

# 2011 Suppliers to Background Screening Firms Marketing Portfolio



STOP

## *The Background Buzz*™

News, views and other interesting stuff for the Preemployment Background Screening Industry

STOP BAD HIRES

**eDirect Mailer**

**Articles**

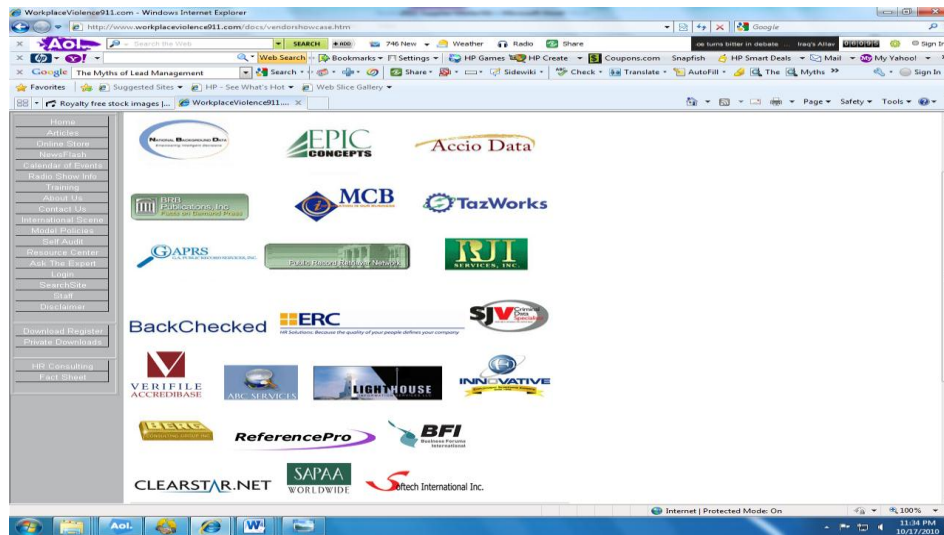
**Vendor Showcase Directory**

**DIAMOND SPONSORSHIPS**

**Press Releases**

**The Legal Challenge**

# Preemployment Screening Directory



## Vendor Showcase

Over the last 20 years the background screening has experience exponential growth and has become a multi-billion dollar industry that is supported by a wide variety of supplier firms. PreemploymentDirectory.com is the first and only online directory to showcase suppliers to the background screening industry. Our goal is to make it easy for background screening firms to find suppliers to meet their business needs.

The Vendor Showcase consist of several categories to guide businesses quickly to the company that will serve them best:

- [Affiliate Programs](#)
- [Compliance Products](#)
- [Court House Searchers](#)
- [Court Researchers](#) (includes Public Records and Retrievers Network (PRRN))
- [Credit Services](#)
- [Drug Testing](#)
- [Investigators & Polygraph Examiners](#)
- [Publishers](#)
- [Preemployment Testing](#)
- [Software Providers](#)
- [Specialty Services](#)
- [Wholesalers](#)

In addition, all suppliers listed in our Vendor Showcase also appear in our Alphabetical listing which also includes background screening firms.

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

The Directory is truly an 'One stop' source that makes it easy to find a service provider to meet your business needs; you no longer need to look in multiple places to identify the companies and services available to you.

Visit the Vendor Showcase by going to [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com), click on 'Click Here To find Background Screening Firm' and then scroll down to Vendor Showcase. Please contact Barry Nixon at [wbnixon@aol.com](mailto:wbnixon@aol.com) or 949-770-5264 for additional information.

# 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 International section.
6. On your specific Alphabetical and 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. We will write a **Feature Article** on your CEO or other key executive that will appear in The Background Bistro Column of *The Background Buzz*.
9. You can **update your ad copy at no charge** if you introduce new products and services or your marketing campaign changes.
10. Your listing Platinum Membership Listing is posted on our other 'Platinum Only' websites.

## Exclusive Platinum Promotional Opportunities:

1. 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](http://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.
2. 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.
3. 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

# Special Directory of Suppliers To the Background Screening Industry



In 2011 we will once again publish and distribute our *Special Directory of Suppliers to the Background Screening Industry* to more than 1,600 firms in the background screening industry both online and in hardcopy.

The Special Directory is an exclusive listing of the Platinum Members listed in the **Vendor Showcase** section of PreemploymentDirectory.com. It is a value-added service that we provide to our Platinum Members on a complimentary basis.

To become a Platinum Member and to have your company listed in the next Special Directory contact Barry Nixon today at [wbnixon@aol.com](mailto:wbnixon@aol.com) or 949-770-5264. We publish the Special Directory in January and July.

# PreemploymentDirectory.com

## 2011 Listing Pricing

<b>Platinum</b> <b>\$600.00</b> <b>per year*</b>	<ul style="list-style-type: none"> <li>• Listing will include your firm's name, address, telephone number</li> <li>• Web site address with live link to your website</li> <li>• Direct email link to your sales contact</li> <li>• One plus page listing: includes introductory description (up to 90 words) plus 1 full page company/product description or advertisement</li> <li>• 4 color company/product Logo</li> <li>• Preferential Placement – 1) First Page position above non Platinum member in alphabetical and geographic listings; 2) Logo place at the top of the page for each letter of the alphabet and for each State or at top of International Section and International Resource Center</li> <li>• Logo rotated on front page of the Directory</li> <li>• Exclusive Services – Eligible to purchase logo placement on landing page of the Directory that takes businesses directly to your website before entering the Directory</li> <li>• Unlimited Free updates to your listing throughout the year</li> <li>• Complimentary placement on up to 20 other sites that feature only our Platinum Members</li> <li>• Feature Article in The Background Bistro Column of <i>The Background Buzz</i> with your CEO or other key executive</li> </ul>
<b>Gold Level:</b> <b>\$400.00</b> <b>per year</b>	<ul style="list-style-type: none"> <li>• Listing will include your firm's name, address, telephone number</li> <li>• Web site address with live link to website</li> <li>• Listing placed in alphabetical sequence</li> <li>• Instant email link so buyers can contact you easily and quickly</li> <li>• Direct email link to your sales contact</li> <li>• Up to a 75 word company/product description</li> <li>• 4 color company/product logo</li> </ul>
<b>Basic:</b> No Charge	<ul style="list-style-type: none"> <li>• A listing with your firm's name, address, telephone number.</li> </ul>

**\$75.0 Set Fee for all enhanced levels** (this is an one time fee for new listings)

**\*Special Discount Rate for NAPBS members is \$500.00**

**Duration of Listing:**  
**All pricing is for 12 month time period.**

**Additional Options for Platinum members - Multiple State listings at a 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](http://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](http://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
\$350	\$550.00	\$750.00
(\$26.92/ wk)	(\$21.15/ 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.***

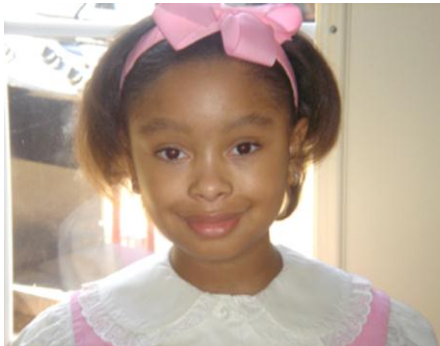
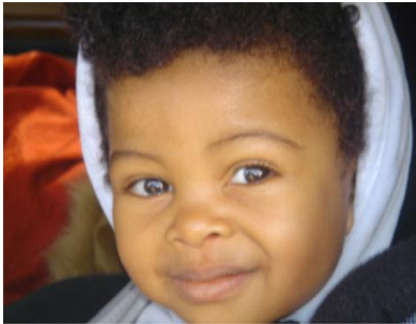
Contact Barry Nixon today at [wbnixon@aol.com](mailto:wbnixon@aol.com) to reserve your Diamond sponsorship!

# The Background Buzz

“The Information Source for Professional Background Screeners”

## Feature Article this Month:

The Real Reason that Company’s Do Background Checks:  
Protecting Societies Move Valuable Asset, Our Children



## Inside this Edition

- New Trends in International Background Screening
- Infinity Screening: Taking Screening to the Next Level
- Review of the new book: **‘Background Screening & Investigation: Managing Hiring Risk from HR and Security Perspectives**

To subscribe Go To: [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com)  
and click on Background Buzz (on the gray bar)

# The Background Buzz 2011 Advertising Rates

Per  
editio  
n -  
\$450  
;  
Must  
adve  
rtise  
in at  
least  
three  
mont  
h  
incre  
ments

## 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](mailto: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 - \$750; 3-8 editions - \$700 per edition; 9-12 editions - \$650 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 - \$550; 3-8 editions - \$500 per edition; 9-12 editions - \$450 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 \$425; 3-8 editions - \$ 400 per edition; 9-12 editions - \$375 per edition

### One Third Page

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

One edition \$350; 3-8 editions - \$325 per edition; 9-12 editions - \$300 per edition

### Top of Page – Gold Sponsor

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

### Legal Challenge



# The Legal Challenge Advertising Rate Sheet



## Why Should You Sponsor The Legal Challenge?

Your goal is too 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.
- 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.
- Third, your ad in **The Legal Challenge** column will appears in the 3<sup>rd</sup> position which is a prime placement that will maximize readership and visibility.

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
----------	--------------------------------------	-------------------------------------

## Sponsorship Rate:

- \$450.00 per edition, no multiple edition discount
- Minimum advertisement must be for at least 3 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](mailto:wbnixon@aol.com) or on 949-770-5264.



## 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:

W. Barry Nixon  
 Email - [wbnixon@aol.com](mailto:wbnixon@aol.com)  
 Phone – 949-770-5264  
 Fax – 949-597-0977

# ***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](mailto:wbnixon@aol.com) or call me at 949-770-5264.

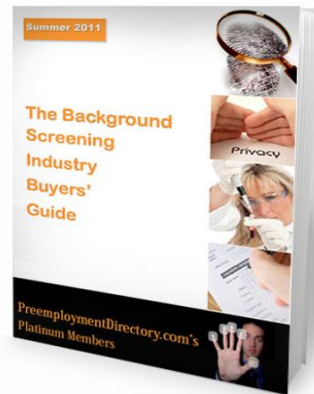
### ***Sponsored ePromotional Announcements or Releases***

<b><i># of Words</i></b>	<b><i>Text Format</i></b>	<b><i>Logo</i></b>	<b><i>Rates</i></b>
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***

<b><i>Ad Size</i></b>	<b><i>Dimensions</i></b>	<b><i>Format</i></b>	<b><i>Rates</i></b>
1/3 horizontal page	675 x 245 pixels	JPG under 60 kilobyte	\$650.00
½ horizontal page	675 x 345 pixels	JPG under 75 kilobyte	\$800.00

# The 2011 Background Screening Buyers Guide



**The 2011 Background Screening Buyers Guide** is the first professional publication to exclusively focus on employment screening practices. The Buyers Guide is a comprehensive collection of the top background screening, investigations and drug testing 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 Buyers Guide puts the background screening industry at the fingertips of managers and hiring professionals searching for firms in the employment screening industry. In addition, the Buyers Guide includes an article that provides expert guidance on 'How to Select a Background Screening Firm.' The Buyers Guide is an indispensable resource and reference tool **for** Employment, Talent Management, Human Resource, Staffing or Security professional.

The Buyers Guide is an annual publication and **advertising opportunities will be available beginning January 2012.**

Don't miss this fabulous opportunity to showcase your service offerings directly to more than 10,000 HR Managers. We send out 10,000 Buyers Guides directly to HR Managers and also distribute at numerous HR Conferences.

Visit [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com) for more information about **The 2011 Background Screening Buyers Guide** or contact Barry Nixon today to sign up for this exclusive opportunity to promote your business! Barry can be reached at [wbnixon@preemploymentdirectory.com](mailto:wbnixon@preemploymentdirectory.com) or 1-949-770-5264.