

## 2010 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 - \$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  $\frac{1}{3}$ <sup>rd</sup> 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 (based on seniority as advertiser) 6 Edition minimum**

### 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 - \$450; Must reserve in at least three month increments**

**Material Requirements/Format:**

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

<b>Ad Size</b>	<b>Dimensions</b>	<b>Format</b>
(Horizontal)		
1/3 page	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte
1/2 page	675 pixels width x 345 pixels height	JPG or GIF format under 75 kilobyte
3/4 page	675 pixels width x 495 pixels height	JPG or GIF format under 80 kilobyte
Full page	675 pixels width x 660 pixels height	JPG or GIF format under 80 kilobyte

**Liability**

PreemploymentDirectory.com nor any of the companies of the National Institute for Prevention of Workplace Violence, Inc. 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. By submitting your advertisement to *The Background Buzz* you acknowledge that you, as the Advertiser, will indemnify and hold National Institute for Prevention of Workplace Violence, Inc. and its companies harmless from any suits or claims made against them based upon Advertiser's material. You further acknowledge that advertisements are presented for information and marketing purposes only and the National Institute for Prevention of Workplace Violence, Inc. makes no representations for any products or services that are promoted and accepts no responsibility for any actions or consequences that occur as a result of any purchases from advertisers

**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 one third page ad will not have this designation since they will be placed throughout the newsletter.

**Contract Terms:**

**Number of editions** \_\_\_\_\_  
**Specific months:**

	<b>January</b>		<b>May</b>		<b>September</b>
	<b>February</b>		<b>June</b>		<b>October</b>
	<b>March</b>		<b>July</b>		<b>November</b>
	<b>April</b>		<b>August</b>		<b>December</b>

<b>Choice of Sponsorship: Cost of Sponsorship:</b>	
<b>Diamond – full Page</b>	<b>\$750 - one edition; \$700 - 3-8 editions; \$650 – 9-12 editions</b>
<b>Platinum – ¾ Page</b>	<b>\$550 - one edition; \$500 - 3-8 editions; \$450 – 9-12 editions</b>
<b>Black – ½ Page</b>	<b>\$425 - one edition; \$400 - 3-8 editions; \$375 – 9-12 editions</b>
<b>Gold – 1/3 Page</b>	<b>\$350 - one edition; \$325 - 3-8 editions; \$300 – 9-12 editions</b>
<b>Top Position</b>	<b>\$450 –No Multiples Discount/Must purchase in 6 month increments</b>
<b>Legal Challenge</b>	<b>\$450 – No Multiple Discount/Must purchase in 3 month increments</b>

**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 PreemploymentDirectory.com

**Send payment to:**

PreemploymentDirectory.com  
 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 \_\_\_\_\_