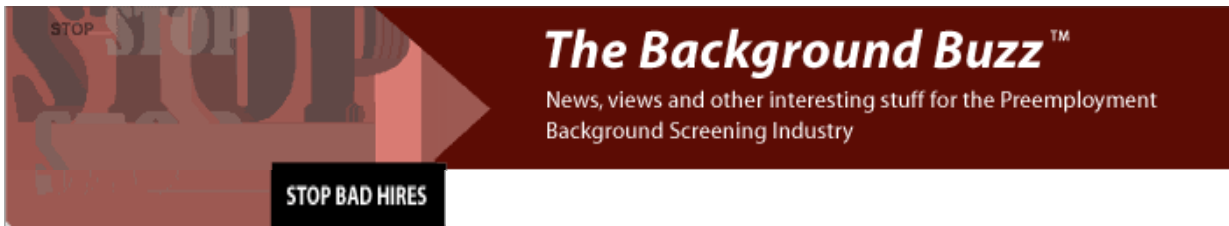


2012 U. S. Background Screening Firms Marketing Portfolio



Private Label Webzine

Articles

Background Screening Directory

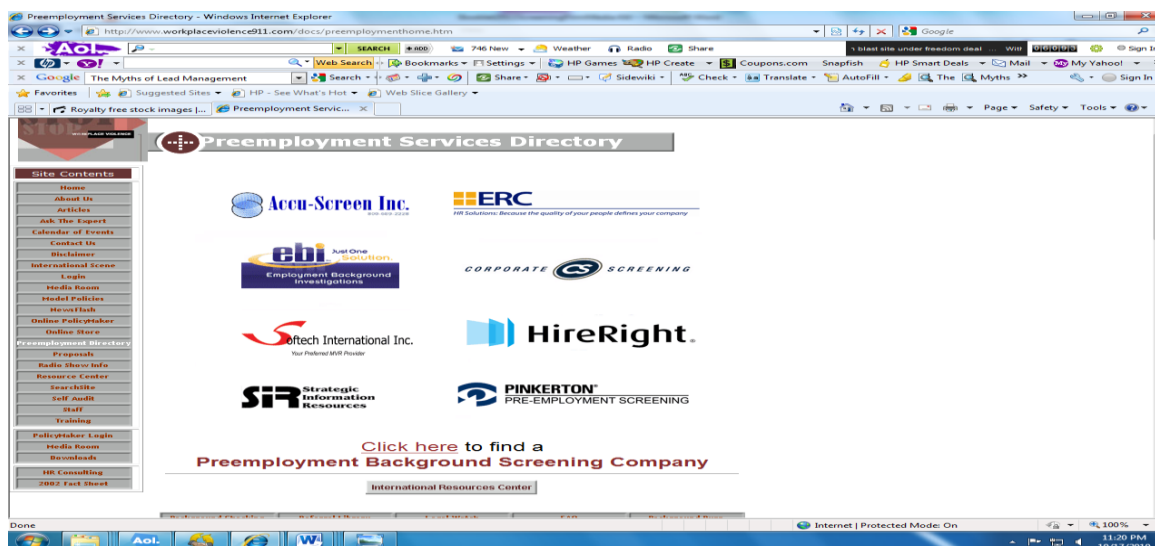
DIAMOND SPONSORSHIPS

Press Releases

White Papers

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 leading 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. In a recent review of online directories and buyers guide PreemploymentDirectory.com rank # 1 in having the most background screening firms listed. In fact, PreemploymentDirectory.com has more background screening firms listed than ASIS International, NAPBS, SHRM and Workforce Magazine combined. Our flagship product is our online Background Screening Directory which features more than 1,000 firms in the background screening industry.

“We connect background screening firms to businesses that need their services.”

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:

- [Affiliate Programs](#)
- [Compliance Products](#)
- [Consulting and Legal Services](#)
- [Court House Searchers](#) (includes Public Records and Retrievers Network (PRRN))
- [Credit Services](#)
- [Drug Testing](#)
- [Educational Verification Services](#)
- [Online Searches](#)
- [Investigators & Polygraph Examiners](#)
- [Publishers](#)
- [Preemployment Testing](#)
- [Reference and Verifications Services](#)
- [Software Providers](#)
- [Specialty Services](#)
- [Training and Conferences](#)
- [Wholesalers](#)

4. Alphabetical listing
The Directory also has an information rich **International Resource Center** that provides important information about conducting international background checks.

Businesses no longer need to search in multiple places or get frustrated with large search engines that show millions of items. We make it easy for them to find you.

Platinum Membership has its 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 Sales Team.
4. Your logo will rotate on the front page where 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 US section. You can also add your information to the International section at a 50% discount rate.
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 announcements, press release and articles in ***The Background Buzz***. This is a value added service that is complimentary to you.
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 Platinum Membership Listing is posted on our other 'Platinum Only' websites.
11. You can place articles in the Background Screening Resource Center section of PreemploymentDirectory.com that have embedded hyperlinks to your listing.
12. You are eligible to advertise in our Annual Background Screening Industry Buyers Guide at a discounted rate. The Buyers Guide exclusively features Platinum Members.

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.) 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. Diamond Sponsors are periodically interviewed to contribute comments to articles we are submitting for publication in relevant industry publications. We mention your firm as often as possible.
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. In addition, we often learn through our workplace violence consulting practice learn about firms who are searching for a background screening firm and we refer them to our Platinum Members.
4. Diamond Sponsors are given the opportunity to include articles in the Background Screening Column in our industry leading publication, **The Workplace Violence Prevention eReport**, which is distributed to thousands of HR, Security, Risk Management and General Management personnel.

Platinum Membership Annual Fee - \$650.00 (Special Discount Rate for NAPBS members is \$550.00)

Gold Membership Annual Fee - \$450.00

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

The 2012 Background Screening Buyers Guide



The 2012 Background Screening Buyers Guide is the first and only 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 to quickly and easily finding a screening firm to meet their needs. The Buyers Guide puts the background screening industry at the fingertips of hiring managers and Human Resources professionals searching for firms in the employment screening industry. In addition, the Buyers Guide includes 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 and 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 Human Resources Managers. We will send 10,000 Buyers Guides directly to Human Resources Managers and also distribute copies at numerous HR Conferences.

Visit www.PreemploymentDirectory.com for more information about **The 2012 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 or 1-949-770-5264.

PreemploymentDirectory.com

2012 Listing Pricing

| | |
|---|--|
| <p>Platinum \$650.00 per year*</p> | <ul style="list-style-type: none"> • Listing will include your firm's name, address, telephone number • Web site address with a live link to your website • Direct email link to your sales contact • Your page listing includes an introductory description (up to 100 words) plus a full page company/product description or advertisement • 4 color company/product Logo • Preferential Placement – 1) First page position above non Platinum Member in Alphabetical and US Geographic listings; 2) Logo placement at the top of the page for each letter of the Alphabetical and for each State or at the top of International Section and International Resource Center • Logo rotated on front page of the Directory • Exclusive Services – Eligible to purchase logo placement on landing page of the Directory that takes businesses directly to your website before entering the Directory • Unlimited Free updates to your listing throughout the year • Leads from our Annual Survey of Employers Background Screening Practices • You can place articles in the Background Screening Resource Center on PreemploymentDirectory.com that have embedded hyperlinks to your listing. |
| <p>Gold Level: \$450.00 per year</p> | <ul style="list-style-type: none"> • Listing will include your firm's name, address, telephone number • Web site address with a live link to your web site • Listing placed in alphabetical sequence • Instant email link so buyers can contact you easily and quickly • Direct email link to your sales contact • Up to a 75 word company/product description • 4 color company/product logo |
| <p>Basic: No Charge</p> | <ul style="list-style-type: none"> • A listing with your firm's name, address, telephone number. |

\$75.00 Set Up Fee for all enhanced levels (this is one time fee for new listings)

***Special Discount Rate** for NAPBS members is **\$550.00**

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

Additional Options for Platinum Members - Multiple State Listings Available 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 probably have heard the saying 'the early bird gets the worm,' well we have discovered a simple, but eloquent way for your firm to get more business before your competitors. This 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 your chance to stand out and be seen. There will 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 |
| \$350.00 | \$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 today at wbnixon@PreemploymentDirectory.com to reserve your Diamond sponsorship!



Private Label Ezine Newsletter Service

We can help you have a high quality custom online newsletter to help you build and nurture 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. We also 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. We save 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. Barry at 1-949-770-5264 or at wbnixon@preemploymentdirectory.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?

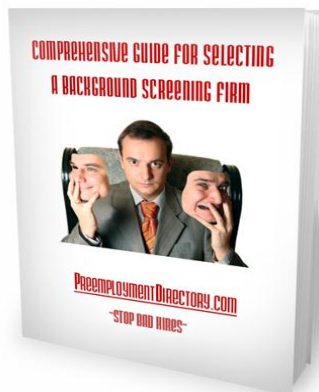
We have the Solution for You to Stand Out!



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 packed 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 web site.
2. And, we will embed your 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 Barry at 1-949-770-5264 or at
wbnixon@PreemploymentDirectory.com



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 products, services or other company 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 get 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@PreemploymentDirectory.com
 Phone – 1-949-770-5264
 Fax – 1-949-597-0977

The Quick and Easy Way to Put Your Marketing Message Directly in Front of Your Clients and Prospects



eDirect Mail Campaigns

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

Each campaign will include your exclusive advertising message along with one article 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.

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 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 can be 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 Barry at 1-949-770-5264 or email him at wbnixon@preemploymentdirectory.com to get started with this great opportunity to put your message directly in front of your target audience.

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 |