

eDirect mail Campaigns and Sponsored Email Announcements

Our Sponsored Email Announcements and Direct Email Campaigns go to the 1,600 background screening firms in our database and are generally limited to one per month. Although under certain circumstances we may squeeze in a second one. Our goal is to provide timely and relevant information to our readers without wearing out our welcome by emailing them too frequently.

We only include one sponsor in each of our direct mail campaigns to provide our advertiser with maximum promotional value. The sponsor can include a banner type ad (see specifications at bottom of page) or text with a logo. If text with a logo are provided the text should not exceed 100 words. The advertisers logo and/or banner advertisement will be linked to their website or other designated URL.

We will work with you to meet your needs so please feel free to discuss your ideas with me and I am sure we will be able to work it out. I am flexible in our requirements as long as it is not something that will be overbearing to our readers.

Our goal is to include information in the Sponsored Email Announcement that will be valuable and informative to our audience first, and then to include promotional information.

Direct email 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 is pre-conference announcements.

After each campaign we provide you with a report that identifies the clicked through rate to your web site.

Please let me know if you are interest in sponsoring an email to our database of 1,600 firms in the background screening industry.

I would be happy to answer any questions that you have or to provide additional information.

Thanks,

Barry

Ad Size	Electronic	Dimensions	Format
1/3 horizontal page	email	675 pixels width x 245 pixels height	JPG or GIF format under 60 kilobyte