 editions - \$275 per edition; 9-12 editions - \$250 per edition

Top of Page – Gold Sponsor

\$350.00 (based on seniority as advertiser) No Multiples Discount



Legal Challenge

Feature your firm in a 1/3rd page advertisement including your logo with live link to your web site and narrative.

Specifications for text advertisement: 675 pixels width X 245 pixels height; JPG or GIF format under 60 kilobyte

Per edition - \$450; Must reserve in at least three month increments

Your ad will appear with the initial question and on all four pages corresponding with each answer.

Material Requirements/Format:

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

Liability

PreemploymentDirectory.com 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. The Advertiser will indemnify and hold PreemploymentDirectory.com harmless from any suits or claims made against PreemploymentDirectory.com based upon Advertiser's material.

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 'Gold Sponsor' ad will not have this designation since they will be placed throughout the newsletter.

Contract Terms:

Number of editions _____

Specific months:

	January 2008		May 2008		September 2008
	February 2008		June 2008		October 2008
	March 2008		July 2008		November 2008
	April 2008		August 2008		December 2008

Choice of Sponsorship:		Cost of Sponsorship:
	Diamond – full Page	\$650 - one edition; \$600 - 3-6 editions; \$550 – 9-12 editions
	Platinum – ¾ Page	\$500 - one edition; \$450 - 3-6 editions; \$400 – 9-12 editions
	Black – ½ Page	\$400 - one edition; \$375 - 3-6 editions; \$350 – 9-12 editions
	Gold – 1/3 Page	\$300 - one edition; \$275 - 3-6 editions; \$250 – 9-12 editions
	Top Position	\$350 –No Multiples Discount
	Legal Challenge	\$450 – No Multiple Discount/Must purchase in 3 month increments

Advertising Charges

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 the National Institute for Prevention of Workplace Violence, Inc.

Send payment to:

PreemploymentDirectory.com, a division of
 The National Institute for Prevention of Workplace Violence, Inc.
 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** _____