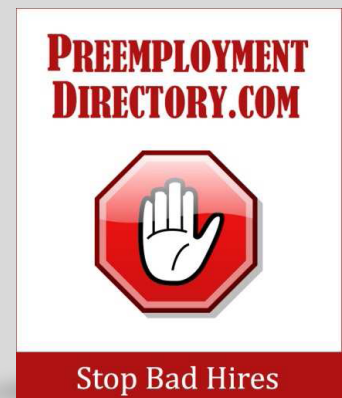
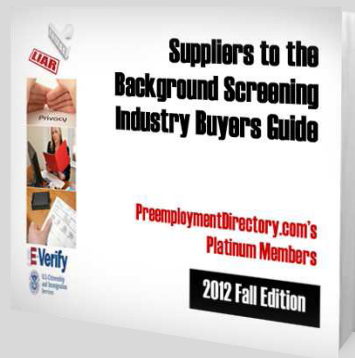


# 2013 Suppliers to Background Screening Firms Marketing Portfolio



**“The Marketing Source for Suppliers to  
Professional Background Screening Firms”**

# Vendor Showcase

## Preemployment Screening Directory



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 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. 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.
4. Your logo will be 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.
5. On the specific Alphabetical and Vendor Showcase page where your firm's listing appears your logo will appear at the top of the page ahead of all non Platinum listings.
6. You can place announcements, press release and articles in *The Background Buzz*. This is a value added service that is complimentary to you.
7. On demand, we will include a feature article on a designated key executive and your company that will appear in The Background Bistro Column of *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 Platinum Membership Listing is posted on our other 'Platinum Only' websites.
10. You receive complimentary Company Profiles in the **Suppliers to the Background Screening Industry Buyers Guide** twice a year.
11. You may also be eligible to advertise in the **Suppliers to the Background Screening Industry Buyers Guide**. The Buyers Guide exclusively features Platinum Members.
12. **Coming in 2013:** You will be able to place articles in the Background Screening Knowledge Center of PreemploymentDirectory.com that have embedded hyperlinks to your website.

## 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. 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.

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

# ***“Get Buzz’d”***



## **The Background Buzz**

Reach out to the worldwide background screening community in the #1 online newsletter for professional background screeners.

The best advertising value to reach background screening firms in this vertical market

### **2013 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](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 - \$825; 3-8 editions - \$775 per edition; 9-12 editions - \$725 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 - \$625; 3-8 editions - \$575 per edition; 9-12 editions - \$525 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 \$475; 3-8 editions - \$ 450 per edition; 9-12 editions - \$425 per edition**

## One Third Page

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

**One edition \$425; 3-8 editions - \$400 per edition; 9-12 editions - \$375 per edition**

## Top of Page – Gold Sponsor

Feature your firm in a  $\frac{1}{3}$ <sup>rd</sup> page advertisement including your logo with live link to your web site

**\$600.00; 12 Edition minimum (based on seniority as advertiser)**

## Special Columns: PRRN Update and Legal Challenges

**US and International Legal Challenge** -Feature your firm in a  $\frac{1}{3}$ <sup>rd</sup> 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 size choice. Must reserve in at least three month increments**

# 2012 Fall Edition Suppliers to the Background Screening Industry Buyers Guide



In 2013 we will once again publish and distribute our *Suppliers to the Background Screening Industry Buyers Guide* to more than 1,600 firms in the background screening industry. We distribute both a printed and also an electronic versions via direct mail and at tradeshow.

The *Suppliers to the Background Screening Industry Buyers Guide* exclusively includes listing of the Platinum Members listed in the Vendor Showcase section of PreemploymentDirectory.com. Platinum Members are provided a complimentary Company Profile of up to 100 words, contact information and company logo. This is a value-added service that we provide to our Platinum Members at no additional charge.

In addition, Platinum Members are eligible to purchase Premium advertisements in the *Suppliers to the Background Screening Industry Buyers Guide*

To become a Platinum Member and to have your company listed in the next *Suppliers to the Background Screening Industry Buyers Guide* contact Barry Nixon today at [wbnixon@preemploymentdirectory.com](mailto:wbnixon@preemploymentdirectory.com) or 949-770-5264. We publish the *Buyers Guide* in the spring and fall.

The *Buyers Guide* is a valuable resource for professional background screeners who use a wide array of suppliers to support their client base.

Don't miss this fabulous opportunity to showcase your service offerings directly to more than 1,600 background screening firms.

To sign up to have your company included in *Suppliers to the Background Screening Industry Buyers Guide* contact Barry Nixon at [wbnixon@preemploymentdirectory.com](mailto:wbnixon@preemploymentdirectory.com) or 1-949-770-5264.

# PreemploymentDirectory.com

## 2013 Listing Pricing

<b>Platinum</b> <b>\$650.00</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 a live link to your website</li> <li>• Direct email link to your sales contact</li> <li>• Your page listing includes an introductory description (up to 100 words) plus a 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 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</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>• Leads from our Annual Survey of Employers Background Screening Practices</li> <li>• You can place articles in the Background Screening Resource Center on PreemploymentDirectory.com that have embedded hyperlinks to your listing.</li> </ul>
<b>Gold Level:</b>  <b>\$450.00</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 a live link to your web site</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> <b>No Charge</b>	<ul style="list-style-type: none"> <li>• A listing with your firm's name, address, telephone number.</li> </ul>

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

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**\*Special Discount Rate** for NAPBS members is **\$550.00**. (The regular rate is \$650.00)

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

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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](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 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](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
\$350.00	\$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](mailto:wbnixon@PreemploymentDirectory.com) to reserve your Diamond sponsorship!



# The Legal Challenge Column, The Background Buzz



## Why Should You Sponsor The Legal Challenge?

The point of effective advertising is to influence the thinking and behavior of the viewer. This is accomplished by having a mentally stimulating concept and repetition.

The Legal Challenge Column in ***The Background Buzz*** combines these two key features. You provide an attention getting and stimulating advertisement for us to display and we provide the viewers with multiple views of your ad.

We provide the 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.

In addition to providing you with multiple views of your ad you will maximize your visibility even further because since we launched the column it has been the most read item in ***The Background Buzz***.

The final reason you should advertise in The Legal Challenge column is that your advertisement will appear in a prime location in ***The Background Buzz***, in the third ad position, which will maximize readership and visibility.

**“The Legal Challenge Column maximizes your value and increases 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:

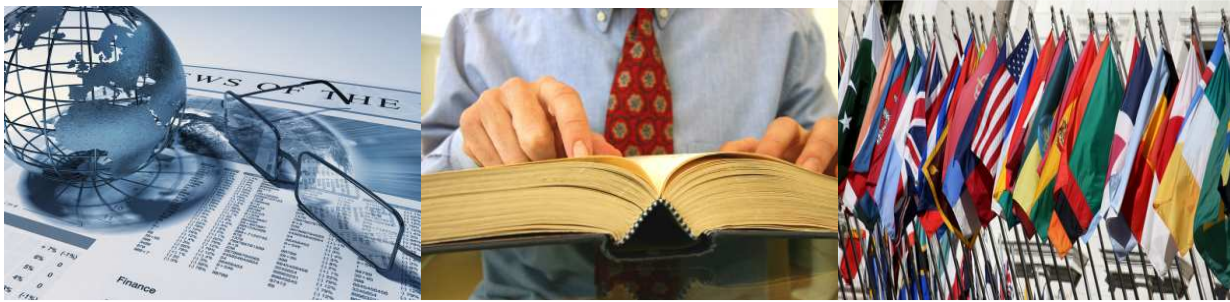
1/3 page	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte
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### Sponsorship Rate:

- \$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.

# The International Legal Challenge Advertising Rate Sheet



## Why Should You Sponsor The International Legal Challenge?

Your goal is too maximize the number of views of your advertisement to stimulate interest in your service and products, and The **International** Legal Challenge delivers this in two powerful ways:

- First, **The International 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 International Legal Challenge** will see your advertisement twice or in some cases even more if they keep choosing the wrong answer.
- Second, your ad in **The International Legal Challenge** column will appears in a prime location for readers interested in the International background screening marketplace. It appears immediately before the International Section.

**“The International Legal Challenge delivers multiple views for your advertisement to maximize your value and increase your sales opportunities.”**

## Description

The **International Legal Challenge** column will appear regularly in *The Background Buzz* and will pose a legal question to challenge readers' knowledge of international background screening practices. Questions will be multiple choice or true/false. 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.

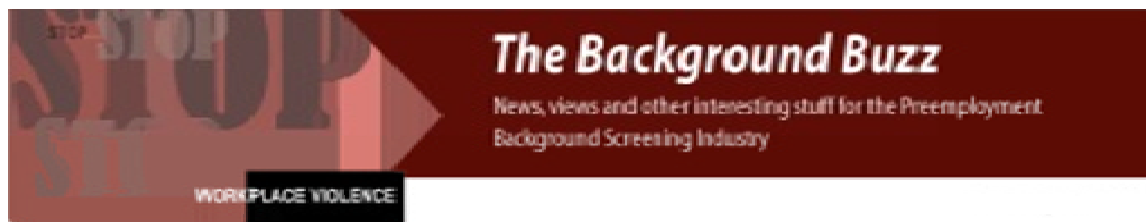
### Advertisement Size:

Ad Size	Dimensions	Format
1/3 page (Horizontal)	675 pixels width x 245 pixels height	JPG/GIF format under 60 kilobyte
1/2 page (Horizontal)	675 pixels width x 345 pixels height	JPG/GIF format under 75 kilobyte

### Sponsorship Rate:

- \$450.00 per edition for 1/3 page ad and \$650.00 for 1/2 page ad
- Minimum advertising campaign 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 International 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 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

# *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 includes 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](mailto: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