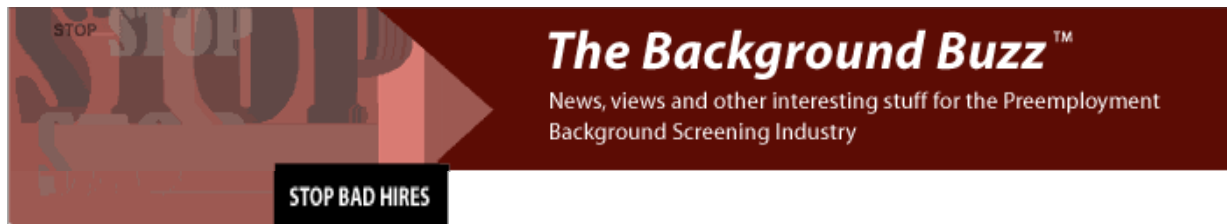
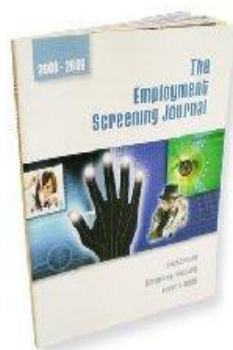


# 2011 U. S. Background Screening Firms Marketing Portfolio



**Private Label Webzine**

**Articles**

**Background Screening Directory**

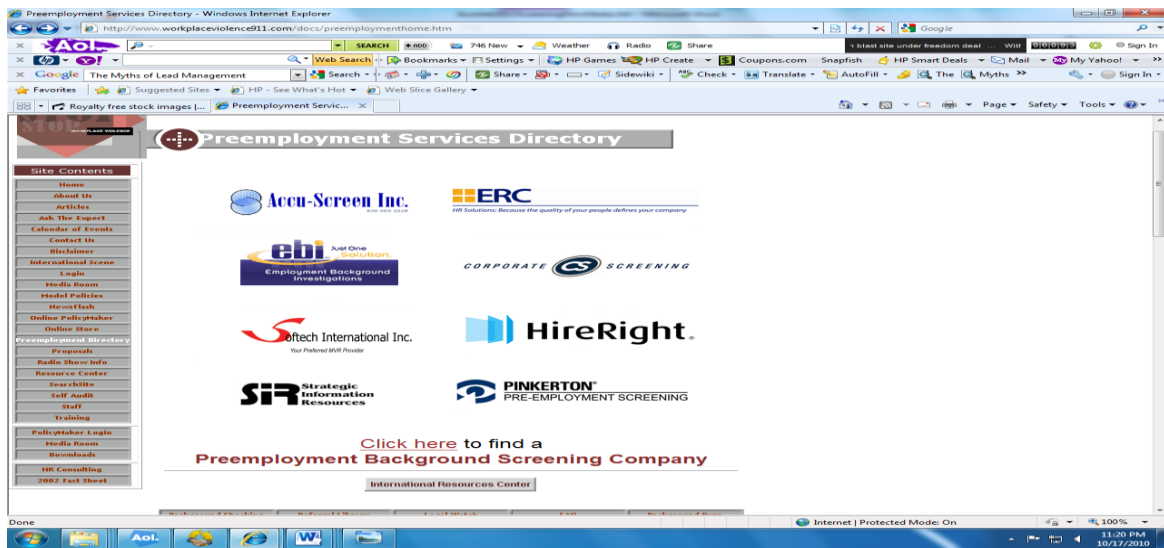
**DIAMOND SPONSORSHIPS**

**Press Releases**

**White Papers**

# Preemployment Screening Directory

## [www.PreemploymentDirectory.com](http://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 have made it easy for them to find you.

# Special Directory of Background Screening Firms



In 2011 we will publish and distribute a new *Special Directory of Background Screening Firms*. This special directory will be sent directly to more than 5,000 Human Resources.

The *Special Directory of Background Screening Firms* will be an exclusive listing of the Platinum Members listed in the PreemploymentDirectory.com.

We are offering this special directory to our Platinum Members at the nominal fee of \$150.00.

To become a Platinum Member and to have your company listed in the *Special Directory of Background Screening Firms* contact Barry Nixon today at [wbnixon@aol.com](mailto:wbnixon@aol.com) or 949-770-5264. We will publish the Special Directory in May 2011.

# 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 <u>only</u> our Platinum Members</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> <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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**\$75.0 Set Fee for all enhanced levels** (this is one time fee for new listings)

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

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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 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.

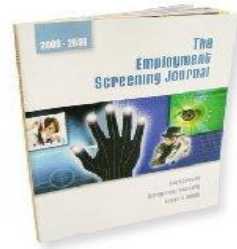
The Diamond Sponsorship have been specially priced to maximize the return on your valuable marketing dollars.

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 Employment Screening Journal



**The Employment Screening Journal** is the first professional publication to exclusively focus on employment screening practices. The Journal includes a special feature, a Background Screening Industry Buyers Guide which is a comprehensive collection of background screening, investigations, drug testing and support services 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 Journal puts the background screening industry at the fingertips of managers and hiring professionals searching for firms in the employment screening industry. In addition, the Journal will include exceptional and in depth editorial content on employment screening practices such as a Comprehensive Guide for Selecting a Background Screening Firm, ASIS Background Screening Guidelines, New Technology Enabled Process For Conducting Reference Checks and much more. The Journal is an indispensable resource and reference tool that no Employment, Talent Management, Human Resource, Staffing or Security professional should be without.

The next Journal will be published in June 2012 and advertising opportunities will be available beginning **January 2011**. Visit [www.PreemploymentDirectory.com](http://www.PreemploymentDirectory.com) for more information about **The Employment Screening Journal**.



## Private Label Ezine Newsletter Service

We can help you have a high quality custom online newsletter to help nurture your 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, 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 and saves 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 W. Barry Nixon at 949-770-5264 or at [wbnixon@aol.com](mailto:wbnixon@aol.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 pack 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 website.
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](http://www.PreemploymentDirectory.com) which will reach even more HR Managers.

**For More Information Contact W. Barry Nixon at 949-770-5264 or at [wbnixon@aol.com](mailto:wbnixon@aol.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 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

**Special Directory for Background Screening Firms Coming in 2011!**